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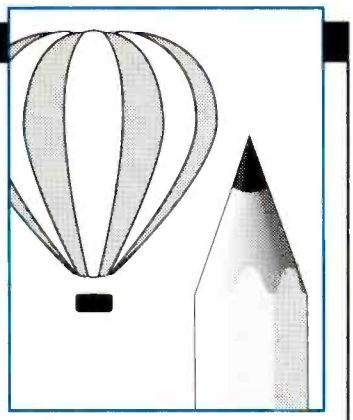
10 **RATINGS STRATEGY REVIEW** Full-color graphs reflecting radio's strategies in the nineties.



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Numbers following market listings indicate market rank in the Fall '92 ratings period.

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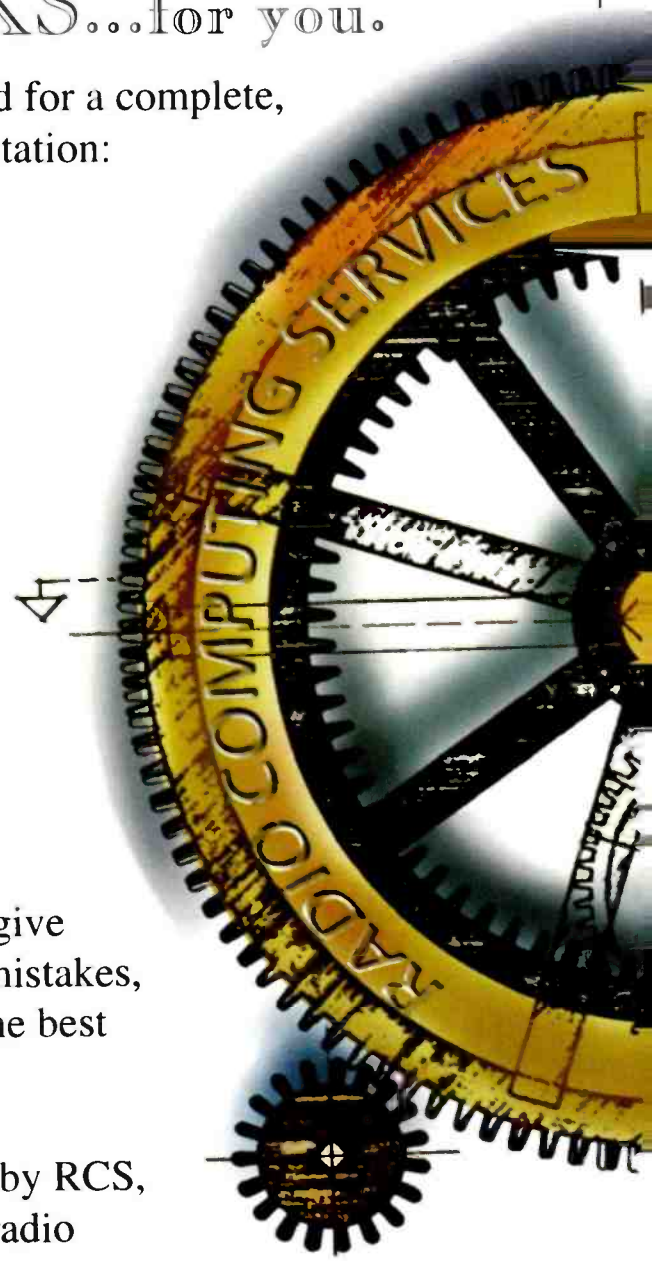

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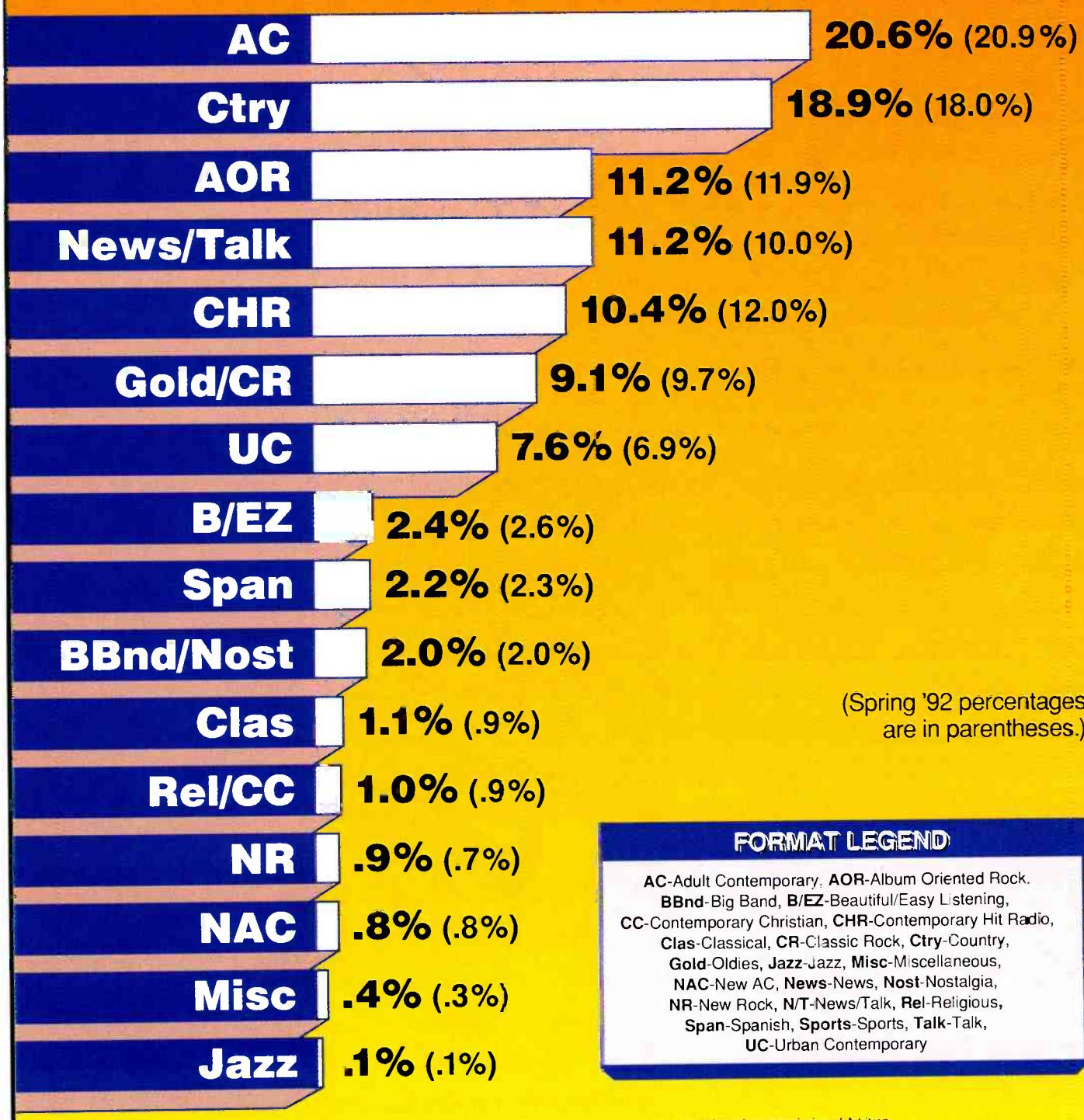
NATIONAL FORMAT REACH CHART

The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the U.S. during the Fall '92 book.

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



(Spring '92 percentages are in parentheses.)

FORMAT LEGEND

AC-Adult Contemporary, **AOR**-Album Oriented Rock, **BBnd**-Big Band, **B/EZ**-Beautiful/Easy Listening, **CC**-Contemporary Christian, **CHR**-Contemporary Hit Radio, **Clas**-Classical, **CR**-Classic Rock, **Ctry**-Country, **Gold**-Oldies, **Jazz**-Jazz, **Misc**-Miscellaneous, **NAC**-New AC, **News**-News, **Nost**-Nostalgia, **NR**-New Rock, **N/T**-News/Talk, **Rel**-Religious, **Span**-Spanish, **Sports**-Sports, **Talk**-Talk, **UC**-Urban Contemporary

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FORMAT REACH CHARTS

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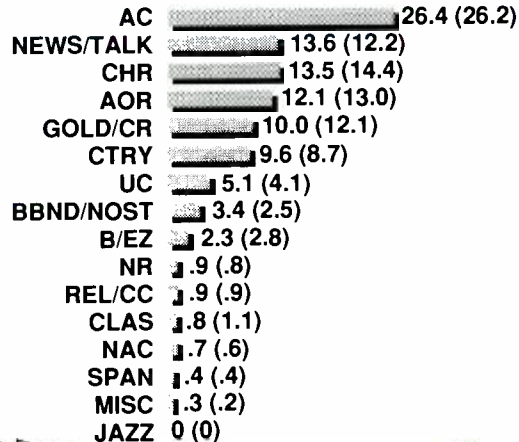

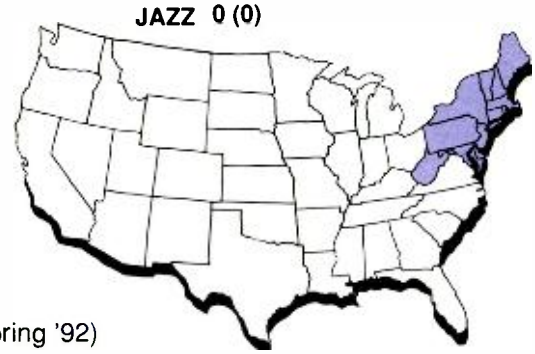

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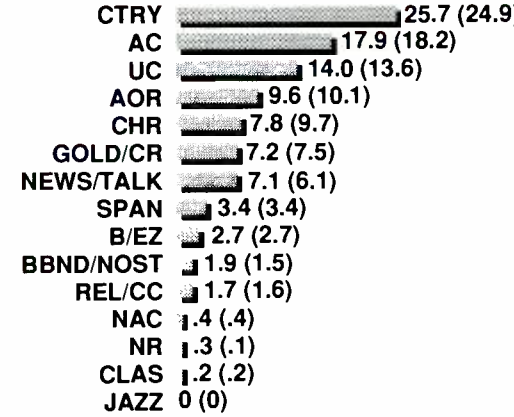
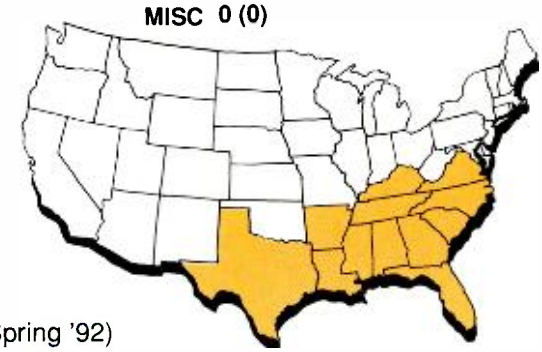
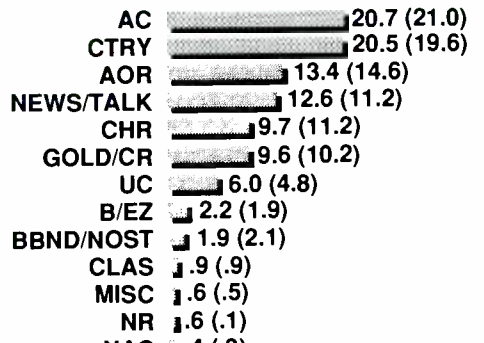
SOUTH

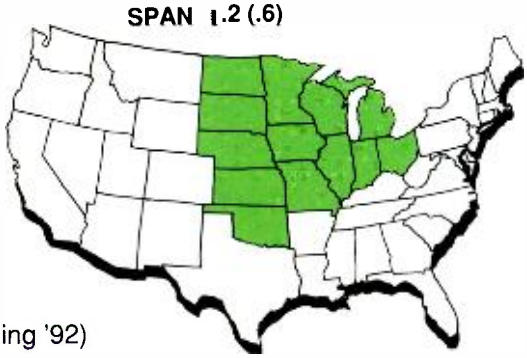




(Spring '92)

MIDWEST





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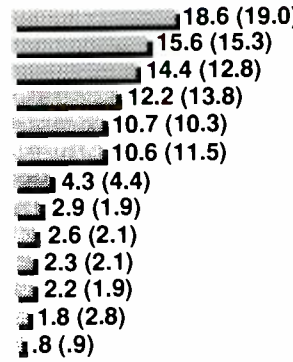
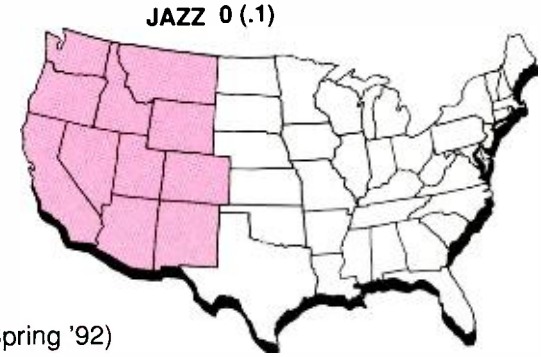
WEST





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Fall Findings Show Economic Promise

R&R's exclusive poll of several hundred stations in the five major music formats indicates promising economic news. Overall (to the tune of 24%), stations fattened their promotion budgets, with more large market stations opting to increase their TV and billboard expenditures.

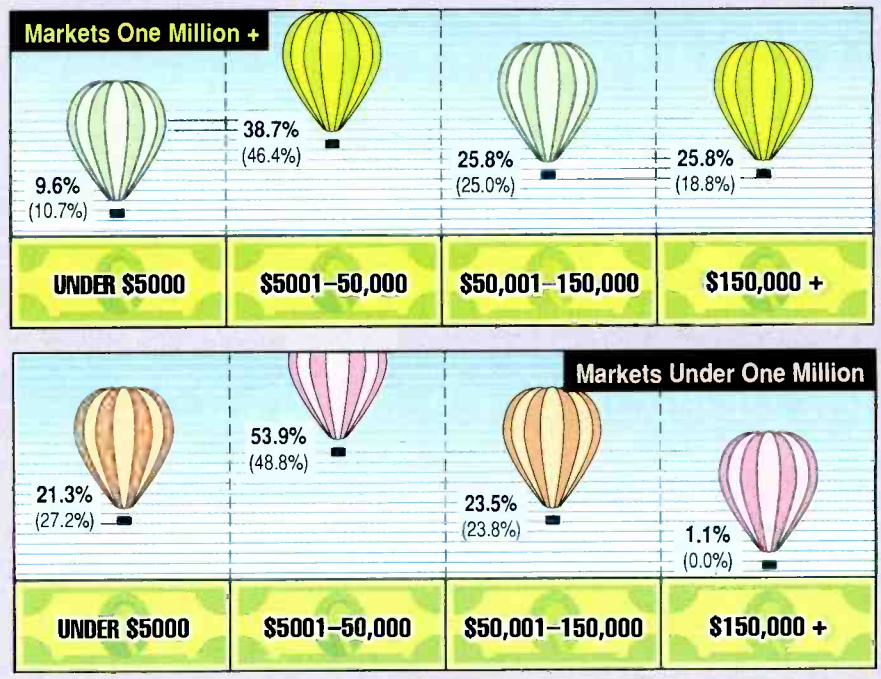
Among other Fall '92 "Ratings Strategy Review" highlights:

- Country, UC, and AOR again dominated TV, magazine, and busboard advertising, respectively. UC displaced AC for top billboard usage honors, while Country outpaced UC to claim the newspaper crown.
- Nearly 60% of Country outlets imaged themselves as playing "Today's Hot New Country (Favorites)."
- 50% of surveyed ACs utilized direct mail, with CHR jumping from last to third place.
- On the research front, 70% maintained the previous fall's budget, while 12.8% increased their allotment.

PROMOTIONAL BUDGETS

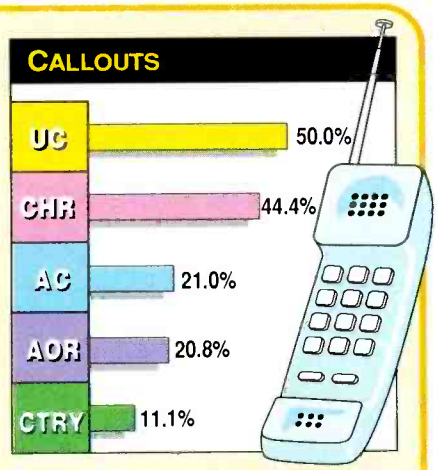
AC and Country were the big spenders in the $50,000-$150,000 category, with half the $150,000+ players coming from the AC ranks. CHRs in markets under one million, meanwhile, comprised the bulk of stations landing in the under $5000 slot.

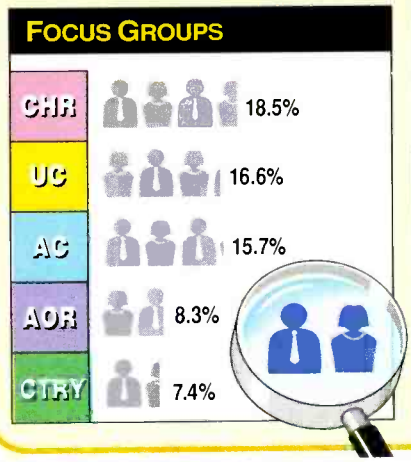
(Fall '91 percentages are in parentheses.)

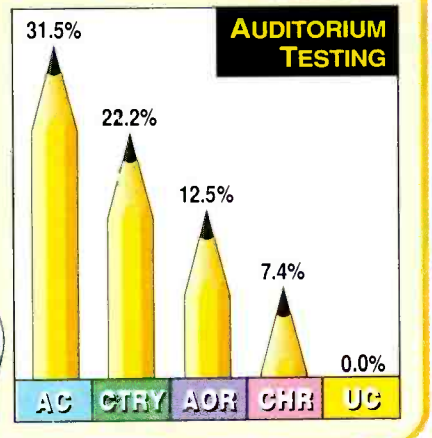


MUSIC RESEARCH

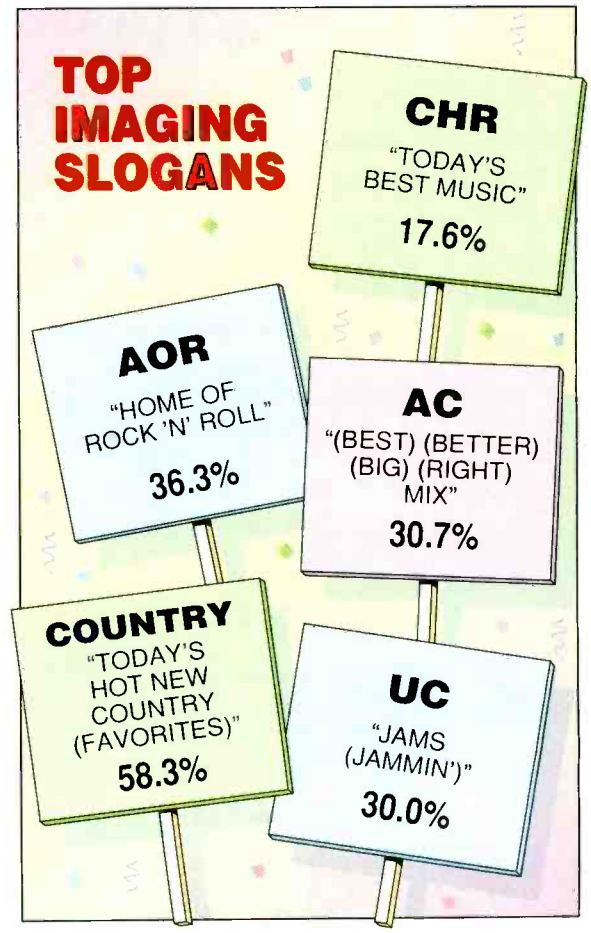
Here are the percentages of stations in the five major music formats that conduct auditorium tests, callouts, and focus groups.







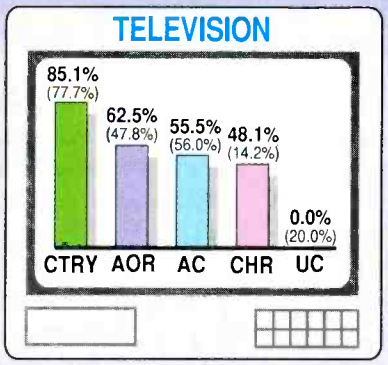
TOP IMAGING SLOGANS

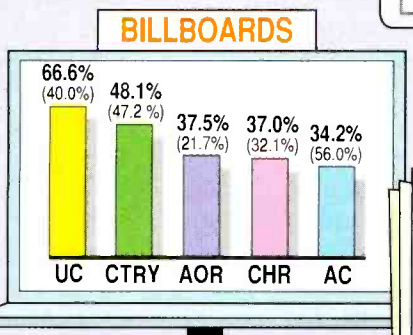


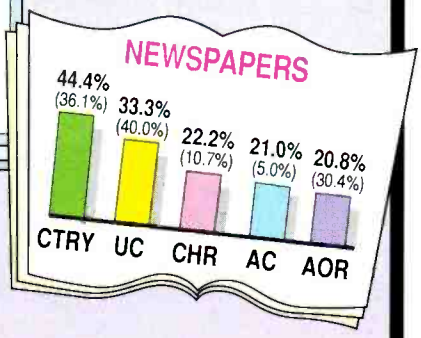
OUTSIDE MEDIA USAGE BY FORMAT

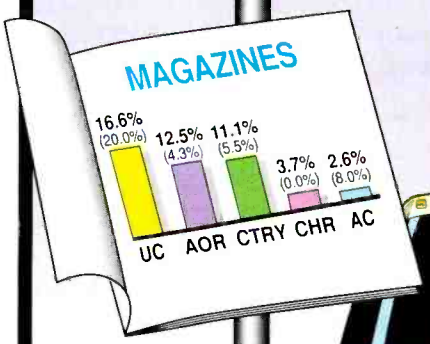
Country's massive use of TV overshadowed nearly every other format, although AOR and CHR made significant advances. Last fall's biggest billboard proponent --AC-- dropped to last place.

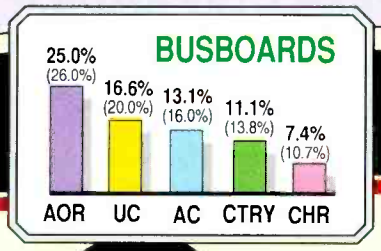
(Fall '91 percentages are in parentheses.)







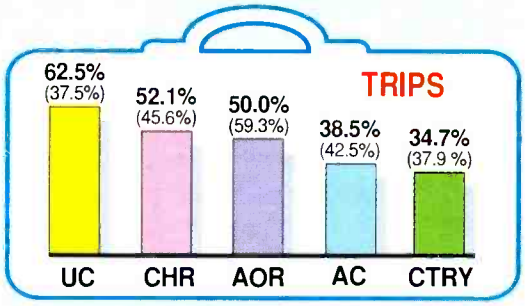


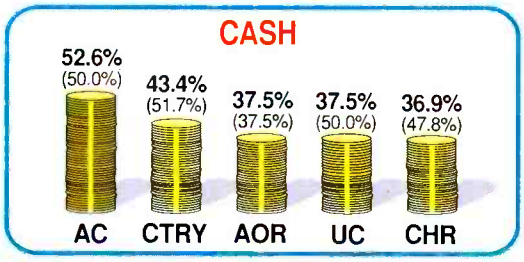


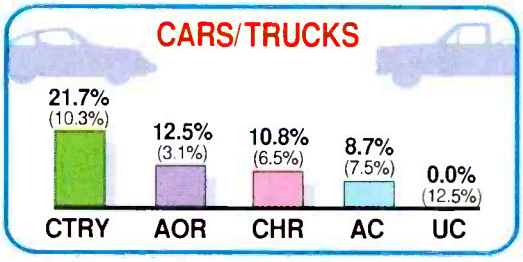
Radio's Favorite Giveaways

Trips ran away with the title of favorite station giveaway, thanks to support from the newly anointed first- and second-place finishers: UC and CHR. While Cars/Trucks remained a distant third among the Big Three prize enticements, it showed the most favorable growth.

(Fall '91 percentages are in parentheses.)



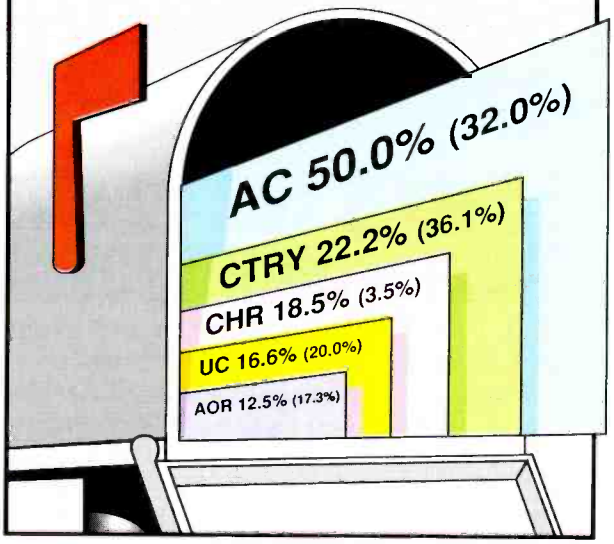




Who Uses Direct Mail

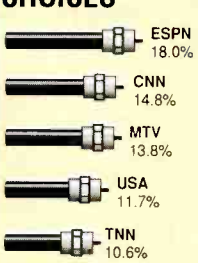
Repeating a familiar pattern, AC and Country were direct mail's major supporters. The big news: CHR's vault from last to third place.

(Fall '91 percentages are in parentheses.)

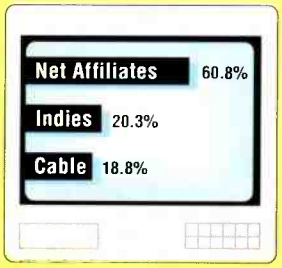


HOW RADIO USES TELEVISON

CABLE AD CHOICES



TV BUYING PREFERENCES



SPOT SLOTTING

Prime	17.7%
Early News	16.3%
Late Night	11.8%
Prime Access	11.3%
Late News	10.9%
ROS	10.4%
Mornings	8.1%
Soaps	6.3%
Sports	6.3%

NATIONAL ALL-FORMAT

AVERAGE QUARTER-HOUR

1. WIVK-FM/Knoxville (Ctry) 31.1
2. WXBQ-FM/Johnson City-Kingsport (Ctry) 27.6
3. WRNS-AM & FM/Greenville-New Bern (Ctry) . . 25.3
4. WUSY/Chattanooga (Ctry) 21.8
5. WAMZ/Louisville (Ctry) 20.5
6. WZZK-AM & FM/Birmingham (Ctry) 20.0
7. WTQR/Greensboro-Winston Salem (Ctry) 19.4
8. KSSN/Little Rock (Ctry) 19.1
9. KXXY-AM & FM/Oklahoma City (Ctry) 18.8
10. WDUV/Sarasota-Bradenton (B/EZ) 18.7
10. WYNK-FM/Baton Rouge (Ctry) 18.7
12. KIIM/Tucson (Ctry) 18.5
13. WSSL-AM & FM/Greenville-Spartanburg (Ctry) 18.3
14. KWEN/Tulsa (Ctry) 18.1
15. WWDM/Columbia, SC (UC) 16.9
16. KUZZ/Bakersfield (Ctry) 16.6
17. WKRZ/Wilkes Barre-Scranton (CHR) 16.4
18. WITL-FM/Lansing-East Lansing (Ctry) 16.2
18. WYYD/Roanoke-Lynchburg (Ctry) 16.2
20. WGKX/Memphis (Ctry) 16.1
21. WKSJ-AM & FM/Mobile (Ctry) 16.0
22. WFMS/Indianapolis (Ctry) 15.7
23. KMOX/St. Louis (Talk) 15.3
23. WSIX/Nashville (Ctry) 15.3
25. KASE/Austin (Ctry) 15.2
25. KDKA/Pittsburgh (N/T) 15.2

CUME

1. WINS/New York (News) 2,319,800
2. WRKS/New York (Urban) 2,099,400
3. WHTZ/New York (CHR) 1,968,100
4. WCBS/New York (News) 1,978,600
5. WPLJ/New York (CHR) 1,949,600
6. WLTW/New York (AC) 1,898,100
7. WXRK/New York (CR) 1,856,500
8. WCBS-FM/New York (Gold) 1,687,000
9. KIIS-AM & FM/Los Angeles (CHR) 1,675,900
10. WBLS/New York (Urban) 1,662,200
11. WQHT/New York (CHR) 1,620,100
12. KOST/Los Angeles (AC) 1,600,600
13. KPWR/Los Angeles (CHR) 1,481,100
14. WMXV/New York (AC) 1,472,600
15. KRTH/Los Angeles (Gold) 1,388,500
16. WNEW-FM/New York (AOR) 1,350,200
17. WABC/New York (Talk) 1,304,000
18. WPAT-FM/New York (B/EZ) 1,253,000
19. WOR/New York (Talk) 1,239,400
20. WFAN/New York (Sports) 1,225,200
21. KFWB/Los Angeles (News) 1,211,800
22. KYW/Philadelphia (News) 1,135,300
23. KGO/San Francisco (N/T) 1,121,100
24. KBIG/Los Angeles (AC) 1,099,800
25. WBBM/Chicago (News) 1,083,700

CONTEMPORARY HIT RADIO

AVERAGE QUARTER-HOUR

1. WKRZ/Wilkes Barre-Scranton 16.4
2. WQUT/Johnson City-Kingsport 13.5
3. KJYO/Oklahoma City 11.1
3. WNTQ/Syracuse 11.1
5. KKXX-FM/Bakersfield 10.6
6. WNNK-AM & FM/Harrisburg-Lebanon 10.4
7. KPRR/El Paso 10.2
8. WPRO-FM/Providence 10.0
9. KQKQ/Omaha-Council Bluffs 9.8
10. KIKI-FM/Honolulu 9.6

CUME

1. WHTZ/New York 1,978,600
2. WPLJ/New York 1,949,600
3. KIIS-AM & FM/Los Angeles 1,675,900
4. WQHT/New York 1,620,100
5. KPWR/Los Angeles 1,481,100
6. WBBM-FM/Chicago 1,048,100
7. WIOQ/Philadelphia 802,600
8. KMEL/San Francisco 710,000
9. WEGX/Philadelphia 694,200
10. WPGC-FM/Washington, DC 673,400

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The Ultimate Digital Studio is a powerful broadcast tool that saves you time and money. The UDS controls music from CD jukeboxes or consumer-type compact disc players and computer audio hard disc systems so that all your music, commercials, jingles and voice tracks can be viewed and scheduled on one screen. TM Century has also developed interfaces for a wide variety of music and traffic scheduling systems.

TM Century has delivered over 200 Ultimate Digital Studio Systems worldwide. The hardware and software that comprise the UDS is highly dependable and proven. Both the new generation of Sony CD Changers and the extremely reliable CDK-006 jukebox are available to TM Century. Parts and service will be supported until the next century. Prices start at under $8,200.

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ADULT CONTEMPORARY

AVERAGE QUARTER-HOUR

1. WTFM/Johnson City-Kingsport 14.3
1. WCCO/Minneapolis-St. Paul 14.3
3. WSRS/Worcester 13.1
4. WTIC/Hartford-New Britain 13.0
5. WICC/Bridgeport 12.9
5. WLW/Cincinnati 12.9
7. WARM-FM/Lancaster, PA 12.8
8. WEZN/Bridgeport 12.6
9. KSFI/Salt Lake City-Ogden-Provo 12.1
10. WHAS/Louisville 12.0

CUME

1. WLTW/New York 1,898,100
2. KOST/Los Angeles 1,600,600
3. WMXV/New York 1,472,600
4. KBIG/Los Angeles 1,099,800
5. WLIT/Chicago 700,600
6. WCCO/Minneapolis-St. Paul 663,200
7. WYXR/Philadelphia 617,300
8. KIOI/San Francisco 608,000
9. KYSR/Los Angeles 585,700
10. WPNT/Chicago 552,600

AOR

AVERAGE QUARTER-HOUR

1. WCMF/Rochester 15.1
2. KLAQ/El Paso 11.5
3. WJXQ/Lansing-East Lansing 11.6
4. WZZO/Allentown-Bethlehem 11.4
5. WFBQ/Indianapolis 11.0
5. WIOT/Toledo 11.0
7. WKLQ/Grand Rapids 10.4
8. WROV-FM/Roanoke-Lynchburg 10.0
8. WYNF/Tampa (Sarasota-Bradenton book) 10.0
10. WQMF/Louisville 9.9

CUME

1. WNEW-FM/New York 1,350,200
2. KLOS/Los Angeles 973,000
3. WWBZ/Chicago 791,100
4. WLUP-FM/Chicago 785,300
5. WMMR/Philadelphia 626,700
6. KQLZ/Los Angeles 558,900
7. KQRS-AM & FM/Minneapolis-St. Paul 506,700
8. WBCN/Boston 487,300
9. WLLZ/Detroit 450,300
10. WWDC-FM/Washington, DC 447,700

NEW ROCK

AVERAGE QUARTER-HOUR

1. KEDG/Las Vegas 5.1
2. XTRA-FM/San Diego 4.4
3. KROQ/Los Angeles (Anaheim-Santa Ana book) 4.1
4. KROQ/Los Angeles 3.8
5. KXRK/Salt Lake City-Ogden-Provo 3.6
6. WHFS/Washington, DC (Baltimore book) 3.4
7. WKQX/Chicago 2.9
7. WXRT/Chicago 2.9
9. WHFS/Washington, DC 2.8
10. KDGE/Dallas-Ft. Worth 2.7
10. KNDD/Seattle-Tacoma 2.7

CUME

1. KROQ/Los Angeles 973,700
2. WKQX/Chicago 676,500
3. WXRT/Chicago 549,700
4. KITS/San Francisco 376,200
5. XTRA-FM/San Diego 290,900
6. KDGE/Dallas-Ft. Worth 280,700
7. WDRE/Nassau-Suffolk (New York book) 279,400
8. WHFS/Washington, DC 276,000
9. KROQ/Los Angeles (Anaheim book) 232,800
10. WFNX/Boston 197,800

COUNTRY

AVERAGE QUARTER-HOUR

1. WIVK-FM/Knoxville 31.1
2. WXBQ-FM/Johnson City-Kingsport 27.6
3. WRNS-AM & FM/Greenville-New Bern 25.3
4. WUSY/Chattanooga 21.8
5. WAMZ/Louisville 20.5
6. WZZK-AM & FM/Birmingham 20.0
7. WTQR/Greensboro-Winston Salem 19.4
8. KSSN/Little Rock 19.1
9. KXXY-AM & FM/Oklahoma City 18.8
10. WYNK-FM/Baton Rouge 18.7

CUME

1. WYNY/New York 892,800
2. WUSN/Chicago 871,000
3. KSCS/Dallas-Ft. Worth 746,900
4. WWWW/Detroit 643,900
5. KILT-FM/Houston-Galveston 600,400
6. KPLX/Dallas-Ft. Worth 599,100
7. KZLA/Los Angeles 595,700
8. KIKK-FM/Houston-Galveston 559,300
9. WMZQ-AM & FM/Washington, DC 501,700
10. WXTU/Philadelphia 478,700

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URBAN CONTEMPORARY

AVERAGE QUARTER-HOUR

1. **WWDM/Columbia, SC** 16.9
2. WWWZ/Charleston, SC 14.8
3. WIKS/Greenville-New Bern 12.4
4. WVEE/Atlanta 12.1
5. WCDX/Richmond 11.6
6. KQXL/Baton Rouge 11.4
7. WXOK/Baton Rouge 11.3
8. WHRK/Memphis 10.9
8. WOWI/Norfolk-Virginia Beach 10.9
10. WDIA/Memphis 10.8

CUME

1. **WRKS/New York** 2,099,400
2. WBLS/New York 1,662,200
3. WGCI-FM/Chicago 927,700
4. KKBT/Los Angeles 643,700
5. WVEE/Atlanta 507,200
6. WJLB/Detroit 506,200
7. WUSL/Philadelphia 501,500
8. WVAZ/Chicago 500,500
9. KJMZ/Dallas-Ft. Worth 492,400
10. WKYS/Washington, DC 453,300

NEWS/TALK

AVERAGE QUARTER-HOUR

1. **KMOX/St. Louis (Talk)** 15.3
2. KDKA/Pittsburgh (N/T) 15.2
3. KFBK/Sacramento (N/T) 13.6
4. WHAM/Rochester (N/T) 13.4
5. KFAB/Omaha-Council Bluffs (N/T) 12.9
6. WKBN/Youngstown-Warren (N/T) 12.7
7. KMJ/Fresno (N/T) 12.4
8. KGO/San Francisco (San Jose book) (N/T) . . 11.4
9. WSPD/Toledo (N/T) 11.1
9. WTMJ/Milwaukee-Racine (N/T) 11.1

CUME

1. **WINS/New York (News)** 2,319,800
2. WCBS/New York (News) 1,968,100
3. WABC/New York (Talk) 1,304,000
4. WOR/New York (Talk) 1,239,400
5. WFAN/New York (Sports) 1,225,200
6. KFWB/Los Angeles (News) 1,211,800
7. KYW/Philadelphia (News) 1,135,300
8. KGO/San Francisco (N/T) 1,121,100
9. WBBM/Chicago (News) 1,083,700
10. KNX/Los Angeles (News) 1,078,700

NAC

AVERAGE QUARTER-HOUR

1. **KIFM/San Diego (North County book)** 3.9
2. KIFM/San Diego 3.7
3. WLOQ/Orlando 3.6
4. KBLX-AM & FM/San Francisco 3.5
4. WNUA/Chicago 3.5
6. KHIH/Denver-Boulder 3.0
6. WLVE/Miami-Ft. Lauderdale 3.0
8. WNWV/Cleveland 2.8
8. WQCD/New York 2.8
10. WJZE/Washington, DC 2.7

CUME

1. **WQCD/New York** 1,064,300
2. KTWV/Los Angeles 788,700
3. WNUA/Chicago 619,500
4. KBLX-AM & FM/San Francisco 437,500
5. KKSF/San Francisco 365,800
6. WJZE/Washington, DC 259,300
7. KOAI/Dallas-Ft. Worth 252,800
8. WLVE/Miami-Ft. Lauderdale 245,200
9. KIFM/San Diego 209,900
10. WCDJ/Boston 196,400

GOLD/CLASSIC ROCK

AVERAGE QUARTER-HOUR

1. **WHTT-FM/Buffalo-Niagara Falls** 8.2
2. KWFM-AM & FM/Tucson 8.0
2. WMJI/Cleveland 8.0
4. WODE-AM & FM/Allentown-Bethlehem 7.9
5. WYSP/Philadelphia (Classic Rock) 7.7
5. WYSP/Philadelphia (Wilmington book)(CR) . . 7.7
7. WZRR/Birmingham (Classic Rock) 7.6
8. WWSW-AM & FM/Pittsburgh 7.3
9. KGOR/Omaha-Council Bluffs 7.0
9. WKLH/Milwaukee-Racine (Classic Rock) 7.0

CUME

1. **WXRK/New York (Classic Rock)** 1,856,500
2. WCBS-FM/New York 1,687,000
3. KRTH/Los Angeles 1,388,500
4. KLSX/Los Angeles (Classic Rock) 1,041,900
5. WYSP/Philadelphia (Classic Rock) 884,000
6. WJMK/Chicago 744,700
7. KCBS-FM/Los Angeles 680,400
8. WCKG/Chicago (Classic Rock) 674,400
9. WOMC/Detroit 550,800
10. WOGL-FM/Philadelphia 520,400

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BEAUTIFUL/EASY LISTENING

AVERAGE QUARTER-HOUR

1. WDUV/Sarasota-Bradenton 18.7
2. WDEF-FM/Chattanooga 12.2
3. WFMZ/Allentown-Bethlehem 11.7
4. WPVR/Roanoke-Lynchburg 9.5
5. KUMU-AM & FM/Honolulu 7.7
6. KBEZ/Tulsa 7.4
7. WFOG/Norfolk-Virginia Beach 7.1
8. WRHP/Syracuse 6.9
9. WADB-FM/Monmouth-Ocean, NJ 6.6
10. KTSM-FM/El Paso 6.4

CUME

1. WPAT-FM/New York 1,253,000
2. WPAT/New York 397,500
3. WFOG/Norfolk-Virginia Beach 175,000
4. WRMR/Cleveland 174,300
5. WDUV/Sarasota-Bradenton (Tampa book) 163,200
6. WPAT-FM/New York (Nassau book) ... 147,100
7. KYBG/Denver-Boulder 103,200
8. WADB-FM/Monmouth-Ocean, NJ 97,500
9. KEZX-FM/Seattle-Tacoma 92,500
10. WPAT/New York (Monmouth-Ocean book). 83,400

SPANISH

AVERAGE QUARTER-HOUR

1. KGBT/McAllen-Brownsville 13.2
2. KBNA-AM & FM/El Paso 8.8
3. KIWW/McAllen-Brownsville 8.4
3. KTJN/McAllen-Brownsville 8.4
3. KXTN/San Antonio 8.4
6. KGST/Tucson 6.1
7. KLAX/Los Angeles 5.3
8. KTGE/Monterey-Salinas-Santa Cruz 5.2
9. KWAC/Bakersfield 4.9
10. KAMA/El Paso 4.4

CUME

1. KLAX/Los Angeles 804,400
2. KLVE/Los Angeles 783,500
3. KTNQ/Los Angeles 568,600
4. WSKQ-FM/New York 548,500
5. KKHJ/Los Angeles 406,300
6. WADO/New York 376,100
7. KWKW/Los Angeles 337,700
8. WSKQ/New York 331,700
9. WOJO/Chicago 262,100
10. WXDJ/Miami-Ft. Lauderdale 236,700

BIG BAND/NOSTALGIA

AVERAGE QUARTER-HOUR

1. WMMB/Melbourne-Titusville (BBnd) 8.5
2. KJUL/Las Vegas (Nost) 6.4
2. WOKY/Milwaukee-Racine (BBnd) 6.4
4. KOY/Phoenix (Nost) 6.1
4. WPLM-FM/Boston (New Bedford book)(BBnd) ... 6.1
6. WGUL-AM & FM/Tampa-St. Petersburg (BBnd) .. 5.8
7. WQBB & WEMQ/Knoxville (Nost) 5.5
8. WPEN/Philadelphia (Nost) 4.8
9. WSCQ/Columbia, SC (Nost) 4.6
10. WMAS/Springfield, MA (BBnd) 4.5
10. WPLM-AM & FM/Boston (Providence book)(BBnd) 4.5

CUME

1. WNEW/New York (Nost) 830,000
2. KFRC/San Francisco (Nost) 506,700
3. WJJD/Chicago (Nost) 462,800
4. WPEN/Philadelphia (Nost) 414,700
5. WNEW/New York (Nassau book) (Nost) 242,600
6. CKLW/Detroit (BBnd) 231,000
7. KQUE/Houston-Galveston (Nost) 229,300
8. WJAS/Pittsburgh (BBnd) 182,100
9. KIXI/Seattle-Tacoma (BBnd) 181,100
10. KOY/Phoenix (Nost) 173,400

CLASSICAL

AVERAGE QUARTER-HOUR

1. KING-FM/Seattle-Tacoma 4.6
2. KBOQ/Monterey-Salinas-Santa Cruz 4.3
3. WGMS/Washington, DC 3.7
4. KHFM/Albuquerque 3.5
5. KFSD/San Diego (North County book) 3.2
6. KDFC-AM & FM/San Francisco (San Jose book) . 2.8
6. WCLV/Cleveland 2.8
8. KVOD/Denver-Boulder 2.7
8. WFLN/Philadelphia 2.7
8. WRR/Dallas-Ft. Worth 2.7

CUME

1. WQXR-AM & FM/New York ... 748,300
2. WNCN/New York 708,400
3. KJQI & KKGO/Los Angeles 658,500
4. KDFC-AM & FM/San Francisco 392,800
5. WFMT/Chicago 343,900
6. WNIB/Chicago 335,100
7. WFLN/Philadelphia 304,700
8. WGMS/Washington, DC 283,100
9. KKHI-FM/San Francisco 278,000
10. WRR/Dallas-Ft. Worth 255,900

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AM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 6-10am

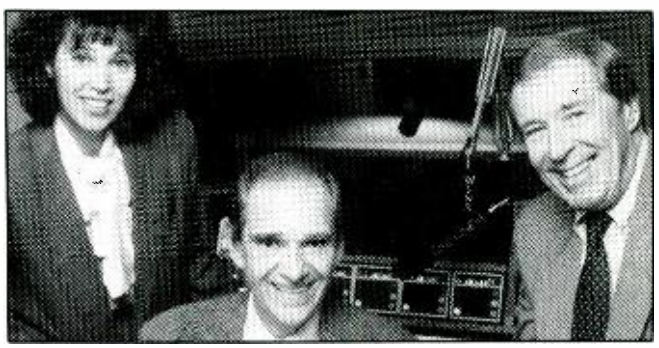
1. **WIVK-FM/Knoxville (Ctry) 35.3**
   Darrin Wilhite, Tim Wall
2. **KSSK-AM & FM/Honolulu (AC) 30.1**
   Michael W. Perry & Larry Price
3. **WRNS-AM & FM/Greenville-New Bern (Ctry) 28.4**
   Wayne Carlyle
4. **WXBQ-FM/Johnson City (Ctry) 26.1**
   Richard Quillen & Bill Blake
5. **WYNK-AM & FM/Baton Rouge (Ctry) 25.0**
   Kenny Hazelette & Bob Bishop; Rick Daniels
6. **WUSY/Chattanooga (Ctry) 24.1**
   Capt. Bobby Byrd & Jim Copeland
7. **KXXY-AM & FM/Oklahoma City (Ctry) 22.7**
   Dave Murray & Dan Stroud; Olen Wells
8. **WTQR/Greensboro-Winston Salem (Ctry) 22.3**
   Dale Mitchell & Aunt Eloise
9. **WCCO/Minneapolis-St. Paul (AC) 22.0**
   Roger Erickson & Dave Lee
10. **WZZK-AM & FM/Birmingham (Ctry) 21.9**
    Patti & The Doc

Tim Wall, Darrin Wilhite
WIVK-FM/Knoxville

Michael W. Perry & Larry Price
KSSK-AM & FM/Honolulu

AM Drive/Top 10 Average Cume Persons 12+, M-F, 6-10am

1. **WINS/New York (News) 1,596,700**
   Paul Smith, Michael O'Neill, Judy DeAngelis
2. **WCBS/New York (News) 1,261,800**
   Brigette Quinn & Jeff Kaplan
3. **WXRK/New York (CR) 1,237,700**
   The Howard Stern Show
4. **WRKS/New York (UC) 1,149,500**
   Jeff Fox & Ken Webb
5. **WHTZ/New York (CHR) 1,056,300**
   The Z-Morning Zoo with Gary Bryan & Ross Brittan
6. **WPLJ/New York (CHR) 973,700**
   Scott Shannon & Todd Pettengill
7. **WLTW/New York (AC) 851,100**
   Bill Buchner & Rasa Kaye; Al Bernstein
8. **KYW/Philadelphia (News) 838,800**
   Pat Farnack, Harry Donahue, Ed Abrams
9. **KIIS-AM & FM/Los Angeles (CHR) 813,500**
   Rick Dees, Ellen K., Vick "The Brick" Jacobs, Cmd. Chuck Street
10. **WQHT/New York (CHR) 809,900**
    Howard Hoffman & Stephanie Miller; Debra Rath



Judy DeAngelis, Paul Smith, Michael O'Neil
WINS/New York

Howard Stern, Robin Quivers
WXRK/New York

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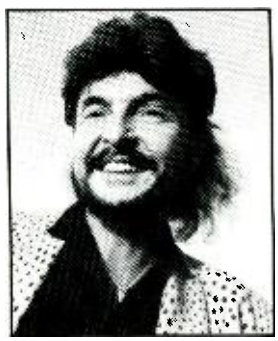
PM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 3-7pm

1. **WXBQ-FM/Johnson City-Kingsport** (Ctry) 28.1
   Steve Randall
2. **WIVK-FM/Knoxville** (Ctry) 26.9
   Ed Brantley
3. **WRNS-AM & FM/Greenville-New Bern** (Ctry) 24.9
   Mike Reid
4. **WAMZ/Louisville** (Ctry) 22.9
   Coyote Calhoun; Dan Robinson
5. **WUSY/Chattanooga** (Ctry) 22.7
   The Bearman
6. **WZZK-AM & FM/Birmingham** (Ctry) 20.7
   Bill Kramer
7. **WTQR/Greensboro-Winston Salem** (Ctry) 20.2
   Danny Hall
8. **KSSN/Little Rock** (Ctry) 19.9
   Dan Moore
9. **WSSL-AM & FM/Greenville-Spartanburg** (Ctry) 19.3
   Mark Elliott
10. **KIIM/Tucson** (Ctry) 18.9
    John Collins

Steve Randall
WXBQ/Johnson City

Ed Brantley
WIVK-FM/Knoxville



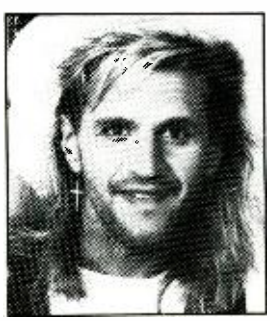
Coyote Calhoun
WAMZ/Louisville

PM Drive/Top 10 Average Cume Persons 12+, M-F, 3-7pm

1. **WRKS/New York** (UC) 1,107,200
   Carol Ford; Wendy Williams
2. **WPLJ/New York** (CHR) 1,042,100
   Fast Jimi Roberts
3. **WHTZ/New York** (CHR) 1,017,800
   Chris Jagger
4. **WLTW/New York** (AC) 1,015,400
   Valerie Smaldone, Steve Roy
5. **WQHT/New York** (CHR) 966,000
   Al Bandiero, Jeff Thomas
6. **KPWR/Los Angeles** (CHR) 867,300
   Dave Morales; George McFly
7. **KOST/Los Angeles** (AC) 860,300
   Bryan Simmons; Karen Sharp
8. **KIIS-AM & FM/Los Angeles** (CHR) 845,300
   Blair Michaels; Learjet
9. **WCBS/New York** (News) 810,100
   Therese Crowley, Wayne Capot
10. **WBLS/New York** (UC) 804,200
    Frankie Crocker; Sammy Mack

Carol Ford, Wendy Williams
WRKS/New York

Fast Jimi Roberts
WPLJ/New York



Chris Jagger
WHTZ/New York

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How To Use The Ratings Information

As you examine **R&R**'s "Ratings Report & Directory, Vol. 1, '93," you'll find the following highlights featured in the detailed market breakouts.

1 SHARE TRENDS

All stations in the Top 50 markets which earned at least a 1.0 share and the top 10 stations in markets 51-100 (according to the Fall '92 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter-hour share.

2 STATION/FORMAT

The call letters are printed in **bold** type with the station format listed beneath in italics.

3 FREQUENCY/POWER

The frequency and power for the radio signal(s) are shown as listed on Page 3B in each Arbitron report.

4 AUDIENCE RANKINGS

The six rankings to the right of the frequency power column will help you understand a station's core strength. The first listing shows the Monday-Sunday (total persons 12+) cume rank, followed by five AQH demo ranks for teens and adults. Also featured: demographic rankings for the Top 50 markets based on Monday-Sunday AQH.

5 AVERAGE MINUTES LISTENED

The column immediately following the 35-64 ranking shows the average number of minutes the audience spent listening to the station. This is based upon total persons 12+, Monday-Sunday, 6am-midnight.

6 OWNER, NET & REP INFORMATION

For the convenience of **R&R** "Ratings Report" users, we designate all station owners and their network/national rep affiliations as listed in each Arbitron report.

7 NOTATIONS

Updates are listed noting format and call letter changes plus LMA activity.

8 FORMAT REACH CHART

The lower-right corner of each Top 50 market page features a bar graph ranking format reach. Format totals are computed by adding the Fall '92 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

9 MARKET POPULATION

The 12+ population for each market is shown, with the black and Hispanic percentages in parentheses. In those markets where an ethnic breakout is not applicable, the code N/A is used.

NEW YORK #1

12+ POPULATION: 14,077,500 (Black: 21.0%, Hispanic: 18.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.2	5.5	5.6	6.6	6.5	1		**WRKS** *UC*	98.7 7.8kw	2	1	1	1	4	9	89	SUMMIT	SOU	DUR
5.8	5.4	5.2	5.1	5.2	2		**WLTW** *AC*	106.7 7.8kw	6	7	7	3	1	2	79	VI[illegible]	---	KATZ
4.4	4.9	4.3	4[illegible]	[illegible]	[illegible]	[illegible]	**WBLS** *UC*	107.5 5.4kw	[illegible]	4	5	4	5	5	76	INNER CITY	ABC	MCG
3.9	4.1	4.5	4.7	4.4	3		**WXRK** *CR*	92.3 7.6kw	7	6	2	2	3	11	69	INFINITY	ABC	TOR
3.3	3.2	3.4	4.2	4.2	5		**WABC** *Talk*	770 50kw	13	28	17	18	16	3	93	CAP CITIES/ABC	ABC	BAN
4.9	4.2	5.0	5.0	4.2	5		**WCBS-FM** *Gold*	101.1 6.8kw	8	12	13	5	2	1	72	CBS	CBS	CBS
3.3	3.6	4.0	3.6	3.6	7		**WHTZ** *CHR*	100.3 7.8kw	3	3	9	11	13	17	53	MALRITE	---	CHR
4.1	3.8	3.7	3.8	3.6	7		**WINS** *News*	1010 30(50)kw	1	14	16	15	14	6	45	GROUP W	ABC	G/W
4.8	3.9	3.6	3.3	3.6	7		**WQHT** *CHR*	97.1 6.7kw	10	2	4	9	18	32	64	EMMIS	---	HNWH
3.0	3.4	3.0	3.2	3.4	10		**WCBS** *News*	880 50kw	4	15	20	16	15	4	49	CBS	CBS	CBS
2.8	2.8	3.1	3.2	3.4	10		**WPLJ** *CHR*	95.5 6.7kw	5	5	3	6	9	21	50	CAP CITIES/ABC	ABC	KATZ
3.3	4.0	3.2	3.8	3.3	12		**WOR** *Talk*	710 50kw	15	39	32	20	20	12	76	BUCKLEY	ABC	MCG

*Became Business News **WBBR** toward end of rating period

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRK	1 WRKS	1 WXRK	1 WRKS	1 WXRK	1 WLTW
2 WRKS	2 WQHT	2 WRKS	2 WLTW	2 WCBS-FM	2 WCBS-FM
3 WNEW-FM	3 WPLJ	3 WNEW-FM	3 WMXV	3 WNEW-FM	3 WRKS
4 WPLJ	4 WBLS	4 WBLS	4 WBLS	4 WFAN	4 WMVX
5 WBLS	5 WLTW	5 WFAN	5 WPLJ	5 WBLS	5 WBLS
6 WQHT	6 WMXV	6 WCBS-FM	6 WCBS-FM	6 WLTW	6 WQCD
7 WHTZ	7 WHTZ	7 WLTW	7 WQHT	7 WRKS	7 WPLJ
8 WLTW	8 WXRK	8 WQCD	8 WHTZ	8 WQCD	8 WHTZ
9 WFAN	9 WQCD	9 WPLJ	9 WXRK	9 WYNY	9 WXRK
10 WYNY	10 WNEW-FM	10 WQHT	10 WQCD	10 WCBS	10 WYNY

FORMAT REACH

N/T	18.7
UC	10.9
CHR	10.6
AC	9.3
GOLD/CR	8.6
SPAN	6.0
B/EZ	3.3
AOR	2.9
CLAS	2.9
NAC	2.8
CTRY	2.7
BBND	1.8

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Networks

ABC	ABC Radio Networks	NBC	NBC Radio Network
AP	Associated Press Radio Network	SOU	The Source
AURN	American Urban Radio Network	UNIS	Unistar (Super)
CBS	CBS Radio Networks	UNIU	Unistar (Ultimate)
CNN	Cable News Network	UNIP	Unistar (Power)
MBS	Mutual Broadcasting System	UPI	United Press International

Reps Abbreviation Key

BAN	Banner Radio	MCG	McGavren-Guild, Inc.
CAB	Caballero Spanish Media	MMR	Major Market Radio
CBS	CBS Radio Spot Sales	PATT	Patt Media
CHR	The Christal Company	PMR	P. Mulvihill Radio Limited
CMBS	Concert Music Broadcast Sales, Inc.	RA/L	R.A. Lazar & Co.
CMI	Christian Ministries	RSS	Radio Spot Sales
DCA	Dora-Clayton Agency, Inc.	REG	Regional Representives
DIR	Direct Representives	REP	Republic Radio Inc.
DOME	Dome And Associates	ROS	Roslin Radio Sales, Inc.
DUR	Durpetti And Associates	SAV	Savalli Broadcast Sales
EAST	Eastman Radio, Inc.	SRR	Salem Radio Representatives
G/W	Group W Radio Sales	SSS	Southern Spot Sales
HNWH	HNW&H	SBS	Spanish Broadcasting System
KATZ	Katz Radio	TNS	TN Spot Sales
KBS	Keystone Broadcasting System	TOR	Torbet Radio
KT-H	Katz Hispanic	UNI	Unirep Broadcasting Co.
K&P	Katz & Powell	WR	Western Regional Broadcast Sales
LOTUS	Lotus Hispanic Reps	WRS	Williams Radio Sales
MK4	Market 4 Radio		

Michael Jackson Live From Bucharest

Bruce Springsteen Plugged

The 1992 Summer Olympics

The World Premiere of Garth Brooks' "The Chase"

Eric Clapton Unplugged

Every Major College Bowl Game

Guns N' Roses Live From Paris

NFL Football

Van Halen's Cabo Wabo Rock Radio Festival

The King of the Countdowns, Casey Kasem

The King of Talk Radio, Larry King

it's UNBELIEVABLE

When you think that so much could come from ONE radio network. Not so unbelievable when you realize that network is Westwood One.

WESTWOOD ONE®

WESTWOOD ONE RADIO NETWORKS | MUTUAL BROADCASTING SYSTEM | NBC RADIO NETWORKS | THE SOURCE

12+ POPULATION: **14,077,500** (Black: 21.0%; Hispanic: 18.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.2	5.5	5.6	6.6	6.5	1	**WRKS** *UC*	*98.7 7.8kw*	2	1	1	1	4	9	89	SUMMIT	SOU	DUR
5.8	5.4	5.2	5.1	5.2	2	**WLTW** *AC*	*106.7 7.8kw*	6	7	7	3	1	2	79	VIACOM	---	KATZ
4.4	4.9	4.3	4.4	4.4	3	**WBLS** *UC*	*107.5 5.4kw*	9	4	5	4	5	5	76	INNER CITY	ABC	MCG
3.9	4.1	4.5	4.7	4.4	3	**WXRK** *CR*	*92.3 7.6kw*	7	6	2	2	3	11	69	INFINITY	ABC	TOR
3.3	3.2	3.4	4.2	4.2	5	**WABC** *Talk*	*770 50kw*	13	28	17	18	16	3	93	CAP CITIES/ABC	ABC	BAN
4.9	4.2	5.0	5.0	4.2	5	**WCBS-FM** *Gold*	*101.1 6.8kw*	8	12	13	5	2	1	72	CBS	CBS	CBS
3.3	3.6	4.0	3.6	3.6	7	**WHTZ** *CHR*	*100.3 7.8kw*	3	3	9	11	13	17	53	MALRITE	---	CHR
4.1	3.8	3.7	3.8	3.6	7	**WINS** *News*	*1010 30(50)kw*	1	14	16	15	14	6	45	GROUP W	ABC	G/W
4.8	3.9	3.6	3.3	3.6	7	**WQHT** *CHR*	*97.1 6.7kw*	10	2	4	9	18	32	64	EMMIS	---	HNWH
3.0	3.4	3.0	3.2	3.4	10	**WCBS** *News*	*880 50kw*	4	15	20	16	15	4	49	CBS	CBS	CBS
2.8	2.8	3.1	3.2	3.4	10	**WPLJ** *CHR*	*95.5 6.7kw*	5	5	3	6	9	21	50	CAP CITIES/ABC	ABC	KATZ
3.3	4.0	3.2	3.8	3.3	12	**WOR** *Talk*	*710 50kw*	15	39	32	20	20	12	76	BUCKLEY	ABC	MCG
2.7	3.5	3.7	3.1	3.3	12	**WPAT-FM** *B/EZ*	*93.1 5.4kw*	14	21	25	19	19	8	77	PARK	---	MMR
4.2	4.3	3.8	3.4	3.1	14	**WMXV** *AC*	*105.1 7.8kw*	11	8	8	7	8	14	61	BONNEVILLE INT.	---	MCG
3.8	3.7	3.1	3.6	2.9	15	**WNEW-FM** *AOR*	*102.7 7.8kw*	12	13	6	8	7	18	62	GROUP W	UNIP	G/W
1.9	2.3	2.2	2.4	2.8	16	**WQCD** *NAC*	*101.9 5.3kw*	17	27	10	10	6	7	76	TRIBUNE	ABC	CHR
2.7	2.7	2.8	3.1	2.7	17	**WYNY** *Ctry*	*103.5 6.7kw*	18	26	11	13	10	13	86	BR. PARTNERS	NBC	DUR
3.0	2.4	3.0	2.9	2.5	18	**WFAN** *Sports*	*660 50kw*	16	9	14	14	12	10	60	INFINITY	NBC	HNWH
2.4	2.2	2.7	2.4	2.4	19	**WSKQ-FM** *Span*	*97.9 7.8kw*	22	17	12	12	11	15	12	SBS	---	SBS
1.9	1.9	2.0	1.6	1.8	20	**WNEW*** *Nost*	*1130 50kw*	19	40	37	37	32	24	62	BLOOMBERG LTD.	---	---

*Became Business News **WBBR** toward end of rating period.

Continued on Page 22

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WNEW-FM 102.7
CLASSIC ROCK & MORE
Album Rock

1010 WINS RADIO
ALL NEWS. ALL THE TIME.
GROUP W RADIO

Another Group W Radio Market!

Continued from Page 19

12+ POPULATION: **14,077,500** (Black: 21.0%; Hispanic: 18.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.2	1.3	1.1	1.4	1.7	21	**WLIB** *N/T*	*1190 10kw*	23	19	19	17	17	16	123	INNER CITY	AURN	MCG
1.3	1.8	1.5	1.4	1.6	22	**WQXR-FM** *Clas*	*96.3 7.8kw*	21	42	33	32	25	23	74	NEW YORK TIMES	UNIS	MMR
1.9	1.6	1.6	1.7	1.5	23	**WADO** *Span*	*1280 5kw*	25	33	27	29	24	19	113	TICHENOR MEDIA	---	KT-H
1.5	1.3	1.2	0.9	1.3	24	**WNCN** *Clas*	*104.3 7.8kw*	20	36	26	21	21	20	54	GAF	CNN	CMBS
1.1	1.2	1.2	1.3	1.1	25	**WSKQ** *Span*	*620 5kw*	28	20	28	25	23	22	97	SBS	---	SBS
1.0	0.9	0.9	0.7	1.0	26	**WALK-FM** *AC*	*97.5 39kw*	26	22	23	23	22	25	76	AMERICAN MEDIA	---	DUR

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRK	1 WRKS	1 WXRK	1 WRKS	1 WXRK	1 WLTW
2 WRKS	2 WQHT	2 WRKS	2 WLTW	2 WCBS-FM	2 WCBS-FM
3 WNEW-FM	3 WPLJ	3 WNEW-FM	3 WMXV	3 WNEW-FM	3 WRKS
4 WPLJ	4 WBLS	4 WBLS	4 WBLS	4 WFAN	4 WMVX
5 WBLS	5 WLTW	5 WFAN	5 WPLJ	5 WBLS	5 WBLS
6 WQHT	6 WMXV	6 WCBS-FM	6 WCBS-FM	6 WLTW	6 WQCD
7 WHTZ	7 WHTZ	7 WLTW	7 WQHT	7 WRKS	7 WPLJ
8 WLTW	8 WXRK	8 WQCD	8 WHTZ	8 WQCD	8 WHTZ
9 WFAN	9 WQCD	9 WPLJ	9 WXRK	9 WYNY	9 WXRK
10 WYNY	10 WNEW-FM	10 WQHT	10 WQCD	10 WCBS	10 WYNY

FORMAT REACH

N/T	18.7
UC	10.9
CHR	10.6
AC	9.3
GOLD/CR	8.6
SPAN	6.0
B/EZ	3.3
AOR	2.9
CLAS	2.9
NAC	2.8
CTRY	2.7
BBND	1.8

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From Rick Allen Creative Services and Radio Today Entertainment. For market exclusivity call (212)581-3962.

12+ POPULATION: **9,607,400** (Black: 10.2%; Hispanic: 33.6%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.7	0.5	0.7	2.0	5.3	1	**KLAX** *Span*	*97.9 50kw*	14	6	1	1	1	7	120	SBS	---	SBS
6.0	4.8	5.0	5.2	5.1	2	**KOST** *AC*	*103.5 12.5kw*	2	9	3	2	2	1	58	COX	---	CHR
4.3	5.0	4.2	4.4	5.1	2	**KPWR** *CHR*	*105.9 72kw*	3	1	2	7	8	28	62	EMMIS	---	HNWH
4.0	3.5	4.1	3.9	4.4	4	**KRTH** *Gold*	*101.1 51kw*	4	7	10	4	3	1	58	BEASLEY	UNIU	BAN
4.8	4.9	4.4	4.2	4.1	5	**KIIS-A/F** *CHR*	*1150/102.7 5kw/8kw*	1	3	7	5	9	12	46	GANNETT	---	MCG
3.2	3.1	3.1	4.0	3.8	6	**KROQ** *NR*	*106.7 5.5kw*	9	2	5	9	15	22	72	INFINITY	---	TOR
3.2	4.2	4.0	3.0	3.7	7	**KBIG** *AC*	*104.3 105kw*	6	12	11	10	6	4	62	BONNEVILLE INT.	---	CBS
2.7	2.5	2.9	2.7	3.7	7	**KFI** *Talk*	*640 50kw*	11	37	17	14	8	3	76	COX	MBS	CHR
2.8	3.0	3.3	4.0	3.6	9	**KLSX** *CR*	*97.1 21kw*	8	16	4	3	5	14	64	GREATER MEDIA	---	MMR
4.2	3.4	4.4	3.7	3.5	10	**KABC** *Talk*	*790 5kw*	13	23	35	24	19	6	76	CAP CITIES/ABC	ABC	KATZ
4.0	3.3	4.4	3.5	3.4	11	**KLVE** *Span*	*107.5 29.5kw*	16	11	6	8	7	18	78	HEFTEL	---	CAB
4.4	3.5	4.0	3.6	3.2	12	**KLOS** *AOR*	*95.5 61kw*	10	14	9	6	4	13	61	CAP CITIES/ABC	ABC	KATZ
3.8	3.8	3.8	3.8	3.1	13	**KKBT** *UC*	*92.3 43kw*	19	5	8	11	13	20	87	EVERGREEN	---	MMR
3.0	2.3	3.2	3.6	2.8	14	**KTNQ** *Span*	*1020 50kw*	21	20	13	12	10	15	90	HEFTEL	---	CAB
2.8	2.4	2.5	2.6	2.7	15	**KNX** *News*	*1070 50kw*	7	19	25	21	17	8	46	CBS	CBS	CBS
2.5	3.2	2.9	2.7	2.6	16	**KFWB** *News*	*980 5kw*	5	27	24	23	20	10	39	GROUP W	CNN	G/W
2.9	3.2	3.7	3.5	2.6	16	**KYSR** *AC*	*98.7 75kw*	12	18	12	13	12	17	54	VIACOM	---	TOR
2.2	3.1	2.1	2.8	2.5	18	**KTWV** *NAC*	*94.7 55kw*	15	26	21	15	11	5	57	GROUP W	---	G/W
2.4	2.3	2.0	1.8	2.4	19	**KZLA** *Ctry*	*93.9 18.5kw*	20	29	18	17	14	9	75	MALRITE	---	EAST
1.3	1.7	1.6	2.1	1.9	20	**KKGO** *Clas*	*105.1 18kw*	18	31	30	26	23	16	54	MT. WILSON FM	AP	CMBS
1.4	1.9	2.0	2.0	1.9	20	**KCBS-FM** *Gold*	*93.1 28.5kw*	17	22	20	16	16	11	52	CBS	CBS	CBS

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Continued on Page 24

THE WAVE
94.7 KTWV
New Adult Contemporary

KFWB NEWS 98
ALL NEWS. ALL THE TIME.

Another Group W Radio Market!

Continued from Page 23

12+ POPULATION: **9,607,400** (Black: 10.2%; Hispanic: 33.6%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.4	2.2	2.3	2.3	1.7	22	**KQLZ** *AOR*	*100.3 5.3kw*	22	8	14	18	25	38	54	WESTWOOD ONE	SOU	DUR
1.9	2.3	2.2	2.1	1.6	23	**KKHJ** *Span*	*930 5kw*	24	30	15	19	21	23	74	LIBERMAN	---	MMR
1.2	1.1	0.9	0.9	1.4	24	**KJLH** *UC*	*102.3 2.25kw*	26	15	16	20	24	29	68	TAXI	---	ROS
3.8	4.2	3.4	1.9	1.3	25	**KWKW** *Span*	*1330 5kw*	27	47	19	22	22	21	71	LOTUS	---	LOTU
1.5	1.3	1.2	0.9	1.1	26	**KLIT** *AC*	*101.9 2.5kw*	23	38	29	25	26	19	47	GOLDEN WEST	---	BAN

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLAX	1 KOST	1 KLAX	1 KOST	1 KLAX	1 KOST
2 KPWR	2 KLAX	2 KLSX	2 KLAX	2 KLOS	2 KBIG
3 KROQ	3 KKBT	3 KLOS	3 KBIG	3 KLSX	3 KLAX
4 KLSX	4 KLVE	4 KROQ	4 KKBT	4 KRTH	4 KRTH
5 KLOS	5 KIIS-FM	5 KRTH	5 KIIS-FM	5 KOST	5 KLVE
6 KRTH	6 KPWR	6 KPWR	6 KLVE	6 KFI	6 KYSR
7 KIIS-FM	7 KBIG	7 KOST	7 KRTH	7 KTWV	7 KIIS-FM
8 KQLZ	8 KYSR	8 KIIS-FM	8 KYSR	8 KLVE	8 KKBT
9 KLVE	9 KLSX	9 KLVE	9 KPWR	9 KTNQ	9 KTNQ
10 KOST	10 KRTH	10 KTNQ	10 KLSX	10 KBIG	10 KLSX

FORMAT REACH

SPAN	14.4
AC	12.5
N/T	12.5
GOLD/CR	9.9
CHR	9.2
AOR	8.7
UC	4.5
NR	3.8
NAC	2.5
CTRY	2.4
CLAS	1.9

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From Rick Allen Creative Services and Radio Today Entertainment. For market exclusivity call (212)581-3962.

12+ POPULATION: **6,710,800** (Black: 18.3%; Hispanic: 11.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.5	8.8	7.6	6.8	8.5	1	**WGN** *Misc*	*720 50kw*	1	13	18	11	3	1	88	TRIBUNE	ABC	CHR
6.8	6.8	7.3	7.2	7.6	2	**WGCI-FM** *UC*	*107.5 33kw*	4	2	1	1	1	8	108	GANNETT	---	MCG
3.8	4.7	5.5	4.3	5.7	3	**WUSN** *Ctry*	*99.5 6.3kw*	5	11	4	2	2	2	87	INFINITY	---	TOR
5.1	5.0	5.7	5.6	4.6	4	**WBBM-FM** *CHR*	*96.3 4.2kw*	3	1	3	6	16	23	58	CBS	CBS	CBS
4.4	4.0	3.9	4.0	3.9	5	**WBBM** *News*	*780 50kw*	2	16	24	18	15	4	48	CBS	CBS	CBS
3.4	3.7	3.4	3.6	3.7	6	**WLIT** *AC*	*93.9 4kw*	10	25	11	5	6	3	70	VIACOM	---	CHR
3.0	3.7	3.0	2.8	3.5	7	**WLS-A/F** *Talk*	*890/94.7 50kw/4.4kw*	13	10	19	15	14	7	73	CAP CITIES/ABC	ABC	BAN
3.8	3.2	3.1	2.6	3.5	7	**WNUA** *NAC*	*95.5 83.kw*	14	22	13	10	4	6	76	PYRAMID	---	DUR
3.8	4.0	4.6	3.7	3.4	8	**WWBZ** *AOR*	*103.5 4.3kw*	7	3	2	8	13	26	56	SUMMIT	---	TOR
2.9	2.9	3.3	2.8	3.1	9	**WJMK** *Gold*	*104.3 4kw*	9	7	15	12	5	5	54	INFINITY	UNIP	KATZ
3.2	3.4	3.7	4.0	3.0	10	**WJJD** *Nost*	*1160 50(4.2)kw*	19	36	36	33	30	10	85	INFINITY	UNIU	KATZ
3.2	3.2	2.9	3.5	3.0	10	**WLUP** *Talk*	*1000 50kw*	17	14	8	9	9	12	76	EVERGREEN	---	MMR
2.7	3.0	3.1	3.2	3.0	10	**WLUP-FM** *AOR*	*97.9 6kw*	8	15	5	3	7	18	50	EVERGREEN	---	MMR
2.1	2.3	2.0	2.1	2.9	13	**WKQX** *NR*	*101.1 6kw*	11	8	7	7	11	16	57	EMMIS	SOU	HNWH
3.3	3.8	3.3	3.5	2.9	13	**WXRT** *NR*	*93.1 6.7kw*	16	27	6	4	8	20	69	DIAMOND	---	CBS
4.2	3.9	4.4	4.2	2.8	15	**WVAZ** *UC*	*102.7 6kw*	18	17	10	13	10	9	74	BR. PARTNERS	UPI	BAN
2.5	2.5	2.9	2.7	2.5	16	**WMAQ** *News*	*670 50kw*	6	19	20	21	19	11	38	GROUP W	CNN	G/W
2.7	2.6	2.8	2.3	2.2	18	**WCKG** *CR*	*105.9 4.1kw*	12	9	9	14	12	19	44	COX	---	KATZ
2.3	2.5	2.3	2.2	2.0	19	**WPNT** *AC*	*100.3 8.2kw*	15	5	14	17	17	14	48	CENTURY	---	EAST
2.0	1.8	1.8	1.9	1.7	20	**WOJO** *Span*	*105.1 8.4kw*	23	23	12	16	20	27	87	TICHENOR MEDIA	---	KT-H

Continued on Page 26

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WMAQ ALL NEWS 67

Another Group W Radio Market!

Continued from Page 25

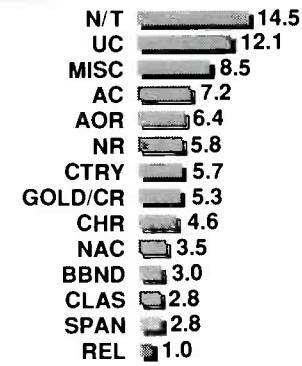
12+ POPULATION: **6,710,800** (Black: 18.3%; Hispanic: 11.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.0	0.9	1.2	1.4	1.6	21	**WSCR** *Sports*	*820* *5kw*	25	31	17	19	18	17	104	DIAMOND	---	CBS
1.0	1.0	0.9	1.5	1.5	22	**WGCI** *UC*	*1390* *5kw*	24	28	22	22	22	15	87	GANNETT	AURN	MCG
1.2	1.4	0.8	1.4	1.5	22	**WFMT** *Clas*	*98.7* *15.5kw*	20	35	30	24	23	13	59	CHICAGO EDUC.	---	HNWH
2.1	2.2	1.7	2.1	1.5	22	**WTMX** *AC*	*101.9* *4.2kw*	21	30	16	20	21	21	57	BONNEVILLE INT.	---	MCG
1.5	1.7	1.7	1.3	1.3	25	**WNIB** *Clas*	*97.1* *8.4kw*	22	38	33	28	26	23	53	NO. ILLINOIS	---	CMBS
1.7	1.1	1.2	0.9	1.1	27	**WIND** *Span*	*560* *5kw*	27	6	25	23	25	25	94	TICHENOR MEDIA	---	KATZ
0.9	0.6	0.8	0.6	1.0	28	**WYCA** *Rel*	*92.3* *50kw*	28	24	26	25	24	29	83	CRAWFORD	---	---

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WCGI-FM	1 WGN	1 WGCI-FM
2 WLUP	2 WBBM-FM	2 WLUP	2 WUSN	2 WLUP	2 WUSN
3 WWBZ	3 WUSN	3 WLUP-FM;	3 WLIT	3 WGCI-FM	3 WVAZ
4 WLUP-FM	4 WKQX	4 WWBZ	4 WVAZ	4 WNUA	4 WLIT
5 WXRT	5 WVAZ	5 WUSN	5 WBBM-FM	5 WLUP-FM	5 WJMK
6 WBBM-FM	6 WXRT	6 WGN	6 WKQX	6 WUSN	6 WGN
7 WUSN	7 WLIT	7 WXRT	7 WXRT	7 WXRT	7 WNUA
8 WKQX	8 WWBZ	8 WNUA	8 WJMK	8 WJMK	8 WXRT
9 WCKG	9 WLUP-FM	9 WCKG	9 WLUP-FM	9 WWBZ	9 WKQX
10 WOJO	10 WCKG	10 WKQX	10 WPNT	10 WSCR	10 WBBM-FM

FORMAT REACH



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Harker Research
919 • 954 • 8300

12+ POPULATION: **5,262,000** (Black: 10.6%; Hispanic: 14.7%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.4	8.4	7.7	7.2	9.6	1	**KGO** N/T	810 50kw	1	17	14	1	1	1	76	CAP CITIES/ABC	ABC	BAN
5.5	4.9	4.4	4.9	5.8	2	**KCBS** News	740 50kw	2	31	11	7	3	2	52	CBS	CBS	CBS
5.3	4.6	5.6	5.4	4.9	3	**KMEL** CHR	106.1 69kw	3	1	1	3	9	15	62	EVERGREEN	---	CHR
4.3	4.5	3.5	4.8	3.9	4	**KFRC** Nost	610 5kw	8	49	42	32	25	7	68	COAST BR.	MBS	KATZ
2.7	3.3	3.5	4.2	3.9	4	**KIOI** AC	101.3 125kw	4	4	2	2	5	11	57	FAIRMONT	---	DUR
3.3	3.4	4.5	3.9	3.6	6	**KNBR** Talk	680 50kw	6	22	18	10	7	3	59	SUSQUEHANNA	NBC	EAST
3.6	4.3	3.8	3.0	3.6	6	**KOIT-A/F** AC	1260/96.5 5(1)kw/33kw	7	13	8	5	4	4	62	BONNEVILLE INT.	---	TOR
2.9	3.7	4.0	3.4	3.6	6	**KSAN** Ctry	94.9 30kw	9	7	7	6	6	5	68	MALRITE	---	MCG
2.4	1.9	3.0	2.7	3.5	9	**KBLX-A/F** NAC	1400/102.9 1kw/6.6kw	11	15	4	4	2	6	72	INNER CITY	---	HNWH
2.9	2.8	2.9	3.3	2.9	10	**KSOL** CHR	107.7 8.9kw	5	2	5	11	16	24	46	UNITED	AP	MMR
3.1	2.5	3.2	2.9	2.6	11	**KITS** NR	105.3 15kw	14	6	3	8	12	31	61	ENTERCOM	---	HNWH
3.0	3.2	2.8	1.8	2.4	12	**KABL-A/F** AC	960/98.1 5kw/100kw	10	26	20	16	13	10	46	SHAMROCK BR.	UNIS	CHR
2.3	2.2	2.1	1.9	2.4	12	**KDFC-A/F** Clas	1220/102.1 5kw/33kw	112	41	28	19	14	8	54	SUNDIAL	---	CMBS
2.5	2.7	2.7	3.5	2.3	14	**KKSF** NAC	103.7 7.8kw	15	35	15	9	8	9	56	BROWN	---	BAN
1.8	1.5	1.7	2.0	2.1	15	**KFRC-FM** Gold	99.7 40kw	13	5	21	15	11	12	45	COAST BR.	---	KATZ
1.6	1.8	1.8	1.9	1.9	16	**KFOG** AOR	104.5 7.9kw	18	27	10	12	10	18	58	SUSQUEHANNA	SOU	EAST
2.3	2.3	2.1	2.2	1.8	17	**KBAY** AC	100.3 163kw	24	38	26	26	20	14	82	UNITED	---	MMR
2.2	2.5	2.5	2.3	1.8	17	**KRQR** AOR	97.3 82kw	17	14	9	14	15	23	51	CBS	CBS	CBS
1.8	1.5	1.7	1.8	1.8	17	**KSJO** AOR	92.3 50kw	19	8	6	13	21	30	57	BAYCOM PARTNERS	ABC	MCG
1.8	1.5	2.2	2.2	1.7	20	**KSFO** Gold	560 5kw	16	20	30	21	18	13	48	FIRST BR.	UNIP	MMR
0.7	2.0	1.9	2.0	1.6	21	**KOFY** Span	1050 50(10)kw	27	9	13	17	17	22	81	GABBERT	---	LOTUS

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Continued on Page 28

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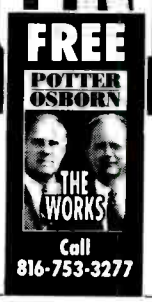


Continued from Page 27

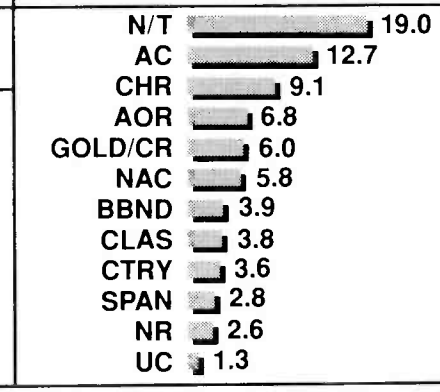
12+ POPULATION: **5,262,000** (Black: 10.6%; Hispanic: 14.7%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.4	1.9	1.7	1.3	1.4	22	**KKHI-FM** *Clas*	*95.7 6.9kw*	20	36	37	33	27	17	45	BUCKLEY	---	HNWH
0.9	0.8	1.1	1.0	1.3	23	**KDIA** *UC*	*1310 5kw*	29	11	24	27	26	19	80	1310 INC.	---	---
1.5	1.8	1.5	1.5	1.3	23	**KHQT** *CHR*	*97.7 1.65kw*	22	3	19	24	30	39	53	ANAHEIM BR.	---	HNWH
1.8	1.4	1.1	1.5	1.3	23	**KOME** *AOR*	*98.5 12.5kw*	23	28	12	18	22	32	57	INFINITY	---	TOR
2.1	1.4	1.4	1.5	1.2	26	**KBRG** *Span*	*104.9 3kw*	32	12	16	20	23	27	84	BAHIA RADIO	---	KT-H
1.4	1.3	1.3	1.3	1.2	26	**KYA** *Gold*	*93.3 50kw*	21	32	36	22	19	16	38	FIRST BR.	UNIP	MMR
0.9	1.0	1.0	0.9	1.0	28	**KARA** *Gold*	*105.7 50kw*	31	39	27	25	24	20	65	EMPIRE	---	MMR
1.5	0.9	1.1	1.3	1.0	28	**KEZR** *AC*	*106.5 50kw*	26	21	17	23	28	33	51	ALTA BR.	---	CHR

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMEL	1 KIOI	1 KGO	1 KIOI	1 KGO	1 KGO
2 KITS	2 KMEL	2 KMEL	2 KGO	2 KCBS	2 KBLX-FM
3 KIOI	3 KBLX-FM	3 KIOI	3 KBLX-FM	3 KNBR	3 KIOI
4 KSJO	4 KITS	4 KCBS	4 KMEL	4 KKSF	4 KOIT-FM
5 KSOL	5 KSAN	5 KNBR	5 KOIT-FM	5 KIOI	5 KSAN
6 KCBS	6 KSOL	6 KITS	6 KSAN	6 KMEL	6 KMEL
7 KOME	7 KOIT-FM	7 KSJO	7 KSOL	7 KBLX-FM	7 KCBS
8 KRQR	8 KFOG	8 KBLX-FM	8 KITS	8 KFOG	8 KKSF
9 KOFY	9 KRQR	9 KKSF	9 KKSF	9 KITS	9 KFRC-FM
10 KBLX	10 KEZR	10 KSAN	10 KCBS	10 KSAN	10 KABL-FM

FORMAT REACH



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12+ POPULATION: **4,114,800** (Black: 18.3%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.2	5.9	6.5	6.9	7.7	1	**WYSP** *CR*	*94.1 16kw*	2	5	1	1	1	6	72	INFINITY	ABC	TOR
7.6	8.4	6.6	7.2	7.0	2	**KYW** *News*	*1060 50kw*	1	21	12	13	7	1	51	GROUP W	NBC	G/W
4.4	3.5	4.3	5.3	6.4	3	**WIOQ** *CHR*	*102.1 27kw*	3	1	3	3	13	17	66	EZ	---	CHR
4.9	4.3	4.9	5.0	5.2	4	**WXTU** *Ctry*	*92.5 15.5kw*	11	14	10	9	3	3	90	BEASLEY	MBS	BAN
7.2	6.2	5.5	5.8	5.1	5	**WMMR** *AOR*	*93.3 29kw*	5	6	2	2	2	15	67	GROUP W	SOU	G/W
4.3	5.5	6.4	4.4	4.8	6	**WPEN** *Nost*	*950 5kw*	14	30	24	21	17	9	96	GREATER MEDIA	UNIU	MMR
6.8	7.1	6.9	6.0	4.8	6	**WUSL** *UC*	*98.9 18kw*	9	3	5	5	11	14	80	TAK	---	KATZ
5.1	6.0	5.3	4.1	4.6	8	**WEAZ-FM** *AC*	*101.1 14kw*	10	11	11	8	6	4	78	WEAZ, INC.	UNIS	MCG
3.8	4.2	5.1	4.7	4.6	8	**WYXR** *AC*	*104.5 16kw*	6	4	4	4	5	11	62	PYRAMID	---	KATZ
4.9	4.9	4.6	4.5	4.4	10	**WEGX*** *CHR*	*106.1 22.5kw*	4	2	6	7	12	16	52	MALRITE	ABC	EAST
4.7	4.8	3.9	4.7	4.3	11	**WWDB** *Talk*	*96.5 17kw*	13	19	16	14	14	5	85	PANACHE	ABC	BAN
4.0	3.4	2.8	3.2	4.1	12	**WIP** *Sports*	*610 5kw*	8	13	8	12	9	7	66	SPECTACOR	MBS	KATZ
4.6	3.8	5.1	4.7	4.1	12	**WOGL-FM** *Gold*	*98.1 12.5kw*	7	10	13	6	4	2	65	CBS	CBS	CBS
4.2	3.6	4.3	4.0	3.7	14	**WMGK** *AC*	*102.9 8.5kw*	12	12	9	10	8	8	64	GREATER MEDIA	---	MMR
3.1	3.4	3.5	3.1	3.3	15	**WDAS-FM** *UC*	*105.3 16.5kw*	15	8	7	11	10	12	84	UNITY	---	MCG
2.9	2.9	2.4	3.0	2.7	16	**WFLN** *Clas*	*95.7 50kw*	16	17	20	16	16	10	74	FRANKLIN	---	CMBS
2.1	2.4	2.1	2.0	2.2	17	**WKSZ** *AC*	*100.3 35kw*	17	9	15	15	15	13	67	WSKZ, INC.	---	HNWH
1.5	1.1	0.9	1.2	1.3	18	**WHAT** *Talk*	*1340 1kw*	22	15	23	18	19	18	101	REG. LABONG	---	---
1.1	1.0	0.9	1.0	1.1	19	**WDAS** *UC*	*1480 5(1)kw*	19	28	18	22	22	21	72	UNITY	AURN	MCG
0.8	1.0	0.8	0.9	1.1	19	**WPST** *CHR*	*97.5 50kw*	18	7	14	17	20	30	48	NASSAU BR.	---	KATZ

***Now WJJZ** (NAC)

Continued on Page 31

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93 WMMR
Album Rock

KYW NEWS RADIO 1060
ALL NEWS. ALL THE TIME.

Another Group W Radio Market!

12+ POPULATION: **3,627,400** (Black: 21.0%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.3	5.0	6.3	7.1	8.7	1	**WWWW-FM** *Ctry*	*106.7 61kw*	3	4	2	1	1	1	94	SHAMROCK BR.	AP	EAST
9.3	8.3	8.8	7.2	7.5	2	**WJR** *Talk*	*760 50kw*	2	14	17	10	4	2	72	CAP CITIES/ABC	ABC	---
6.6	6.3	6.8	6.2	6.4	3	**WJLB** *UC*	*97.9 50kw*	7	2	1	2	3	12	88	BOOTH BR.	---	MMR
6.3	6.2	4.6	5.0	5.7	4	**WWJ** *News*	*950 5kw*	1	16	18	15	9	4	53	CBS	CBS	CBS
4.3	4.8	4.0	4.0	5.5	5	**WXYT** *Talk*	*1270 5kw*	12	22	16	14	13	5	100	FRITZ	CNN	DUR
4.4	4.6	5.1	4.9	4.7	6	**WHYT** *CHR*	*96.3 20kw*	4	1	5	11	16	17	55	CAP CITIES/ABC	ABC	KATZ
4.5	3.8	3.9	4.2	4.6	7	**WOMC** *Gold*	*104.3 190kw*	5	6	13	3	2	3	59	INFINITY	UNIU	TOR
4.7	4.4	4.3	4.7	4.2	8	**WKQI** *AC*	*95.5 100kw*	6	8	8	4	5	7	55	BR. PARTNERS	---	BAN
3.9	4.4	4.3	4.0	4.0	9	**WJOI** *AC*	*97.1 12kw*	15	15	22	19	15	6	76	CBS	---	CBS
3.1	3.1	3.6	3.6	3.8	10	**WJZZ** *Jazz*	*105.9 20kw*	16	20	7	7	6	10	78	BELL	MBS	TOR
4.3	4.5	3.7	4.0	3.6	11	**WLLZ** *AOR*	*98.7 50kw*	8	10	3	5	8	15	56	GROUP W	---	G/W
3.8	3.2	3.2	4.3	3.4	12	**WCSX** *CR*	*94.7 13.5kw*	9	17	4	6	7	14	56	GREATER MEDIA	UNIP	MCG
3.8	3.1	4.1	4.1	3.4	12	**WMXD** *UC*	*92.3 21.5kw*	17	13	11	8	10	9	73	FRITZ	---	DUR
3.4	3.5	3.7	3.7	3.4	12	**WNIC** *AC*	*100.3 32kw*	14	9	10	9	12	11	61	FAIRMONT	---	MCG
3.8	4.7	4.0	4.	3.3	15	**WLTI** *AC*	*93.1 26.5kw*	10	18	14	13	11	8	57	VIACOM	ABC	CHR
2.8	3.5	2.9	2.6	2.7	16	**WRIF** *AOR*	*101.1 27kw*	11	11	6	12	14	18	48	GREAT AMERICAN	ABC	BAN
2.9	3.0	2.9	2.7	2.1	17	**CKLW** *BBnd*	*800 50kw*	18	28	30	30	31	16	64	CUC	UNIS	---
0.5	0.8	2.0	2.1	2.0	18	**WDZR** *AOR*	*102.7 50kw*	19	5	9	16	20	30	60	US RADIO	SMN	DUR
2.3	2.5	2.1	2.0	2.0	18	**WOWF*** *CHR*	*99.5 21kw*	13	3	15	18	18	20	36	HOKER	SOU	MMR
1.9	2.8	2.1	1.6	2.0	18	**WQRS** *Clas*	*105.1 20kw*	20	26	24	21	19	13	64	MARLIN II LTD	---	CMBS
1.5	2.0	1.7	1.3	1.6	21	**CIMX** *NR*	*88.7 100kw*	21	7	12	17	17	25	69	CHUM LTD.	---	---
0.9	1.0	0.9	1.1	1.0	22	**WGPR** *UC*	*107.5 50kw*	22	12	19	20	29	29	42	INT'L MASONS	AURN	RA/L

*Previous **WDFX**; now News/Talk.

Continued on Page 31

WLLZ ROCK 98.7 SPORTS

Album Rock

Another Group W Radio Market!

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PHILADELPHIA #5

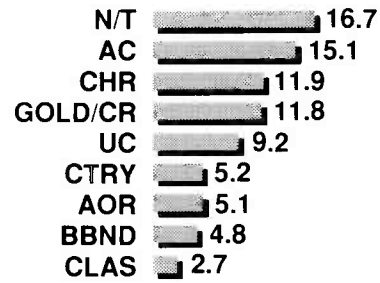
Continued from Page 29

12+ POPULATION: **4,114,800** (Black: 18.3%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WYSP	1 WYXR	1 WYSP	1 WYXR	1 WYSP	1 WYXR
2 WMMR	2 WIOQ	2 WMMR	2 WIOQ	2 WMMR	2 WOGL-FM
3 WIOQ	3 WEGX	3 WIP	3 WEGX	3 WIP	3 WMGK
4 WIP	4 WUSL	4 WIOQ	4 WOGL-FM	4 WXTU	4 WEAZ-FM
5 WUSL	5 WYSP	5 WUSL	5 WUSL	5 KYW	5 WXTU
6 WYXR	6 WMMR	6 WXTU	6 WYSP	6 WOGL-FM	6 WDAS-FM
7 WEGX	7 WDAS-FM	7 WYXR	7 WMGK	7 WEAZ-FM	7 WYSP
8 WDAS-FM	8 WMGK	8 WOGL	8 WEAZ-FM	8 WYXR	8 WEGX
9 WXTU	9 WEAZ-FM	9 WEAZ-FM	9 WMMR	9 WWDB	9 WUSL
10 KYW	10 WXTU	10 KYW	10 WDAS-FM	10 WDAS-FM	10 KYW

FORMAT REACH



PHILADELPHIA

DETROIT #6

Continued from Page 30

POPULATION: **3,627,400** (Black: 21.0%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLLZ	1 WJLB	1 WLLZ	1 WJLB	1 WWWW	1 WWWW
2 WRIF	2 WWWW	2 WWWW	2 WWWW	2 WLLZ	2 WJLB
3 WJLB	3 WKQI	3 WJZZ	3 WKQI	3 WOMC	3 WKQI
4 WWWW	4 WCSX	4 WOMC	4 WMXD	4 WJZZ	4 WOMC
5 WDZR	5 WHYT	5 WRIF	5 WLTI	5 WWJ	5 WLTI
6 WHYT	6 WNIC	6 WCSX	6 WOMC	6 WJR	6 WMXD
7 WCSX	7 WMXD	7 WJLB	7 WNIC	7 WCSX	7 WNIC
8 WJZZ	8 WJZZ	8 WJR	8 WCSX	8 WXYT	8 WJR
9 WXYT	9 CIMX	9 WXYT	9 WHYT	9 WRIF	9 WCSX
10 WOMC	10 WOWF	10 WWJ	10 WJZZ	10 WJLB	10 WJZZ

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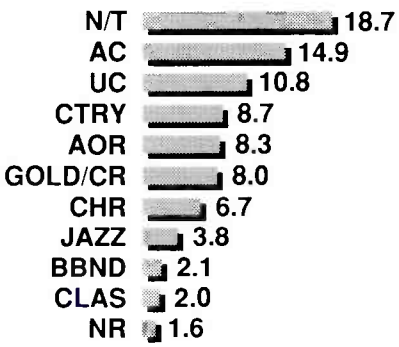

DETROIT

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PHILADELPHIA'S NON-STOP JAMZ

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12+ POPULATION: **3,434,300** (Black: 24.9%; Hispanic: 6.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.2	8.8	8.6	8.9	9.3	1	**WPGC-FM** *CHR*	*95.5 50kw*	1	1	1	1	2	10	84	COOK INLET	---	BAN
5.8	6.1	7.6	5.2	6.4	2	**WMZQ-A/F** *Ctry*	*1390/98.7 5kw/50kw*	2	10	7	3	1	1	78	VIACOM	---	CHR
5.4	4.3	5.7	5.9	5.2	3	**WKYS** *UC*	*93.9 24kw*	3	2	2	2	3	13	70	ALBIMAR	---	HNWH
4.4	3.9	4.4	4.6	4.6	4	**WRQX** *AC*	*107.3 36kw*	6	3	4	4	7	11	63	CAP CITIES/ABC	ABC	KATZ
5.1	4.9	4.3	4.3	4.3	5	**WMAL** *N/T*	*630 5kw*	7	25	17	17	14	5	62	CAP CITIES/ABC	ABC	KATZ
2.5	3.0	3.3	3.1	4.1	6	**WJFK-FM** *Misc*	*106.7 22.5kw*	13	5	5	5	5	12	74	INFINITY	ABC	TOR
5.2	5.0	5.4	4.3	3.9	7	**WGAY** *AC*	*99.5 21kw*	10	17	15	12	8	3	61	GREATER MEDIA	---	MMR
4.3	3.7	3.6	3.0	3.9	7	**WTOP** *News*	*1500 50kw*	4	21	16	16	11	6	53	EVERGREEN	CBS	CBS
3.0	4.0	3.6	4.1	3.9	7	**WWDC-FM** *AOR*	*101.1 22.5kw*	5	7	3	6	13	21	53	CAPITOL	UNIP	CHR
3.9	4.0	3.0	4.8	3.8	10	**WMMJ** *UC*	*102.3 2.9kw*	17	29	14	8	6	4	84	ALMIC BR.	ABC	MCG
2.8	2.9	2.9	3.8	3.7	11	**WGMS** *Clas*	*103.5 46kw*	15	18	20	18	18	7	80	CLASSICAL ACQ.	MBS	DUR
3.1	3.2	2.6	2.8	3.5	12	**WXTR** *Gold*	*104.1 22kw*	9	8	18	7	4	2	54	RADIO VENT. I	---	MCG
4.7	3.2	4.1	3.8	3.4	13	**WASH** *AC*	*97.1 26kw*	11	14	10	9	9	8	57	EVERGREEN	UNIS	HNWH
3.3	2.9	3.8	3.8	3.0	14	**WHUR** *UC*	*96.3 24kw*	8	9	8	10	12	14	46	HOWARD UNIV.	---	DUR
2.3	2.9	3.0	3.1	2.8	15	**WHFS** *NR*	*99.1 50kw*	16	4	6	11	15	22	62	DUCHOSSOIS AP		BAN
1.7	1.1	2.8	1.8	2.7	16	**WJZE** *NAC*	*100.3 40kw*	18	31	13	13	10	9	63	UNITED	AP	MCG
2.3	3.3	2.5	2.9	2.4	17	**WCXR** *CR*	*105.9 28kw*	12	15	9	14	17	19	43	GROUP W	---	G/W
2.9	3.0	2.6	2.6	2.1	18	**WLTT** *AC*	*94.7 22.5kw*	14	20	11	15	16	17	42	CBS	---	CBS
2.0	2.1	1.3	1.4	2.1	18	**WWRC** *Talk*	*980 5kw*	20	36	27	23	19	15	74	GREATER MEDIA	ABC	MMR
2.0	1.7	2.0	2.0	1.5	20	**WOL** *UC*	*1450 1kw*	22	24	23	21	21	16	86	ALMIC BR.	AURN	MCG

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Continued on Page 33

CLASSIC ROCK
105.9
WCXR
Classic Rock

CNN RADIO 730 HEADLINE NEWS

Another Group W Radio Market!

Continued from Page 32

12+ POPULATION: **3,434,300** (Black: 24.9%; Hispanic: 6.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.3	1.4	0.7	0.7	1.4	21	**WYCB** *Rel*	*1340 1kw*	25	22	29	25	24	20	91	HOWARD SANDERS	AURN	---
0.9	1.3	1.1	1.2	1.3	22	**WIYY** *AOR*	*97.9 13.5kw*	21	6	12	19	22	32	56	HEARST	ABC	HNWH
3.8	1.9	1.0	0.8	1.2	23	**WAVA** *Rel*	*105.1 50kw*	23	13	25	20	20	18	76	SALEM	UNIU	---
0.7	1.2	1.6	1.1	1.1	24	**WWDC** *BBrd*	*1260 5kw*	24	34	30	32	27	24	73	CAPITOL	UNIS	CHR

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WJFK-FM	1 WPCG-FM
2 WWDC-FM	2 WKYS	2 WJFK-FM	2 WKYS	2 WMZQ-FM	2 WKYS
3 WJFK-FM	3 WRQX	3 WWDC-FM	3 WMZQ-FM	3 WWDC-FM	3 WMZQ-FM
4 WKYS	4 WMZQ-FM	4 WRQX	4 WRQX	4 WPGC-FM	4 WMMJ
5 WRQX	5 WHFS	5 WMZQ-FM	5 WMMJ	5 WXTR	5 WXTR
6 WHFS	6 WWDC-FM	6 WKYS	6 WASH	6 WMAL	6 WRQX
7 WHUR	7 WASH	7 WHUR	7 WXTR	7 WTOP	7 WGAY
8 WCXR	8 WHUR	8 WXTR	8 WHFS	8 WRQX	8 WASH
9 WMZQ-FM	9 WCXR	9 WHFS	9 WGAY	9 WJZE	9 WHUR
10 WIYY	10 WLTT	10 WCXR	10 WHUR	10 WKYS	10 WHFS

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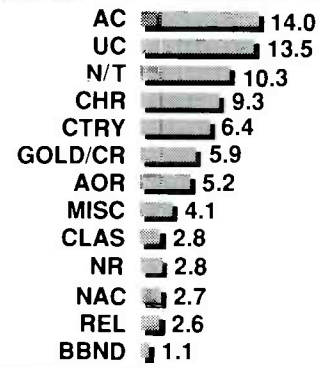

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12+ POPULATION: **3,401,900** (Black: 13.3; Hispanic: 12.7)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.2	9.9	9.5	9.5	9.8	1	**KSCS** *Ctry*	*96.3 99kw*	1	2	1	1	1	1	81	CAP CITIES/ABC	---	BAN
7.3	6.5	5.8	5.6	6.0	2	**KPLX** *Ctry*	*99.5 100kw*	2	5	5	2	3	3	63	SUSQUEHANNA	AP	EAST
5.3	5.6	6.4	5.0	5.6	3	**KVIL-A/F** *AC*	*1150/103.7 1kw/100kw*	3	17	11	4	2	2	67	INFINITY	---	TOR
4.0	5.7	5.6	5.8	5.0	4	**KJMZ** *UC*	*99.1 100kw*	4	1	6	8	19	25	63	BR. HOUSE/TX	SMN	ROS
5.2	4.7	4.3	3.8	4.5	5	**KTXQ** *AOR*	*102.1 100kw*	6	11	2	3	4	18	67	CBS	CBS	CBS
2.7	2.4	3.4	4.0	4.4	6	**KDMX** *AC*	*102.9 100kw*	10	7	7	5	5	10	72	NATIONWIDE	---	MMR
4.4	4.7	4.5	4.0	4.4	6	**KKDA-FM** *UC*	*104.5 98kw*	9	3	3	7	9	16	70	REPUBLIC	AP	KATZ
1.6	0.0	4.1	5.1	4.1	8	**KYNG** *Ctry*	*105.3 100kw*	13	9	4	6	6	12	77	ALLIANCE BR.	---	G/W
5.3	4.3	5.3	5.4	3.8	9	**WBAP** *Ctry*	*820 50kw*	7	23	18	15	7	4	58	CAP CITIES/ABC	ABC	BAN
4.0	3.8	3.4	3.2	3.3	10	**KRLD** *N/T*	*1080 50kw*	5	18	24	19	15	5	42	COMMAND	CBS	CBS
4.4	3.9	3.8	3.6	3.2	11	**KLRX** *AC*	*97.9 100kw*	14	15	16	16	11	9	64	COX	---	KATZ
3.9	3.5	3.1	2.7	3.1	12	**KEGL** *CHR*	*97.1 100kw*	8	4	9	11	17	21	48	SANDUSKY	---	CHR
2.2	2.4	2.9	2.9	3.1	12	**KLUV** *Gold*	*98.7 100kw*	11	13	14	10	8	7	53	TK	---	MCG
2.3	2.6	2.5	2.8	2.9	14	**KLIF** *N/T*	*570 5kw*	16	22	20	18	14	8	66	SUSQUEHANNA	NBC	EAST
3.3	2.5	2.5	2.2	2.9	14	**KLTY** *CC*	*94.1 100kw*	20	8	12	13	12	15	77	MARK RODRIGUEZ	ABC	K&P
2.0	2.8	2.7	2.9	2.8	16	**KZPS** *CR*	*92.5 96kw*	12	14	10	9	10	17	49	BONNEVILLE INT.	---	DUR
2.9	2.0	1.5	2.4	2.7	17	**KDGE** *NR*	*94.5 100kw*	15	6	8	12	18	26	60	ALLISON	---	K&P
2.2	2.0	2.0	2.3	2.7	17	**WRR** *Clas*	*101.1 98kw*	18	20	26	25	22	6	65	CITY OF DALLAS	AP	CMBS
1.8	1.9	2.0	1.1	2.6	19	**KOAI*** *NAC*	*107.5 25kw*	19	25	15	14	13	11	64	GRANUM	UNIS	CHR
1.7	2.0	1.6	1.8	2.3	20	**KAAM** *Nost*	*1310 5(2.5)kw*	24	29	28	28	27	20	98	BONNEVILLE INT.	SMN	DUR

*Formerly **KCDU** (AC). **Formerly **KOAI** (NAC). ***Formerly **KODZ** (Gold).

Continued on Page 35

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Continued from Page 34

12+ POPULATION: **3,401,900** (Black: 13.3; Hispanic: 12.7)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.1	2.5	3.1	3.5	2.3	20	**KHKS**** *CHR*	*106.1 100kw*	17	16	13	17	16	19	55	GANNETT	---	HNWH
2.1	1.7	1.9	1.4	2.1	22	**KHVN** *Rel*	*970 1kw*	25	12	23	21	21	14	91	SUMMIT	ABC	MCG
1.9	2.0	2.5	1.9	2.0	23	**KKDA** *UC*	*730 .5kw*	23	21	22	20	20	13	82	REPUBLIC	AP	KATZ
1.5	1.8	2.4	1.9	1.6	24	**KESS** *Span*	*1270 5kw*	26	24	19	23	23	22	108	MARK RODRIGUEZ	---	KT-H
0.4	2.6	1.4	1.5	1.4	25	**KJZY** *AOR*	*99.1 100kw*	22	10	17	22	25	27	57	BR. HOUSE/TX	SMN	ROS
1.6	1.8	1.2	1.5	1.3	26	**KSNN***** *Ctry*	*94.9 100kw*	21	19	21	24	24	23	44	EVERGREEN	---	G/W

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KTXQ	1 KSCS	1 KSCS	1 KSCS	1 KSCS	1 KVIL-FM
2 KSCS	2 KDMX	2 KTXQ	2 KVIL-FM	2 KTXQ	2 KSCS
3 KYNG	3 KKDA-FM	3 KPLX	3 KDMX	3 WBAP	3 KDMX
4 KKDA-FM	4 KPLX	4 KYNG	4 KPLX	4 KPLX	4 KPLX
5 KPLX	5 KJMZ	5 KZPS	5 KKDA-FM	5 KZPS	5 KLUV
6 KJMZ	6 KYNG	6 WBAP	6 KYNG	6 KLIF	6 KKDA-FM
7 KZPS	7 KVIL-FM	7 KEGL	7 KLUV	7 KVIL-FM	7 KYNG
8 KEGL	8 KDGE	8 KKDA-FM	8 KJMZ	8 KYNG	8 KTXQ
9 KDGE	9 KTXQ	9 KLIF	9 KTXQ	9 KRLD	9 KHVN
10 KDME	10 KLTY	10 KJMZ	10 KLTY	10 KDMX	10 KLTY

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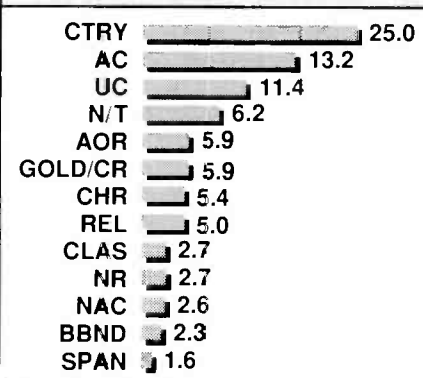

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12+ POPULATION: **3,202,100** (Black: 5.7%; Hispanic: 4.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.5	5.9	6.3	6.6	7.4	1	**WBZ** *News*	*1030 50kw*	2	18	18	11	7	1	68	GROUP W	ABC	G/W
5.5	5.8	6.9	7.5	7.0	2	**WXKS-FM** *CHR*	*107.9 23.5kw*	1	1	1	1	4	14	63	PYRAMID	---	KATZ
6.4	7.4	5.5	6.7	5.5	3	**WRKO** *N/T*	*680 50kw*	8	26	21	15	12	4	84	ATLANTIC RADIO	MBS	KATZ
5.4	5.3	5.4	4.7	5.4	4	**WMEX/WMJX** *AC*	*1150/106.7 5kw/24.5kw*	4	8	6	3	1	3	65	GREATER MEDIA	---	MCG
5.3	5.4	5.3	5.4	5.3	5	**WBCN** *AOR*	*104.1 19kw*	5	4	2	2	3	12	67	INFINITY	---	TOR
4.2	4.6	5.1	5.5	4.7	6	**WODS** *Gold*	*103.3 16kw*	6	6	11	4	2	2	64	CBS	CBS	CBS
5.3	5.9	4.8	4.9	4.5	7	**WZOU** *CHR*	*94.5 11.5kw*	3	2	3	7	11	16	53	ARDMAN	---	HNWH
4.5	4.3	5.0	4.0	4.2	8	**WSSH-FM** *AC*	*99.5 32kw*	12	12	10	9	8	5	76	NOBLE	UNIS	HNWH
2.4	1.9	2.1	2.5	3.8	9	**WBOS** *AC*	*92.9 8.8kw*	10	14	4	6	5	13	66	GRANUM	---	MMR
3.9	4.9	4.4	3.2	3.8	10	**WHDH** *Talk*	*850 50kw*	11	23	20	20	16	6	69	ATLANTIC RADIO	NBC	KATZ
3.6	3.6	4.6	3.2	3.6	11	**WZLX** *CR*	*100.7 11.5kw*	9	7	5	5	9	15	57	INFINITY	---	HNWH
4.5	4.4	3.5	3.6	3.5	12	**WBMX** *AC*	*98.5 9kw*	7	11	8	8	6	7	54	ATLANTIC RADIO	UNIP	KATZ
2.3	1.5	2.0	2.0	2.5	13	**WCDJ*** *NAC*	*96.9 12.5kw*	18	20	14	10	10	9	77	EMMIS	ABC	DUR
2.5	2.5	2.5	2.1	2.4	14	**WCRB** *Clas*	*102.5 15kw*	16	33	25	19	15	10	65	CHARLES RIVER	---	CMBS
3.0	4.3	2.7	2.8	2.4	14	**WVBF**** *AC*	*105.7 14kw*	13	10	15	13	13	8	58	FAIRBANKS	---	BAN
1.9	2.1	1.6	2.5	2.3	16	**WAAF** *AOR*	*107.3 18.5kw*	15	3	7	12	21	30	60	ZAPIS	UNIP	CHR
2.8	2.4	1.8	1.9	2.1	17	**WEEI** *Sports*	*590 5kw*	14	19	16	17	14	11	54	BOSTON CELTICS	ABC	CBS
3.4	2.7	2.1	2.1	2.0	18	**WPLM-A/F** *BBnd*	*1390/99.1 5kw/50kw*	20	30	26	30	26	17	75	PLYMOUTH ROCK	UNIU	HNWH
1.9	1.8	2.5	1.4	1.9	19	**WFNX** *NR*	*101.7 1.65kw*	17	9	9	14	18	22	58	MCC	---	DUR
1.5	1.9	1.7	2.4	1.8	20	**WILD** *UC*	*1090 5kw*	22	5	12	16	17	20	114	NASH	AURN	ROS

*Programmed by **Greater Media** under a duopoly. **Now **WCLB** (Ctry)

Continued on Page 38

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WBZ NEWS RADIO 1030

News/Talk

Another Group W Radio Market!

12+ POPULATION: **3,047,300** (Black: 17.2%; Hispanic: 20.2%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.9	8.7	8.1	8.5	8.8	1	**KILT-FM** *Ctry*	*100.3 100kw*	1	5	1	1	1	1	80	GROUP W	UNIS	G/W
6.6	7.1	7.5	7.7	6.4	2	**KIKK-FM** *Ctry*	*95.7 95kw*	2	4	6	3	2	2	62	VIACOM	---	TOR
6.1	4.7	4.6	5.1	5.2	3	**KBXX** *CHR*	*97.9 100kw*	9	1	4	8	13	19	78	COOK INLET	---	KATZ
6.2	4.9	4.6	4.2	4.9	4	**KHMX** *AC*	*96.5 97kw*	5	7	5	2	3	6	60	NATIONWIDE	---	MCG
5.7	4.7	5.0	4.6	4.8	5	**KODA** *AC*	*99.1 95kw*	7	12	10	6	6	4	66	COMMAND	---	MMR
5.3	4.8	4.1	4.2	4.7	6	**KTRH** *News*	*740 50kw*	3	22	20	14	9	5	47	RUSK	ABC	CBS
5.4	5.8	6.8	6.3	4.5	7	**KLOL** *AOR*	*101.1 95kw*	6	6	2	4	4	14	60	RUSK	SOU	CBS
4.0	4.7	5.2	4.1	4.4	7	**KRBE-A/F** *CHR*	*1070/104.1 10(5)kw/100kw*	4	2	3	9	15	21	54	SUSQUEHANNA	---	EAST
3.8	3.8	4.0	3.3	4.2	9	**KLDE** *Gold*	*94.5 95kw*	8	11	13	5	5	3	61	ENTERCOM	UNIU	DUR
4.1	3.8	4.7	4.6	4.2	9	**KMJQ** *UC*	*102.1 100kw*	10	3	8	10	12	15	63	NOBLE	---	MCG
3.4	4.6	4.1	4.5	3.8	11	**KQUE** *Nost*	*102.9 100kw*	14	29	26	21	19	7	90	TEXAS COAST	ABC	BAN
2.6	3.3	3.2	3.8	3.3	12	**KZFX** *CR*	*107.5 95kw*	11	17	7	7	7	11	57	SHAMROCK BR.	---	KATZ
2.6	3.5	2.7	2.9	3.2	13	**KLTR** *AC*	*93.7 100kw*	13	15	12	11	8	8	64	CBS	CBS	CBS
2.2	2.7	2.3	1.8	2.9	14	**KKBQ-FM** *Ctry*	*92.9 97kw*	12	10	9	13	11	12	51	GANNETT	---	MCG
2.7	3.4	3.6	3.6	2.7	15	**KHYS** *UC*	*98.5 100kw*	16	13	14	12	10	9	71	CLEAR CHANNEL	CBS	MCG
2.7	2.2	3.6	2.7	2.5	16	**KPRC** *N/T*	*950 5kw*	15	30	25	20	20	13	59	H&C	CNN	CBS
2.3	1.9	1.9	2.7	2.0	17	**KQQK** *Span*	*106.5 100kw*	18	14	15	15	14	17	77	PARR	---	CAB
1.4	1.5	2.0	1.7	2.0	17	**KSEV** *N/T*	*700 15(1)kw*	17	28	21	19	17	10	62	SUNBELT	ABC	KATZ
1.1	0.9	0.4	0.6	1.8	19	**KKZR*** *AOR*	*106.9 100kw*	19	8	11	16	21	28	75	US RADIO	ABC	BAN
1.2	1.5	1.4	1.8	1.6	20	**KLAT** *Span*	*1010 5kw*	20	19	17	18	16	16	87	TICHENOR MEDIA	---	KT-H
0.0	0.0	0.0	1.1	1.5	21	**KLTN** *Span*	*93.3 100kw*	21	18	16	17	18	18	98	TICHENOR MEDIA	---	KT-H
1.8	1.8	1.1	1.3	1.2	22	**KEYH** *Span*	*850 10kw*	26	9	18	23	23	26	134	ARTLIFE	---	SBS

*Formerly **KKHU** (N/T).

Continued on Page 38

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FM 100 KILT
YOUR COUNTRY FAVORITES — 12 IN A ROW
Country
Another Group W Radio Market!

#9 BOSTON

BOSTON

Continued from Page 36

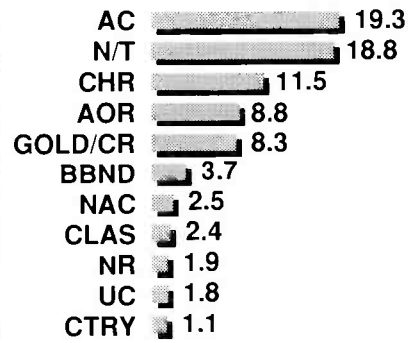
12+ POPULATION: **3,202,100** (Black: 5.7%; Hispanic: 4.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.8	2.6	1.6	2.5	1.7	21	**WXKS** *BBnd*	*1430 5(1)kw*	21	24	30	29	23	18	77	PYRAMID	UNIS	KATZ
1.7	1.6	2.0	1.3	1.2	22	**WCGY** *AOR*	*93.7 50kw*	19	13	13	18	19	23	43	CURT GOWDY	ABC	K&P
0.7	0.6	1.3	1.0	1.1	23	**WOKQ** *Ctrv*	*97.5 50kw*	24	15	23	21	20	19	83	FULLER-JEFFREY	---	MCG

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WMJX
2 WXKS-FM	2 WMJX	2 WZLX	2 WMJX	2 WODS	2 WODS
3 WZLX	3 WZOU	3 WXKS-FM	3 WZOU	3 WZLX	3 WBMX
4 WAAF	4 WBOS	4 WODS	4 WBMX	4 WBZ	4 WSSH
5 WZOU	5 WBMX	5 WBOS	5 WSSH	5 WBOS	5 WXKS-FM
6 WBOS	6 WZLX	6 WMJX	6 WBOS	6 WXKS-FM	6 WBOS
7 WMJX	7 WSSH	7 WZOU	7 WODS	7 WMJX	7 WZOU
8 WFNX	8 WBCN	8 WBZ	8 WBCN	8 WEEI	8 WVBF
9 WCGY	9 WILD	9 WAAF	9 WZLX	9 WRKO	9 WBCN
10 WODS	10 WFNX	10 WEEI	10 WVBF	10 WCDJ	10 WBZ

FORMAT REACH



#10 HOUSTON-GALVESTON

HOUSTON

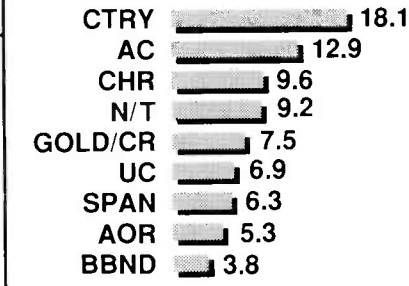
Continued from Page 37

12+ POPULATION: **3,047,300** (Black: 17.2%; Hispanic: 20.2%)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOL	1 KHMX	1 KILT-FM	1 KHMX	1 KILT-FM	1 KILT-FM
2 KILT-FM	2 KILT-FM	2 KLOL	2 KILT-FM	2 KLOL	2 KHMX
3 KRBE-FM	3 KBXX	3 KZFX	3 KIKK-FM	3 KLDE	3 KIKK-FM
4 KZFX	4 KIKK-FM	4 KLDE	4 KODA	4 KZFX	4 KODA
5 KBXX	5 KRBE-FM	5 KIKK-FM	5 KLTR	5 KTRH	5 KLTR
6 KKZR	6 KMJQ	6 KRBE-FM	6 KBXX	6 KIKK-FM	6 KLDE
7 KMJQ	7 KODA	7 KHMX	7 KMJQ	7 KHMX	7 KHYS
8 KIKK-FM	8 KZFX	8 KTRH	8 KLDE	8 KODA	8 KMJQ
9 KHMX	9 KKBQ-FM	9 KBXX	9 KHYS	9 KSEV	9 KKBQ-FM
10 KKBQ-FM	10 KLOL	10 KKZR	10 KRBE-FM	10 KLTR	10 KBXX

FORMAT REACH



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12+ POPULATION: **2,803,600** (Black: 16.5%; Hispanic: 35.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
4.9	6.9	5.7	7.3	6.6	1	**WEDR** *UC*	*99.1 100kw*	3	2	1	1	1	7	100	WEDR, INC.	CBS	MCG
7.2	6.6	5.5	5.8	5.5	2	**WLYF** *AC*	*101.5 100kw*	6	15	14	14	7	2	87	JEFFERSON-PILOT	---	BAN
5.7	3.9	4.9	5.5	5.4	3	**WIOD** *N/T*	*610 10kw*	2	14	9	6	3	1	77	COX	MBS	CHR
6.2	5.9	5.5	5.0	5.3	4	**WPOW** *CHR*	*96.5 100kw*	1	1	2	5	15	22	72	BEASLEY	SOU	HNWH
3.3	4.2	4.2	4.0	4.8	5	**WFLC** *AC*	*97.3 100kw*	5	8	3	2	2	6	76	COX	---	CHR
5.0	4.3	5.0	4.1	4.7	6	**WHQT** *UC*	*105.1 100kw*	7	3	5	4	8	14	77	COX	---	MMR
1.3	2.8	4.6	2.8	4.0	7	**WRTO** *Span*	*98.3 100kw*	16	17	12	15	10	3	105	NEW AGE	---	LOTUS
3.6	3.8	3.1	4.1	3.8	8	**WHYI*** *AC*	*100.7 100kw*	4	7	4	3	4	15	60	METROPLEX	---	MCG
2.4	3.1	2.3	2.7	3.8	8	**WXDJ** *Span*	*95.7 100kw*	15	5	7	8	6	10	93	NEW AGE	---	---
5.0	4.9	4.7	5.4	3.7	10	**WAQI** *Span*	*710 50kw*	17	21	26	21	18	8	104	VIVA AMERICA	---	CAB
3.3	3.8	2.9	4.1	3.6	11	**WSHE** *AOR*	*103.5 100kw*	8	4	6	7	13	21	71	TK	---	TOR
4.1	3.3	3.5	3.1	3.5	12	**WQBA** *Span*	*1140 50(10)kw*	19	23	27	24	22	12	104	TICHENOR MEDIA	---	KT-H
3.0	3.2	3.3	2.7	3.3	13	**WJQY** *AC*	*106.7 100kw*	10	6	11	13	14	9	72	TAK	---	DUR
4.0	4.0	4.8	3.4	3.2	14	**WKIS** *Ctry*	*99.9 100kw*	12	10	10	12	12	11	76	SUNSHINE WIRE.	UNIP	HNWH
3.1	2.4	2.9	3.5	3.1	15	**WMXJ** *Gold*	*102.7 100kw*	11	11	15	11	9	4	72	SCONNIX	---	EAST
2.8	3.1	2.8	4.0	3.0	16	**WLVE** *NAC*	*93.9 100kw*	13	24	13	10	5	5	71	GILMORE	---	TOR
2.7	2.9	2.9	3.3	2.9	17	**WZTA** *CR*	*94.9 100kw*	9	9	8	9	11	16	61	PAXSON BR.	---	KATZ
2.8	2.7	2.7	2.6	2.5	18	**WTMI** *Clas*	*93.1 96kw*	18	26	20	22	21	17	72	MARLIN II LTD	---	CMBS
2.3	2.1	2.9	2.1	2.2	19	**WMRZ** *Gold*	*790 25kw*	23	34	36	37	36	27	92	JEFFERSON-PILOT	---	BAN
2.5	2.5	2.2	1.7	2.1	20	**WINZ** *News*	*940 50(25)kw*	14	36	23	23	25	24	52	PAXSON BR.	CBS	KATZ

*Operates under an LMA with **Ackerley Br.**

Continued on Page 42

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#12 ATLANTA

12+ POPULATION: **2,523,700** (Black: 25.3%; Hispanic: N/A)

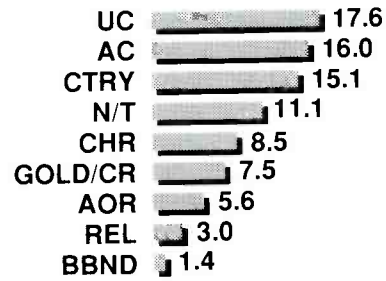
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.8	12.4	13.4	11.9	12.1	1	**WVEE** *UC*	*103.3 100kw*	2	1	1	1	1	8	108	SUMMIT	---	MCG
7.6	6.2	8.0	8.3	8.7	2	**WKHX-FM** *Ctry*	*101.5 99kw*	4	3	3	3	3	3	88	CAP CITIES/ABC	---	KATZ
6.9	7.0	6.6	6.7	8.6	3	**WPCH** *AC*	*94.9 99kw*	1	11	10	5	4	1	71	JACOR	CBS	EAST
8.1	8.6	7.8	6.6	7.4	4	**WSB-FM** *AC*	*98.5 100kw*	3	8	5	2	2	2	68	COX	---	CHR
7.3	6.7	5.8	6.6	6.4	5	**WYAI/WYAY** *Ctry*	*104.1/106.7 60kw/99kw*	6	5	7	7	6	7	74	NEWCITY	CBS	MCG
5.6	6.1	6.4	5.5	5.6	6	**WKLS** *AOR*	*96.1 99kw*	8	4	2	4	7	11	72	GREAT AMERICAN	---	KATZ
3.9	3.6	3.9	5.7	5.5	7	**WALR** *UC*	*104.7 100kw*	13	10	8	6	5	6	78	RING RADIO	UNIS	BAN
8.5	6.3	5.7	5.3	5.4	8	**WSB** *Talk*	*750 50kw*	5	14	11	13	11	4	55	COX	AP	CHR
4.7	6.3	4.6	4.0	4.9	9	**WNNX*** *CHR*	*99.7 100kw*	7	2	4	9	14	15	58	SUSQUEHANNA	---	DUR
3.1	4.5	5.7	5.9	4.7	10	**WGST** *N/T*	*640 50(1)kw*	12	19	14	12	8	5	63	JACOR	ABC	EAST
4.5	4.2	4.3	4.7	4.0	11	**WZGC** *CR*	*92.9 99kw*	10	7	6	8	10	13	53	INFINITY	---	HNWH
3.6	4.2	4.9	4.0	3.6	12	**WSTR** *CHR*	*94.1 100kw*	11	6	9	10	12	12	49	JEFFERSON-PILOT	---	CBS
4.2	4.6	4.2	4.7	3.5	13	**WFOX** *Gold*	*97.1 97kw*	9	9	12	11	9	9	46	SHAMROCK BR.	---	G/W
2.9	2.6	2.4	3.1	3.0	14	**WAOK** *Rel*	*1380 5kw*	15	15	13	14	13	10	93	SUMMIT	---	MCG
1.0	1.7	1.0	1.5	1.4	15	**WQXI** *Nost*	*790 5(1)kw*	16	20	21	21	21	16	76	JEFFERSON-PILOT	UNIS	CBS
1.3	1.5	1.2	1.1	1.0	17	**WCNN** *News*	*680 50(10)kw*	14	17	19	15	15	14	30	RING RADIO	CNN	BAN

*Formerly **WAPW**.

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WVEE	1 WVEE	1 WVEE	1 WVEE	1 WKLS	1 WSB-FM
2 WKLS	2 WSB-FM	2 WKLS	2 WSB-FM	2 WVEE	2 WVEE
3 WZGC	3 WKHX-FM	3 WKHX-FM	3 WPCH	3 WKHX-FM	3 WPCH
4 WKHX-FM	4 WALR	4 WZGC	4 WKHX-FM	4 WGST	4 WALR
5 WNNX	5 WSTR	5 WGST	5 WALR	5 WZGC	5 WKHX-FM
6 WYAY	6 WNNX	6 WALR	6 WSTR	6 WSB	6 WYAY
7 WALR	7 WYAY	7 WNNX	7 WYAY	7 WPCH	7 WSTR
8 WPCH	8 WPCH	8 WSB-FM	8 WAOK	8 WALR	8 WAOK
9 WSB-FM	9 WKLS	9 WPCH	9 WFOX	9 WSB-FM	9 WFOX
10 WSTR	10 WZGC	10 WSB	10 WNNX	10 WFOX	10 WSB

FORMAT REACH



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12+ POPULATION: **2,365,100** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.8	9.0	7.8	8.4	7.7	1	**KMPS-A/F** *Ctry*	*1300/94.1 5kw/98kw*	4	3	2	1	2	4	79	EZ	AP	EAST
9.2	7.3	7.4	7.6	7.5	2	**KIRO** *N/T*	*710 50kw*	1	12	13	6	3	2	58	BONNEVILLE INT.	CBS	TOR
4.5	6.1	6.2	6.6	6.4	3	**KUBE** *CHR*	*93.3 100kw*	3	1	3	3	11	15	66	COOK INLET	---	MMR
6.5	4.3	4.4	5.3	5.8	4	**KOMO** *AC*	*1000 50kw*	2	18	14	12	4	3	57	FISHER	ABC	KATZ
4.9	5.3	5.2	5.4	5.6	5	**KBSG-A/F** *Gold*	*1210/97.3 10(1)kw/55kw*	5	6	11	2	1	1	58	VIACOM	---	TOR
5.2	3.8	4.0	4.4	4.9	6	**KRPM** *Ctry*	*106.1 58kw*	11	9	9	7	6	6	85	HERITAGE MEDIA	UNIP	CHR
3.4	4.1	3.1	3.2	4.6	7	**KING-FM** *Clas*	*98.1 100kw*	12	14	17	15	13	5	81	CLASSIC RADIO	---	MMR
6.9	5.1	4.7	3.7	4.2	8	**KPLZ** *CHR*	*101.5 100kw*	6	2	6	10	15	18	52	GOLDEN WEST	---	BAN
2.4	3.4	3.9	3.9	4.0	9	**KISW** *AOR*	*99.9 100kw*	8	4	1	4	10	24	60	NATIONWIDE	---	MCG
3.5	4.4	4.2	4.0	3.8	10	**KXRX** *AOR*	*96.5 100kw*	10	10	4	5	8	19	61	SHAMROCK BR.	---	KATZ
3.7	3.6	4.5	5.3	3.7	11	**KLSY** *AC*	*92.5 58kw*	7	7	8	9	7	8	50	SANDUSKY	AP	CHR
3.6	3.7	4.3	3.5	3.7	11	**KZOK-FM** *CR*	*102.5 100kw*	9	8	5	8	5	14	57	CHRYSLER	---	HNWH
2.5	2.9	2.8	2.1	3.2	13	**KING** *N/T*	*1090 50kw*	17	21	21	20	19	9	79	KING	ABC	MMR
3.8	3.3	3.5	2.5	3.0	14	**KIXI** *BBnd*	*880 50(10)kw*	16	27	29	23	22	10	66	SANDUSKY	---	CHR
1.3	1.1	2.1	2.5	3.0	14	**KVI** *Talk*	*570 5kw*	14	11	18	16	14	7	63	GOLDEN WEST	MBS	BAN
2.3	2.3	2.3	1.8	2.8	16	**KMTT-A/F** *AC*	*850/103.7 10(1)kw/58kw*	15	13	10	11	9	16	62	ENTERCOM	ABC	DUR
2.9	2.3	2.9	2.4	2.7	17	**KLTX** *AC*	*95.7 100kw*	19	24	12	14	12	12	66	ACKERLEY	---	CBS
3.2	2.4	3.3	3.0	2.7	17	**KNDD** *NR*	*107.7 100kw*	13	5	7	13	18	25	54	VIACOM	---	TOR
2.7	3.4	2.5	3.3	2.1	19	**KEZX-FM** *B/EZ*	*98.9 100kw*	23	26	25	21	21	11	89	PARK	ABC	DUR
1.8	2.3	1.8	1.3	1.9	20	**KJR** *Sports*	*950 5kw*	18	17	16	17	17	17	47	ACKERLEY	---	CBS
2.1	2.9	2.9	3.2	1.7	21	**KRWM*** *AC*	*106.9 100kw*	20	16	19	18	16	13	53	BROWN	---	BAN
2.2	1.7	2.2	2.0	1.3	22	**KCMS** *CC*	*105.3 115kw*	22	15	15	19	20	21	49	CHRISTA	UPI	RSS
1.9	1.7	2.3	1.9	1.0	23	**KIRO-FM**** *N/T*	*100.7 100kw*	21	23	20	22	23	23	36	BONNEVILLE INT.	CBS	TOR

*Formerly **KKNW** (NAC). **Formerly **KWMX** (AC).

Continued on Page 42

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#11 MIAMI-FT. LAUDERDALE-HOLLYWOOD

MIAMI-FT. LAUD.

Continued from Page 39

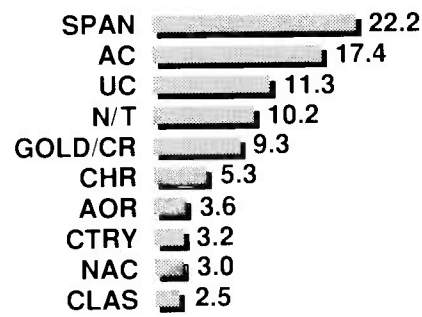
12+ POPULATION: **2,803,600** (Black: 16.5%; Hispanic: 35.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.0	2.0	1.8	3.3	2.0	21	**WCMQ-FM** *Span*	*92.3 41kw*	21	19	17	16	16	13	72	SBS	---	SBS
2.0	1.7	1.8	1.6	1.6	22	**WQBA-FM** *Span*	*107.5 95kw*	22	16	16	17	17	18	60	TICHENOR MEDIA	---	KT-H
0.7	0.5	0.9	0.7	1.5	23	**WQAM** *Sports*	*560 5(1)kw*	24	18	19	18	19	19	71	SUNSHINE WIRE.	NBC	HNWH
2.0	1.4	1.5	1.5	1.5	23	**WWFE** *Span*	*670 50(1)kw*	25	29	24	26	24	20	90	EMILLO MILAN	UPI	---
1.2	1.0	1.1	1.3	1.2	25	**WFTL** *N/T*	*1400 1kw*	27	31	34	29	29	25	85	KING	CNN	DIR
1.4	1.9	1.6	1.5	1.1	26	**WAXY** *Gold*	*105.9 100kw*	20	12	22	19	20	23	41	ACKERLEY	---	MCG
1.1	0.9	1.1	0.8	1.1	26	**WCMQ** *Span*	*1210 25(2.5)kw*	26	33	30	27	26	26	73	SBS	---	SBS
0.9	0.5	0.6	0.5	1.0	28	**WAVS** *Span*	*1170 5kw*	29	13	18	20	23	28	82	ROY BRESKY	---	---

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WSHE	1 WEDR	1 WIOD	1 WEDR	1 WIOD	1 WFLC
2 WEDR	2 WHQT	2 WEDR	2 WHQT	2 WZTA	2 WEDR
3 WPOW	3 WFLC	3 WSHE	3 WFLC	3 WEDR	3 WRTO
4 WZTA	4 WHYI	4 WZTA	4 WHYI	4 WFLC	4 WLYF
5 WHYI	5 WPOW	5 WFLC	5 WPOW	5 WSHE	5 WHQT
6 WFLC	6 WXDJ	6 WPOW	6 WRTO	6 WXDJ	6 WHYI
7 WIOD	7 WRTO	7 WHYI	7 WJQY	7 WLVE	7 WMXJ
8 WXDJ	8 WJQY	8 WXDJ	8 WXDJ	8 WHYI	8 WLVE
9 WHQT	9 WSHE	9 WLVE	9 WLVE	9 WKIS	9 WJQY
10 WKIS	10 WLYF	10 WHQT	10 WMXJ	10 WLYF	10 WKIS

FORMAT REACH



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#13 SEATTLE-TACOMA

SEATTLE-TACOMA

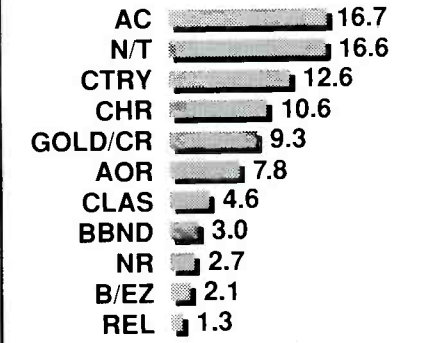
Continued from Page 41

12+ POPULATION: **2,365,100** (Black & Hispanic: N/A)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISW	1 KUBE	1 KXRX	1 KMPS-FM	1 KIRO	1 KBSG-FM
2 KXRX	2 KMPS-FM	2 KISW	2 KUBE	2 KMPS-FM	2 KMPS-FM
3 KMPS-FM	3 KPLZ	3 KIRO	3 KBSG-FM	3 KBSG-FM	3 KLSY
4 KZOK-FM	4 KLSY	4 KMPS-FM	4 KLSY	4 KZOK-FM	4 KUBE
5 KUBE	5 KISW	5 KZOK-FM	5 KPLZ	5 KXRX	5 KOMO
6 KNDD	6 KZOK-FM	6 KBSG-FM	6 KPRM-FM	6 KOMO	6 KIRO
7 KRPM-FM	7 KNDD	7 KRPM-FM	7 KZOK-FM	7 KISW	7 KPRM-FM
8 KMTT-FM	8 KRPM-FM	8 KMTT-FM	8 KLTX	8 KMTT-FM	8 KLTX
9 KIRO	9 KMTT-FM	9 KOMO	9 KIRO	9 KRPM-FM	9 KING-FM
10 KPLZ	10 KBSG-FM	10 KUBE	10 KISW	10 KVI	10 KZOK-FM

FORMAT REACH



12+ POPULATION: **2,271,800** (Black: 7.0%; Hispanic: 6.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.3	5.4	5.5	4.8	6.1	1	**WALK-A/F** *AC*	*1370/97.5 .5kw/39kw*	3	12	6	1	1	2	81	AMERICAN MEDIA	---	DUR
5.0	4.1	5.0	4.7	5.2	2	**WCBS-FM** *Gold*	*101.1 6.8kw*	10	21	16	4	2	1	82	CBS	CBS	CBS
3.4	3.5	2.8	3.7	4.6	3	**WABC** *Talk*	*770 50kw*	12	22	18	18	12	3	86	CAP CITIES/ABC	ABC	BAN
4.3	4.7	5.0	5.2	4.6	3	**WXRK** *CR*	*92.3 7.6kw*	4	7	2	2	3	6	64	INFINITY	ABC	TOR
4.6	4.5	5.2	4.0	4.4	5	**WBLI** *AC*	*106.1 25kw*	8	4	4	6	4	5	67	BECK-ROSS	---	KATZ
3.8	5.1	4.5	4.3	4.3	6	**WBAB** *AOR*	*102.3 3kw*	5	8	1	3	7	22	61	NOBLE	---	MMR
4.2	3.0	3.1	3.3	4.0	7	**WFAN** *Sports*	*660 50kw*	6	10	11	8	6	4	59	EMMIS	NBC	HNWH
2.3	3.3	2.2	3.6	3.9	8	**WNEW-FM** *AOR*	*102.7 7.8kw*	11	16	5	5	5	8	72	GROUP W	UNIP	G/W
2.2	2.1	2.1	2.0	3.7	9	**WGSM** *BBnd*	*740 25kw*	30	29	27	33	33	14	225	GREATER MEDIA	UNIS	MMR
3.2	3.8	4.0	3.9	3.7	9	**WHTZ** *CHR*	*100.3 7.8kw*	1	1	8	10	14	18	48	MALRITE	---	CHR
3.9	4.3	4.1	3.7	3.3	11	**WCBS** *News*	*880 50kw*	2	15	25	19	16	7	43	CBS	CBS	CBS
2.6	2.8	2.9	3.4	3.3	11	**WPLJ** *CHR*	*95.5 6.7kw*	7	9	3	7	8	19	49	CAP CITIES/ABC	ABC	KATZ
3.6	3.0	3.8	3.7	3.3	11	**WYNY** *Ctry*	*103.5 6.7kw*	14	19	13	11	9	10	79	BR. PARTNERS	NBC	DUR
2.2	2.6	2.5	2.3	3.0	14	**WKJY** *AC*	*98.3 3kw*	21	17	10	9	10	9	98	BARNSTABLE	---	KATZ
2.4	3.1	2.0	2.6	2.7	15	**WQHT** *CHR*	*97.1 6.7kw*	13	2	7	12	19	32	53	EMMIS	---	HNWH
2.1	2.4	2.1	2.6	2.7	15	**WRKS** *UC*	*98.7 7.8kw*	17	3	9	14	17	28	70	SUMMIT	SOU	DUR
3.7	4.3	3.0	3.4	2.6	17	**WOR** *Talk*	*710 50kw*	16	25	30	27	22	13	66	BUCKLEY	ABC	MCG
3.6	3.5	2.0	3.1	2.4	18	**WHLI** *BBnd*	*1100 10kw*	31	40	29	25	23	17	149	BARNSTABLE	---	KATZ
2.2	2.5	2.2	2.3	2.2	19	**WINS** *News*	*1010 30(50)kw*	9	26	26	22	20	15	34	GROUP W	ABC	G/W
2.6	2.4	2.8	2.8	2.2	19	**WLTW** *AC*	*106.7 7.8kw*	15	20	19	16	13	11	55	VIACOM	---	KATZ
1.4	1.3	1.7	1.5	2.1	21	**WBLS** *UC*	*107.5 5.4kw*	22	6	14	17	18	24	78	INNER CITY	ABC	MCG
2.9	4.0	2.7	2.4	2.1	21	**WMXV** *AC*	*105.1 7.8kw*	18	14	12	13	15	20	54	BONNEVILLE INT.	---	MCG
3.2	3.7	2.8	3.1	2.1	21	**WPAT-FM** *B/EZ*	*93.1 5.4kw*	19	31	32	32	28	16	65	PARK	---	MMR
1.7	1.5	2.2	2.1	2.0	24	**WQCD** *NAC*	*101.9 5.3kw*	20	35	20	15	11	12	61	TRIBUNE	ABC	CHR
2.5	1.8	2.1	2.1	1.4	25	**WMJC** *AC*	*94.3 3kw*	23	28	22	24	21	21	57	GREATER MEDIA	---	MMR
1.7	0.9	1.4	0.9	1.3	26	**WRCN** *AOR*	*103.9 1.5kw*	28	5	17	20	26	30	74	EAST SHORE	---	MCG
2.1	1.7	2.1	1.5	1.2	27	**WDRE** *NR*	*92.7 1kw*	26	11	15	21	25	34	53	JARAD	---	KATZ
0.9	0.9	0.5	1.2	1.2	27	**WEZN** *AC*	*99.9 27.5kw*	24	18	24	23	24	23	50	NEW CITY	---	KATZ
1.2	1.1	1.3	0.9	1.1	29	**WNCN** *Clas*	*104.3 7.8kw*	25	23	28	28	27	26	49	GAF	CNN	CMBS
1.0	1.6	1.3	1.0	1.0	30	**WQXR** *Clas*	*96.3 7.8kw*	29	37	35	30	30	25	56	NEW YORK TIMES	UNIS	MMR

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SAN DIEGO

12+ POPULATION: **2,176,900** (Black: N/A; Hispanic: 19.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.5	8.3	7.6	8.8	7.9	1	**KSON-A/F** *Ctry*	*1240/97.3 1kw/50kw*	1	6	5	1	1	1	81	JEFFERSON-PILOT	---	BAN
4.6	5.1	5.4	5.3	6.5	2	**KDSO** *N/T*	*1130 10kw*	6	21	16	14	5	2	86	GANNETT	ABC	DUR
4.4	5.0	5.7	5.4	5.5	3	**KFMB-FM** *AC*	*100.7 30kw*	3	5	2	2	2	4	64	MIDWEST TV	---	MCG
4.0	3.5	4.2	4.4	4.5	4	**XHTZ** *CHR*	*90.3 100kw*	4	1	6	6	14	23	55	CALIFORMULA	---	---
5.4	4.5	5.7	5.7	4.4	5	**XTRA-FM** *NR*	*91.1 100kw*	5	4	1	4	8	24	58	NOBLE	---	MMR
5.5	5.3	4.5	5.8	4.2	6	**KGB** *AOR*	*101.5 50kw*	7	11	3	3	3	12	62	BROWN	---	KATZ
5.7	5.4	4.8	4.3	4.1	7	**KJQY** *AC*	*103.7 36kw*	9	13	14	5	6	3	68	COMMAND	---	MMR
4.1	3.6	3.6	2.9	3.7	8	**KIFM** *NAC*	*98.1 28kw*	13	18	12	8	4	5	68	KIFM BR. LP.	---	CBS
2.1	1.8	1.3	1.1	3.6	9	**XTRA** *Sports*	*690 50kw*	12	32	7	9	7	11	64	NOBLE	MBS	MMR
6.5	4.9	5.6	4.2	3.5	10	**KKLQ-A/F** *CHR*	*600/106.5 5kw/50kw*	2	2	8	12	18	17	39	EDENS	AP	CHR
4.0	3.6	4.0	4.9	3.4	11	**KFMB** *N/T*	*760 5kw*	8	23	23	19	12	6	53	MIDWEST TV	CBS	MCG
1.9	2.0	2.6	3.2	3.3	12	**KBZS*** *Gold*	*94.9 22kw*	10	9	15	11	9	7	55	ANAHEIM BR.	---	BAN
3.6	3.9	3.6	3.2	3.3	12	**KPOP** *Nost*	*1360 5(1)kw*	20	30	26	29	29	16	102	BROWN	NBC	KATZ
2.1	3.2	4.4	2.5	3.1	14	**KIOZ** *AOR*	*102.1 9.5kw*	16	8	4	7	13	25	72	PAR BR.	---	TOR
5.8	4.1	4.2	3.3	3.1	14	**KYXY** *AC*	*96.5 41kw*	11	10	11	13	10	8	53	PARKER	---	EAST
3.0	3.0	2.3	2.6	2.9	16	**KCLX-FM** *CR*	*102.9 32kw*	14	14	9	10	11	15	55	GANNETT	ABC	DUR
0.9	1.3	2.9	1.8	2.9	17	**XHRM** *UC*	*92.5 100kw*	15	3	10	15	19	18	57	URBAN COMMUNITY	ABC	BAN
1.3	1.4	1.6	2.1	2.7	18	**KFI** *Talk*	*640 50kw*	18	35	18	18	17	13	73	COX	MBS	CHR
4.0	3.1	2.8	3.5	2.6	19	**KFSD** *Clas*	*94.1 100kw*	17	27	22	20	16	9	60	LOTUS	---	HNWH
2.4	2.6	1.9	1.5	1.8	20	**KCBQ-FM** *Gold*	*105.3 29kw*	19	16	19	16	15	14	50	FRESH START	---	HNWH

*Operates under an LMA with **KSON**.

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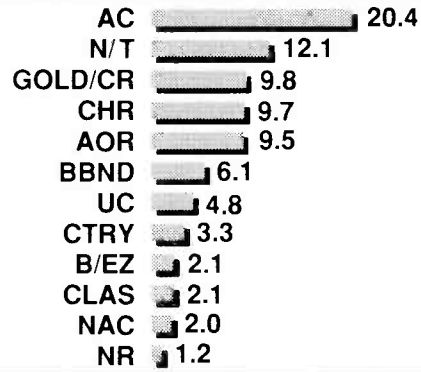
12+ POPULATION: **2,271,800** (Black: 7.0%; Hispanic: 6.5%)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBAB	1 WBLI	1 WXRK	1 WALK-FM	1 WCBS-FM	1 WALK-FM
2 WXRK	2 WPLJ	2 WNEW-FM	2 WBLI	2 WNEW-FM	2 WBLI
3 WNEW-FM	3 WALK-FM	3 WBAB	3 WPLJ	3 WFAN	3 WCBS-FM
4 WFAN	4 WBAB	4 WFAN	4 WCBS-FM	4 WXRK	4 WPLJ
5 WPLJ	5 WQHT	5 WCBS-FM	5 WHTZ	5 WBAB	5 WKJY
6 WKJY	6 WHTZ	6 WALK-FM	6 WKJY	6 WALK-FM	6 WXRK
7 WHTZ	7 WRKS	7 WKJY	7 WBAB	7 WYNY	7 WLTW
8 WQHT	8 WBLS	8 WYNY	8 WXRK	8 WKJY	8 WMXV
9 WALK-FM	9 WMXV	9 WPLJ	9 WMXV	9 WABC	9 WYNY
10 WRKS	10 WKJY	10 WHTZ	10 WQHT	10 WBLI	10 WQCD

FORMAT REACH



SAN DIEGO #15

Continued from Page 44

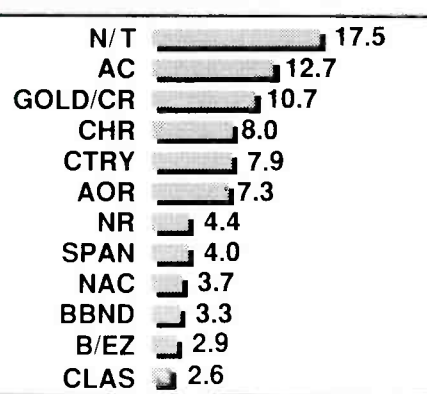
12+ POPULATION: **2,176,900** (Black: N/A; Hispanic: 19.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.5	1.5	1.3	1.8	1.8	20	**XEMO** *Span*	*860 5kw*	23	7	13	17	22	26	83	J.C. GATES & CO.	---	CAB
1.3	1.4	1.2	1.1	1.7	22	**KCBQ** *Gold*	*1170 50(5)kw*	22	28	30	23	20	10	68	FRESH START	---	HNWH
1.5	1.4	1.8	1.6	1.3	23	**KNX** *News*	*1070 50kw*	21	37	32	30	28	19	45	CBS	CBS	CBS
0.3	1.1	0.9	1.3	1.1	24	**XHKY** *Span*	*95.7 18kw*	25	15	20	22	23	22	76	CALIFORMULA	---	KT-H
1.0	1.8	1.6	1.4	1.1	24	**XLTN** *Span*	*104.5 60kw*	24	31	17	21	25	29	66	CALIFORMULA	---	KH-T
0.6	0.6	0.7	0.6	1.0	26	**KKOS** *CR*	*95.9 3kw*	26	25	21	24	21	20	77	TRI-CITIES	UNIS	---

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 XTRA-FM	1 KFMB-FM	1 KGB	1 KSON-FM	1 KGB	1 KSON-FM
2 KGB	2 XTRA-FM	2 XTRA	2 KFMB-FM	2 XTRA	2 KFMB-FM
3 KIOZ	3 KSON-FM	3 XTRA-FM	3 KJQY	3 KSDO	3 KJQY
4 XTRA	4 XHTZ	4 KIOZ	4 KYXY	4 KSON-FM	4 KYXY
5 KFMB-FM	5 KYXY	5 KFMB-FM	5 XTRA-FM	5 KFMB-FM	5 KBZS
6 KCLX	6 XHRM	6 KCLX	6 XHTZ	6 KIFM	6 KIFM
7 KHTZ	7 KGB	7 KSON	7 KBZS	7 XTRA-FM	7 KHTZ
8 KIFM	8 KKLQ-FM	8 KIFM	8 XHRM	8 KCLX	8 KGB
9 KKLQ-FM	9 KJQY	9 KSDO	9 KGB	9 KIOZ	9 XTRA
10 KSON-FM	10 XEMO	10 XHTZ	10 KKLQ-FM	10 KFMB	10 KSDO

FORMAT REACH



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#16 ANAHEIM-SANTA ANA

12+ POPULATION: **2,124,600** (Black: N/A; Hispanic: 22.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.0	4.3	4.8	4.9	5.4	1	**KRTH** *Gold*	*101.1 51kw*	3	7	5	1	1	2	62	BEASLEY	UNIU	BAN
3.2	4.3	4.6	4.3	5.3	2	**KFI** *Talk*	*640 50kw*	5	27	16	9	5	1	70	COX	MBS	CHR
5.5	5.4	5.7	3.8	5.1	3	**KBIG** *AC*	*104.3 105kw*	6	8	8	4	2	3	69	BONNEVILLE INT.	---	CBS
6.7	4.2	5.4	4.6	5.1	3	**KOST** *AC*	*103.5 12.5kw*	2	9	6	3	4	4	57	COX	---	CHR
4.7	5.7	4.4	4.1	4.5	5	**KIIS-A/F** *CHR*	*1190/102.7 5kw/8kw*	1	1	7	8	9	14	46	GANNETT	---	MCG
5.6	5.4	5.2	5.7	4.3	6	**KLOS** *AOR*	*95.5 61kw*	4	14	4	1	3	7	53	CAP CITIES/ABC	ABC	KATZ
0.8	0.3	1.1	0.9	4.1	7	**KLAX** *Span*	*97.9 50kw*	20	4	1	6	8	21	115	SBS	---	SBS
3.0	3.3	4.5	4.7	4.1	8	**KROQ** *NR*	*106.7 5.5kw*	10	3	3	7	10	22	65	INFINITY	---	TOR
3.5	3.0	3.7	4.6	4.0	9	**KLSX** *CR*	*97.1 21kw*	8	15	2	5	6	16	57	GREATER MEDIA	---	MMR
4.5	3.7	3.9	3.7	3.7	10	**KABC** *Talk*	*790 5kw*	14	42	37	25	16	5	78	CAP CITIES/ABC	ABC	KATZ
2.6	3.1	3.5	2.4	3.2	11	**KYSR** *AC*	*98.7 75kw*	12	19	9	10	7	11	55	VIACOM	---	TOR
3.6	2.3	2.6	3.2	3.0	12	**KNX** *News*	*1070 50kw*	9	31	22	17	13	8	47	CBS	CBS	CBS
2.5	3.9	2.7	2.6	2.8	13	**KPWR** *CHR*	*105.9 72kw*	11	2	10	13	26	34	45	EMMIS	---	HNWH
2.5	1.9	2.2	2.5	2.7	14	**KLVE** *Span*	*107.5 29.5kw*	22	12	11	12	15	18	82	HEFTEL	---	CAB
2.1	1.8	1.8	2.3	2.5	15	**KJQI/KKGO** *Clas*	*540/105.1 25kw/18kw*	17	20	30	24	19	13	59	MT. WILSON FM	AP	CMBS
1.1	2.0	2.3	1.8	2.4	16	**KIKF** *Ctry*	*94.3 3kw*	19	13	19	15	14	9	65	ASTOR	---	---
2.8	3.8	2.3	3.6	2.4	16	**KTWV** *NAC*	*94.7 55kw*	13	28	21	19	11	6	45	GROUP W	---	G/W
1.7	2.3	2.5	2.3	2.3	18	**KFWB** *News*	*980 5kw*	7	24	27	23	20	12	32	GROUP W	CNN	G/W
3.3	2.5	2.5	2.3	2.3	18	**KTNQ** *Span*	*1020 50kw*	24	16	12	11	17	20	98	HEFTEL	---	CAB
1.3	2.1	2.6	2.0	2.1	20	**KCBS-FM** *Gold*	*93.1 28.5kw*	15	36	20	18	12	10	45	CBS	CBS	CBS
3.2	2.3	3.0	2.9	2.0	21	**KQLZ** *AOR*	*100.3 5.3kw*	18	6	13	16	22	29	51	WESTWOOD ONE	SOU	DUR
1.7	1.5	1.8	2.4	1.9	22	**KEZY** *CHR*	*95.9 2.5kw*	16	11	14	14	21	23	45	WIN	---	---
2.0	2.1	1.8	2.0	1.7	23	**KZLA** *Ctry*	*93.9 18.5kw*	21	21	23	22	18	15	52	MALRITE	---	EAST
1.4	1.4	0.8	1.0	1.5	24	**KWIZ** *Span*	*1480 5kw*	27	17	17	20	25	31	79	LIBERMAN	---	TOR
1.4	1.9	1.2	1.7	1.4	25	**KKBT** *UC*	*92.3 43kw*	30	18	15	21	27	36	77	EVERGREEN	---	MMR
1.1	1.3	2.1	0.9	1.1	26	**KKHJ** *Span*	*930 5kw*	32	23	18	27	31	38	67	LIBERMAN	---	KT-H
1.1	1.6	0.8	1.4	1.1	26	**KLIT** *AC*	*101.9 2.5kw*	23	37	25	26	23	24	41	GOLDEN WEST	---	BAN
2.4	2.7	2.3	1.6	1.1	28	**KMPC** *Sports*	*710 50(10)kw*	25	29	32	32	28	19	46	GOLDEN WEST	---	BAN

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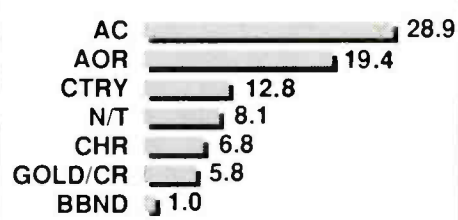
12+ POPULATION: **2,099,300** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.5	13.9	16.5	17.2	14.3	1	**WCCO** *AC*	830 50kw	1	8	9	8	4	1	82	CBS	CBS	CBS
10.8	10.9	10.8	10.2	9.3	2	**KEEY** *Ctry*	102.1 00kw	3	5	3	2	3	3	76	MALRITE	---	CHR
8.2	8.7	7.9	6.5	8.6	3	**WLTE** *AC*	102.9 00kw	4	7	7	3	1	2	76	CBS	---	CBS
9.5	8.4	9.1	8.4	7.8	4	**KQRS-A/F** *AOR*	440/92.5 5kw/100kw	2	3	1	1	2	8	59	CAP CITIES/ABC	ABC	KATZ
8.5	8.9	7.0	7.2	6.8	5	**WDGY/KDWB** *CHR*	630/101.3 5kw/100kw	5	1	4	9	9	10	63	MIDCONTINENT	NBC	BAN
3.0	6.4	6.8	5.8	6.4	6	**KRXX** *AOR*	93.7 00kw	8	2	2	7	10	14	73	ENTERCOM	SOU	HNWH
6.0	7.7	7.1	7.1	6.0	7	**KSTP-FM** *AC*	94.5 00kw	6	6	5	6	7	6	58	HUBBARD	---	MCG
4.9	4.3	5.3	5.7	5.8	8	**KQQL** *Gold*	107.9 7kw	7	4	10	4	6	4	61	TRUMPER	---	DUR
4.3	4.2	4.7	3.7	5.2	9	**KTCJ/KTCZ** *AOR*	690/97.1 5kw/100kw	9	11	6	5	5	7	64	AMERICAN MEDIA	---	EAST
3.0	3.3	3.9	3.4	4.3	10	**KSTP** *Talk*	500 50kw	10	13	11	11	8	5	62	HUBBARD	ABC	MCG
2.0	2.6	1.6	2.3	3.5	11	**KJJO-A/F** *Ctry*	950/104.1 kw/100kw	11	12	8	10	11	9	60	PARK	ABC	MMR
1.2	0.7	1.0	1.1	2.0	12	**KFAN** *Sports*	130 50(25)kw	12	10	12	12	12	11	43	MALRITE	MBS	CHR
1.9	2.5	1.6	1.8	1.8	13	**KLBB** *N/T*	400 kw	13	14	19	17	13	12	75	LCC	ABC	---
1.5	0.8	1.0	1.9	1.0	14	**WMIN** *Nost*	030 50(1)kw	14	18	17	15	16	13	61	BORGEN	UNIS	---

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRXX	1 KEEY	1 KQRS-FM	1 WLTE	1 KQRS-FM	1 WLTE
2 KQRS-FM	2 KSTP-FM	2 KRXX	2 KEEY	2 WCCO	2 KSTP-FM
3 KEEY	3 KDWB-FM	3 KEEY	3 KSTP-FM	3 KEEY	3 KEEY
4 KDWB-FM	4 WLTE	4 WCCO	4 KDWB-FM	4 KTCZ	4 WCCO
5 KTCZ	5 KQRS-FM	5 KTCZ	5 KQRS-FM	5 KQQL	5 KQQL
6 KJJO-FM	6 KTCZ	6 KQQL	6 KQQL	6 KSTP	6 KTCZ
7 WCCO	7 KRXX	7 KSTP	7 KTCZ	7 WLTE	7 KQRS-FM
8 KFAN	8 KJJO-FM	8 KDWB-FM	8 WCCO	8 KRXX	8 KDWB-FM
9 KSTP-FM	9 KQQL	9 WLTE	9 KJJO-FM	9 KFAN	9 KJJO-FM
10 KSTP	10 WCCO	10 KSTP-FM	10 KRXX	10 KSTP-FM	10 KSTP

FORMAT REACH



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#18 ST. LOUIS

ST LOUIS

12+ POPULATION: **2,034,500** (Black: 16.4%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.1	18.7	19.0	17.5	15.3	1	**KMOX** *Talk*	*1120 50kw*	1	12	9	5	2	1	83	CBS	CBS	CBS
6.7	6.7	9.0	7.9	10.0	2	**WIL-FM** *Ctry*	*92.3 100kw*	2	5	3	2	1	2	95	HERITAGE MEDIA	ABC	EAST
8.8	7.3	8.4	8.6	8.1	3	**KSHE** *AOR*	*94.7 100kw*	3	3	1	1	3	11	83	EMMIS	---	HNWH
7.4	7.0	7.3	7.6	7.2	4	**KMJM** *UC*	*107.7 100kw*	9	1	2	4	7	7	112	NOBLE	---	MCG
4.4	4.8	4.2	4.6	6.0	5	**KEZK-FM** *AC*	*102.5 100kw*	5	6	7	7	4	3	68	FRESH START	UNIU	DUR
5.9	5.2	5.4	4.9	5.0	6	**KSD** *CR*	*93.7 100kw*	4	8	4	3	5	8	55	GANNETT	---	MCG
6.2	5.1	5.6	4.7	5.0	6	**KYKY** *AC*	*98.1 90kw*	7	7	5	6	6	5	61	EZ	---	KATZ
5.0	4.8	3.6	4.8	4.0	8	**WKBQ*** *CHR*	*106.5 90kw*	6	2	6	10	14	17	48	LEGEND	---	CHR
2.6	2.8	2.8	3.3	3.7	9	**WKKX** *Ctry*	*104.1 39kw*	10	10	8	8	8	6	76	ZIMMER BR.	---	BAN
3.4	4.8	3.4	4.0	3.3	10	**KLOU** *Gold*	*103.3 100kw*	8	9	15	9	9	4	48	CBS	CBS	CBS
2.1	2.6	2.8	2.0	2.4	11	**KFUO** *Clas*	*99.1 100kw*	11	17	20	11	10	9	51	LUTH. CH./MOS	NBC	CMBS
1.6	1.2	1.1	1.4	2.2	12	**WIBV** *Talk*	*1260 5kw*	15	25	14	17	16	13	75	BELLEVILLE BR.	MBS	---
0.9	1.8	1.1	2.4	2.1	13	**KRJY** *AC*	*96.3 100kw*	14	11	18	12	11	10	60	RICHARD MILLER	---	BAN
1.5	1.4	1.2	2.2	1.8	14	**KATZ** *UC*	*1600 5kw*	17	27	13	15	12	12	70	INTERURBAN BR.	SMN	K&P
1.2	1.5	1.7	1.9	1.7	15	**KXOK** *UC*	*630 5kw*	18	14	12	13	13	15	68	LEGEND	---	MMR
2.5	2.1	1.8	1.6	1.6	16	**KXOK-FM*** *AC*	*97.1 100kw*	12	4	11	16	18	27	38	LEGEND	UNIU	MMR
2.4	1.6	2.1	1.5	1.6	16	**WRTH** *Nost*	*1430 5kw*	20	29	29	28	21	14	70	HERITAGE MEDIA	ABC	EAST
1.1	1.2	0.8	0.6	1.4	18	**KEZK** *AC*	*590 1kw*	22	20	24	25	28	18	84	FRESH START	---	DUR
1.5	1.6	1.6	1.7	1.4	18	**WFXB** *AC*	*101.1 44kw*	13	22	10	14	15	19	37	RIVER CITIES	---	---
1.4	1.4	2.0	1.1	1.3	20	**KATZ-FM** *UC*	*100.3 50kw*	21	15	16	18	17	16	59	INTERURBAN	ABC	K&P
2.4	2.3	1.0	2.0	1.1	21	**WEW** *BBnd*	*770 1kw*	26	23	30	30	30	26	95	WEW RADIO	---	ROS
1.4	1.3	1.3	1.2	1.0	22	**KUSA** *Ctry*	*550 5kw*	19	18	25	24	26	23	43	GANNETT	MBS	MCG
0.8	0.8	0.5	0.5	1.0	22	**WGNU** *Talk*	*920 .5kw*	24	24	27	26	27	25	75	NORMAN BR.	ABC	MK4

*Started rating period as **KHTK** (CHR).

Continued on Page 50

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12+ POPULATION: **2,033,200** (Black: 24.9%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.5	7.2	9.5	10.2	7.7	1	**WBAL** *N/T*	*1090 50kw*	1	14	16	10	8	3	82	HEARST	CBS	HNWH
6.9	8.9	8.7	8.0	7.5	2	**WPOC** *Ctry*	*93.1 16kw*	4	11	7	5	1	1	87	NATIONWIDE	ABC	MCG
6.1	7.1	7.3	7.2	7.1	3	**WLIF** *AC*	*101.9 13.5kw*	5	17	6	6	3	2	84	INFINITY	---	EAST
8.1	6.1	6.3	6.4	6.3	4	**WXYV** *UC*	*102.7 50kw*	6	3	2	1	5	7	79	SUMMIT	---	MCG
5.5	5.5	5.2	5.7	5.8	5	**WIYY** *AOR*	*97.9 13.5kw*	2	2	1	1	7	14	65	HEARST	ABC	HNWH
5.6	5.7	5.3	5.9	5.7	6	**WQSR** *Gold*	*105.7 50kw*	8	10	8	3	2	4	79	SCONNIX	---	CHR
6.3	5.4	5.6	5.3	5.5	7	**WWMX** *AC*	*106.5 7.4kw*	3	4	5	4	4	5	63	CAPITOL BR. CO.	---	KATZ
3.3	4.6	4.7	4.2	4.9	8	**WERQ** *CHR*	*92.3 37kw*	7	1	4	8	9	13	67	UNITED	AP	MMR
2.8	2.4	3.7	3.8	3.4	9	**WHFS** *NR*	*99.1 50kw*	10	6	3	7	10	23	74	DUCHOSSOIS	AP	BAN
4.3	2.7	3.1	3.0	3.4	9	**WWIN-FM** *UC*	*95.9 3kw*	12	12	9	9	6	6	79	RADIO ONE	---	TOR
3.6	4.3	2.8	2.5	3.2	11	**WCBM** *N/T*	*680 10(5)kw*	14	18	20	18	15	8	80	MANGIONE	ABC	KATZ
2.4	2.6	2.4	1.8	3.0	12	**WITH** *BBnd*	*1230 1kw*	16	29	36	37	36	12	109	ATLANTIC COAST	MBS	ROS
4.2	2.8	3.2	3.7	2.4	13	**WBSB*** *AC*	*104.3 50kw*	9	8	11	12	12	10	43	SCRIPPS HOWARD	ABC	BAN
1.1	1.2	1.6	1.4	2.3	14	**WCAO** *Rel*	*600 5kw*	19	9	25	15	14	9	98	SUMMIT	NBC	MCG
1.9	1.9	1.7	2.2	2.3	14	**WGRX** *CR*	*100.7 16kw*	11	7	12	11	11	11	53	SHAMROCK COMM.	ABC	DUR
2.6	2.4	1.7	2.2	1.9	16	**WWDC-FM** *AOR*	*101.1 22.5kw*	13	13	10	13	13	15	48	CAPITOL	UNIP	CHR
1.0	1.0	1.3	1.4	1.6	17	**WRBS** *Rel*	*95.1 50kw*	18	35	24	22	20	16	71	PETER & JOHN	---	---
1.9	1.8	1.7	1.8	1.3	18	**WPGC-FM** *CHR*	*95.5 50kw*	15	5	15	17	22	31	42	COOK INLET	---	BAN
1.6	1.9	1.8	0.9	1.2	19	**WWIN** *UC*	*1400 1kw*	20	21	18	16	17	19	61	RADIO ONE	---	TOR
1.4	1.0	0.9	1.5	1.1	20	**WHUR** *UC*	*96.3 24kw*	21	15	17	19	16	24	59	HOWARD UNIV.	---	DUR
0.3	0.6	0.7	1.1	1.1	20	**WJFK** *Misc*	*1300 5kw*	23	24	13	14	18	26	71	INFINITY	ABC	TOR
0.5	0.8	0.5	0.5	1.0	22	**WMZQ-A/F** *Ctry*	*1390/98.7 5kw/50kw*	25	32	22	23	21	20	74	VIACOM	---	CHR

*Now **WVRT**.

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Lauren A. Colby, Esq.
COMMUNICATIONS ATTORNEY
10 East 4th Street
Frederick, Maryland 21701
SPECIAL ATTENTION TO DIFFICULT CASES
TELEPHONE: **301-663-1086** FAX: **301-695-8734**

#16 ANAHEIM-SANTA ANA

ANAHEIM-S.A.

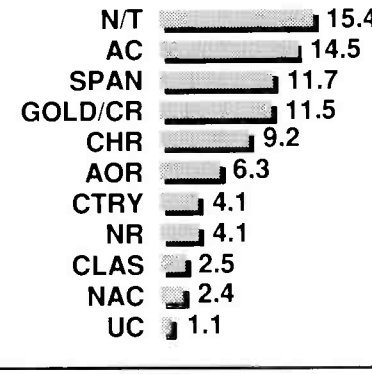
Continued from Page 46

12+ POPULATION: **2,124,600** (Black: N/A; Hispanic: 22.9%)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KROQ	1 KOST	1 KLOS	1 KBIG	1 KLOS	1 KBIG
2 KLSX	2 KLAX	2 KLSX	2 KOST	2 KFI	2 KOST
3 KLAX	3 KIIS-FM	3 KROQ	3 KRTH	3 KRTH	3 KRTH
4 KLOS	4 KBIG	4 KLAX	4 KIIS-FM	4 KLSX	4 KIIS-FM
5 KRTH	5 KRTH	5 KRTH	5 KLAX	5 KOST	5 KYSR
6 KQLZ	6 KLSX	6 KFI	6 KLOS	6 KBIG	6 KLOS
7 KTNQ	7 KLOS	7 KOST	7 KYSR	7 KROQ	7 KFI
8 KPWR	8 KROQ	8 KTNQ	8 KLSX	8 KLAX	8 KLAX
9 KYSR	9 KLVE	9 KBIG	9 KROQ	9 KYSR	9 KIKF
10 KLVE	10 KEZY	10 KQLZ	10 KIKF	10 KTNQ	10 KLSX

FORMAT REACH



#18 ST. LOUIS

ST. LOUIS

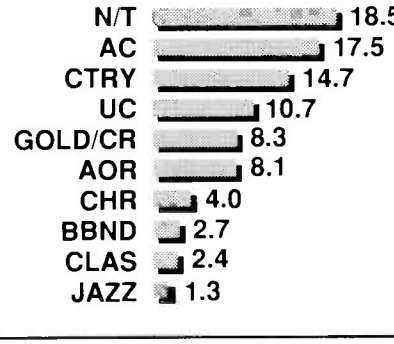
Continued from Page 48

12+ POPULATION: **2,034,500** (Black: 16.4%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE	1 WIL	1 KSHE	1 WIL	1 KSHE	1 WIL
2 KSD	2 KMJM	2 KSD	2 KEZK	2 KMOX	2 KEZK
3 KMJM	3 KYKY	3 WIL	3 KYKY	3 WIL	3 KMOX
4 WIL	4 KEZK	4 KMOX	4 KMJM	4 KSD	4 KYKY
5 KMOX	5 KSHE	5 KMJM	5 KMOX	5 KMJM	5 KMJM
6 WKKX	6 KSD	6 WKKX	6 KSHE	6 WKKX	6 KLOU
7 KYKY	7 WKBQ	7 KYKY	7 KSD	7 KYKY	7 WKKX
8 WKBQ	8 WKKX	8 KEZK	8 WKBQ	8 KEZK	8 WKKX
9 KATZ-FM	9 KXOK-FM	9 KLOU	9 KLOU	9 KLOU	9 KFUO
10 WIBV	10 WFXB	10 WKBQ	10 WKKX	10 WIBVLE	10 KSHE

FORMAT REACH



#19 BALTIMORE

BALTIMORE

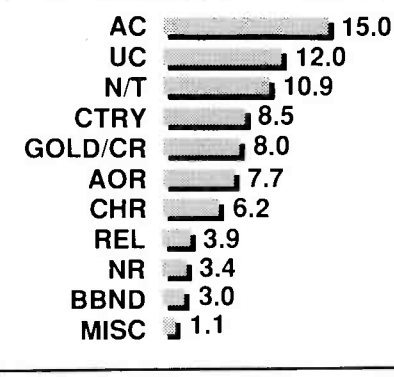
Continued from Page 49

12+ POPULATION: **2,033,200** (Black: 24.9%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WIVY	1 WXYV	1 WIYY	1 WWMX	1 WQSR	1 WLIF
2 WHFS	2 WLIF	2 WQSR	2 WLIF	2 WIYY	2 WPOC
3 WXYV	3 WIYY	3 WXYV	3 WXYV	3 WPOC	3 WWMX
4 WERQ-FM	4 WERQ-FM	4 WHFS	4 WPOC	4 WBAL	4 WQSR
5 WQSR	5 WWMX	5 WWMX	5 WQSR-FM	5 WWMX	5 WXYV
6 WWDC-FM	6 WPOC	6 WPOC	6 WERQ-FM	6 WXYV	6 WWIN-FM
7 WWMX	7 WHFS	7 WBAL	7 WIYY	7 WWIN-FM	7 WBSB
8 WPOC	8 WBSB	8 WWIN-FM	8 WWIN-FM	8 WLIF	8 WBAL
9 WGRX	9 WQSR	9 WGRX	9 WBSB	9 WHFS	9 WERQ-FM
10 WJFK	10 WWIN-FM	10 WERQ-FM	10 WHFS	10 WGRX	10 WCAO

FORMAT REACH



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12+ POPULATION: **1,881,900** (Black: 7.5%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.3	12.0	13.1	13.8	15.2	1	**KDKA** *N/T*	*1020 50kw*	1	13	6	5	4	1	83	GROUP W	NBC	G/W
11.7	9.7	10.4	10.3	8.7	2	**WDVE** *AOR*	*102.5 55kw*	2	5	1	1	1	6	84	BR. ALCHEMY	SOU	CHR
6.6	6.0	7.0	6.4	8.1	3	**WDSY-FM** *Ctry*	*107.9 50kw*	5	6	3	3	3	3	97	ENTERCOM	UNIP	DUR
8.9	8.8	9.4	9.5	7.3	4	**WWSW-A/F** *Gold*	*970/94.5 5kw/50kw*	3	8	7	2	2	2	68	SHAMROCK BR.	ABC	MCG
6.2	6.1	5.8	4.7	6.3	5	**WSHH** *AC*	*99.7 10.5kw*	7	10	10	7	5	4	78	RENDA	UPI	EAST
5.6	5.6	4.6	5.4	5.8	6	**WTAE** *Talk*	*1250 5kw*	6	18	12	12	9	5	70	HEARST	ABC	KATZ
5.0	5.8	5.0	4.8	5.2	7	**WAMO-FM** *UC*	*105.9 72kw*	12	2	2	4	6	9	100	SHERIDAN	AURN	HNWH
4.8	5.3	5.9	5.4	4.5	8	**WBZZ** *CHR*	*93.7 41kw*	4	1	4	6	7	10	49	EZ	---	BAN
4.3	4.2	4.0	5.1	4.3	9	**WJAS** *BBnd*	*1320 5kw*	13	22	26	20	18	8	84	RENDA	CNN	EAST
2.8	5.2	4.5	4.1	3.0	10	**WLTJ** *AC*	*92.9 47kw*	10	9	11	11	8	7	51	WLTJ INC.	---	MMR
3.7	4.1	3.3	3.8	3.0	10	**WMXP*** *CHR*	*100.7 17kw*	8	3	9	10	11	13	46	SIGNATURE	ABC	DUR
2.4	2.9	3.6	2.8	2.9	12	**WRRK**** *AOR*	*96.9 45kw*	11	4	5	8	12	20	54	BENNS	ABC	MMR
3.6	4.1	3.7	3.8	2.7	13	**WVTY** *AC*	*96.1 50kw*	9	7	8	9	10	11	44	HEARST	---	KATZ
2.0	2.0	2.0	2.3	1.8	14	**KQV** *News*	*1410 5kw*	14	25	20	19	20	12	48	CALVARY	CBS	TOR
1.2	1.2	1.2	1.3	1.5	15	**WMBS** *AC*	*590 1kw*	19	12	23	22	23	19	93	FAYETTE	CBS	REG
2.0	0.5	0.7	0.6	1.5	15	**WORD***** *Rel*	*104.7 50kw*	15	23	19	15	14	14	60	SALEM	---	SRR
0.9	0.8	1.1	0.8	1.1	17	**WPIT-FM****** *Rel*	*101.5 48kw*	16	14	14	14	15	18	50	SALEM	---	---
0.8	1.1	0.9	1.2	1.0	18	**WWKS** *CR*	*106.7 47kw*	17	20	13	13	13	15	53	BALTIMORE RADIO	UNIS	DOME

*Now **WTKB** (Ctry), under an LMA with **EZ**. **Now Classic Rock. ***Now **WXRB** (Ctry). ****Now **WORD-FM** (Rel).

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Continued on Page 54

KDKA RADIO 1020

GROUP W RADIO

News/Talk

Another Group W Radio Market!

#21 TAMPA-ST.PETERSBURG

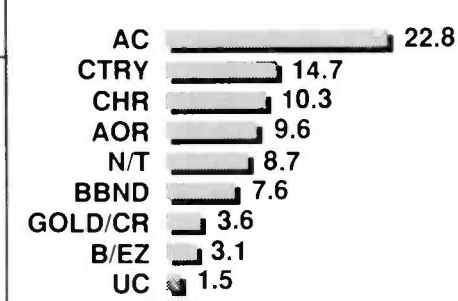
12+ POPULATION: **1,865,400** (Black: 7.7%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.6	12.3	11.9	12.3	13.7	1	**WQYK-FM** *Ctry*	*99.5 100kw*	1	4	2	1	1	1	115	INFINITY	---	KATZ
10.3	8.4	7.7	7.5	7.7	2	**WWRM** *AC*	*107.3 100kw*	3	11	8	7	3	2	92	COX	---	DUR
4.5	7.8	7.1	7.0	7.2	3	**WFLA** *N/T*	*970 5kw*	5	16	10	10	7	4	91	JACOR	ABC	EAST
6.6	6.4	6.5	6.0	6.7	4	**WDAE/WUSA** *AC*	*1250/100.7 5kw/100kw*	4	10	6	2	2	3	84	GANNETT	ABC	MCG
6.0	6.3	4.9	6.5	6.3	5	**WFLZ** *CHR*	*93.3 100kw*	2	1	3	4	9	9	74	JACOR	ABC	EAST
5.7	4.2	4.5	5.1	5.8	6	**WGUL-A/F** *BBnd*	*860/100.5 2kw/6kw*	12	17	24	21	16	11	122	GULF AMERICAN	UNIS	K&P
7.1	5.6	6.9	6.0	5.3	7	**WXTB** *AOR*	*97.9 100kw*	9	3	1	3	10	19	85	GREAT AMERICAN	ABC	BAN
6.5	6.2	5.9	6.3	4.8	8	**WMTX-A/F** *AC*	*1040/95.7 5kw/100kw*	7	5	5	5	4	7	74	METROPLEX	---	MMR
5.5	5.2	3.9	4.5	4.3	9	**WYNF** *AOR*	*94.9 100kw*	8	8	4	6	5	12	65	CBS	CBS	CBS
3.7	4.1	4.3	4.3	4.0	10	**WRBQ-FM** *CHR*	*104.7 100kw*	6	2	7	11	11	10	52	CLEAR CHANNEL	ABC	CHR
2.6	4.8	5.0	4.1	3.6	11	**WHPT** *AC*	*102.5 100kw*	11	12	9	8	6	6	72	PAXSON BR.	---	BAN
4.6	3.4	3.6	3.7	3.6	11	**WYUU** *Gold*	*92.5 50kw*	10	24	11	9	8	5	69	ENTERCOM	---	HNWH
3.4	4.5	5.4	4.3	3.1	13	**WDUV** *B/EZ*	*103.3 100kw*	13	14	17	14	13	8	68	SUNSHINE STATE	MBS	CHR
2.2	1.5	1.6	1.3	1.8	14	**WLVU-FM** *Nost*	*106.3 3.3kw*	17	22	25	26	24	15	95	PASCO PINELLA	AP	---
0.0	1.5	1.7	2.5	1.5	16	**WRBQ** *UC*	*1380 5kw*	15	7	12	12	12	13	77	CLEAR CHANNEL	SMN	CHR
2.6	2.0	1.4	0.7	1.5	16	**WSUN** *Talk*	*620 10kw*	14	13	13	13	14	14	62	COX	NBC	DUR
0.7	0.8	0.4	1.0	1.0	18	**WQYK** *Ctry*	*1010 50(5)kw*	16	15	19	20	19	17	55	INFINITY	---	KATZ

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXTB	1 WMTX-FM	1 WYNF	1 WQYK-FM	1 WQYK-FM	1 WQYK-FM
2 WYNF	2 WQYK-FM	2 WXTB	2 WUSA	2 WYNF	2 WUSA
3 WQYK-FM	3 WUSA	3 WQYK-FM	3 WMTX-FM	3 WFLA	3 WMTX-FM
4 WFLZ	4 WFLZ	4 WFLA	4 WFLA	4 WYUU	4 WWRM-FM
5 WUSA	5 WXTB	5 WFLZ	5 WWRM-FM	5 WUSA	5 WHPT
6 WRBQ-FM	6 WRBQ-FM	6 WYUU	6 WHPT	6 WWRM	6 WYUU
7 WMTX-FM	7 WWRM	7 WUSA	7 WRBQ-FM	7 WHPT	7 WRBQ-FM
8 WFLA	8 WHPT	8 WHPT	8 WXTB	8 WXTB	8 WFLZ
9 WHPT	9 WYNF	9 WWRM-FM	9 WYUU	9 WFLZ	9 WFLA
10 WWRM	10 WYUU	10 WRBQ-FM	10 WYNF	10 WMTX	10 WYNF

FORMAT REACH



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12+ POPULATION: **1,854,800** (Black: N/A; Hispanic: 14.6%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.7	10.9	11.7	12.5	10.9	1	**KNIX** *Ctry*	*102.5 98kw*	1	7	3	1	1	1	78	BUCK OWENS	---	KATZ
9.6	8.0	7.5	6.8	7.5	2	**KTAR** *N/T*	*620 5kw*	2	19	13	7	3	2	63	PULITZER	ABC	CBS
7.3	7.1	6.3	7.9	6.7	3	**KMLE** *Ctry*	*107.9 100kw*	4	3	2	3	2	8	76	SHAMROCK BR.	---	EAST
3.1	3.9	4.2	3.2	6.1	4	**KOY** *Nost*	*550 5(1)kw*	14	24	25	25	19	6	117	EDENS	UNIS	CHR
6.5	5.4	6.9	6.0	5.8	5	**KUPD** *AOR*	*97.9 100kw*	3	6	1	2	6	15	63	TRI-STATE	---	BAN
4.3	3.2	4.1	5.5	5.2	6	**KFYI** *News*	*910 5kw*	11	21	15	13	9	4	84	BROADCAST GR.	CBS	DUR
5.5	4.8	6.4	4.9	4.7	7	**KKLT** *AC*	*98.7 115kw*	7	11	12	10	5	3	64	PULITZER	---	CBS
3.1	3.6	3.9	3.9	4.4	8	**KKFR** *CHR*	*92.3 100kw*	8	1	7	11	14	21	63	BROADCAST GR.	---	DUR
4.2	4.9	4.1	3.2	4.0	9	**KOPA/KSLX** *CR*	*1440/100.7 5kw/100kw*	6	14	4	4	4	10	54	GREAT AMERICAN	SMN	EAST
3.1	3.6	3.6	4.5	3.8	10	**KVRY** *AC*	*104.7 100kw*	9	5	5	6	11	16	55	NATIONWIDE	---	MCG
2.3	1.2	2.0	4.2	3.6	11	**KPSN** *Gold*	*96.9 100kw*	12	9	14	8	7	5	65	BONNEVILLE INT.	---	CBS
4.3	3.3	3.5	4.0	3.4	12	**KOY-FM** *CHR*	*95.5 96kw*	5	2	10	16	16	14	42	EDENS	---	CHR
3.5	3.5	4.1	4.1	3.3	13	**KDKB** *AOR*	*93.3 100kw*	10	12	8	5	10	12	50	SANDUSKY	---	TOR
2.7	2.8	2.0	2.7	3.1	14	**KZON** *AOR*	*101.5 100kw*	16	25	11	9	8	9	76	SUNDANCE	AP	MMR
2.9	3.6	3.1	2.9	2.9	15	**KESZ** *AC*	*99.9 100kw*	15	15	9	12	12	11	62	MEDIA AMERICA	---	BAN
2.8	3.4	3.6	2.7	2.8	16	**KOOL-FM** *Gold*	*94.5 100kw*	13	10	16	15	13	7	53	FRESH START	---	HNWH
1.6	2.0	2.0	2.0	2.6	17	**KZRX** *AOR*	*100.3 90kw*	17	8	6	14	17	28	78	FIRST CITY	ABC	ROS
2.3	2.2	1.5	1.7	1.4	18	**KONC*** *Clas*	*106.3 3kw*	18	20	22	21	18	18	65	RESOURCE MEDIA	NBC	CMBS
1.4	2.0	1.8	1.9	1.4	18	**KUKQ** *NR*	*1060 5(1)kw*	20	4	17	18	22	25	80	TRI-STATE	---	BAN
2.0	1.1	1.0	1.2	1.3	20	**KOOL** *Gold*	*960 5kw*	19	13	21	17	15	13	62	FRESH START	SMN	HNWH

*Now **KEDJ** (NR)

Continued on Page 54

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#20 PITTSBURGH

PITTSBURGH

Continued from Page 51

12+ POPULATION: **1,881,900** (Black: 7.5%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WDVE	1 WAMO-FM	1 WDVE	1 WWSW-FM	1 WDVE	1 WDSY-FM
2 WRRK	2 WDVE	2 WWSW-FM	2 WAMO-FM	2 WWSW-FM	2 WWSW-FM
3 WDSY-FM	3 WBZZ	3 WDSY-FM	3 WDSY-FM	3 WDSY-FM	3 KDKA
4 KDKA	4 WDSY-FM	4 KDKA	4 WBZZ	4 KDKA	4 WSHH
5 WAMO-FM	5 WMXP	5 WRRK	5 WDVE	5 WSHH-FM	5 WAMO-FM
6 WBBZ	6 WVTY	6 WAMO-FM	6 KDKA	6 WTAE	6 WLTJ
7 WVTY	7 WWSW-FM	7 WBZZ	7 WSSH	7 WAMO-FM	7 WBZZ
8 WWSW-FM	8 KDKA	8 WTAE	8 WLTJ	8 WVTY	8 WDVE
9 WSSH	9 WRRK	9 WSHH	9 WMXP	9 WRRK	9 WVTY
10 WMXP	10 WLTJ	10 WVTY	10 WVTY	10 WBZZ	10 WMXP

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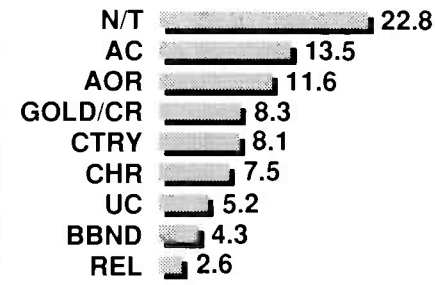


#22 PHOENIX

PHOENIX

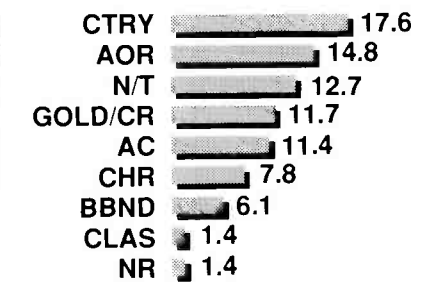
Continued from Page 53

12+ POPULATION: **1,854,800** (Black: N/A; Hispanic: 14.6%)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUPD	1 KNIX	1 KUPD	1 KNIX	1 KNIX	1 KNIX
2 KZRX	2 KMLE	2 KSLX	2 KMLE	2 KSLX	2 KKLT
3 KSLX	3 KVRY	3 KNIX	3 KVRY	3 KTAR	3 KMLE
4 KMLE	4 KUPD	4 KMLE	4 KKLT	4 KUPD	4 KPSN
5 KDKB	5 KESZ	5 KTAR	5 KESZ	5 KFYI	5 KVRY
6 KKFR	6 KZON	6 KDKB	6 KPSN	6 KDKB	6 KESZ
7 KNIX	7 KKLT	7 KFYI	7 KUPD	7 KMLE	7 KZON
8 KFYI	8 KKFR	8 KZRX	8 KZON	8 KZON	8 KTAR
9 KOY-FM	9 KDKB	9 KKFR	9 KOOL-FM	9 KPSN	9 KOOL-FM
10 KTAR	10 KSLX	10 KZON	10 KSLX	10 KOOL-FM	10 KSLX

FORMAT REACH



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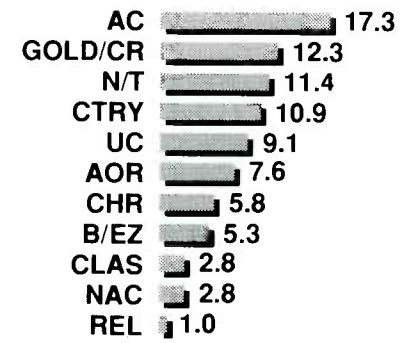
12+ POPULATION: **1,737,300** (Black: 17.3%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.3	8.3	9.6	8.0	10.9	1	**WGAR** *Ctry*	*99.5 50kw*	3	7	4	4	2	1	106	NATIONWIDE	ABC	HNWH
5.6	6.4	7.2	7.2	8.0	2	**WMJI** *Gold*	*105.7 27kw*	2	9	7	2	1	2	78	LEGACY	---	KATZ
10.2	7.7	8.6	7.0	7.6	3	**WMMS** *AOR*	*100.7 34kw*	1	5	1	1	3	9	65	MALRITE	SOU	KATZ
7.0	6.3	6.7	6.7	7.2	4	**WZAK** *UC*	*93.1 27.5kw*	10	2	2	3	5	6	106	ZAPIS	CBS	DUR
6.1	7.7	7.4	6.4	6.3	5	**WDOK** *AC*	*102.1 12kw*	5	10	8	8	7	3	72	INDEPENDENT/CL	---	MMRE
9.1	6.7	7.2	6.2	5.9	6	**WLTF** *AC*	*106.5 11kw*	6	6	5	5	4	4	67	BOOTH BR.	AP	CHR
5.1	4.9	3.7	4.8	5.7	7	**WWWE** *N/T*	*1100 50kw*	7	14	13	10	10	5	72	BOOTH BR.	CBS	CHR
5.4	5.9	5.3	6.4	5.3	8	**WRMR** *B/EZ*	*850 10(5)kw*	12	18	25	21	18	8	101	INDEPENDENT/CL	AP	MMRE
5.5	5.5	5.7	5.5	5.1	9	**WQAL** *AC*	*104.1 11kw*	4	3	6	6	6	7	53	WIN	UNIS	BAN
4.6	4.6	4.0	4.4	4.3	10	**WNCX** *CR*	*98.5 16kw*	8	11	3	7	8	14	56	METROPLEX	ABC	MCG
3.0	3.9	4.7	4.5	3.3	11	**WJMO-FM** *CHR*	*92.39 40kw*	9	1	10	12	14	16	47	UNITED	ABC	MMR
2.0	2.6	2.2	2.2	2.8	12	**WCLV** *Clas*	*95.5 31kw*	16	20	17	15	15	12	84	RADIO SEAWAY	---	CMBS
2.8	2.9	2.5	3.0	2.8	12	**WNWV** *NAC*	*107.3 50kw*	15	17	12	9	9	10	68	ELYRIA-LORAIN	---	TOR
1.5	1.6	2.6	3.1	2.6	14	**WKNR** *Sports*	*1220 50kw*	14	13	11	13	11	13	58	C.V. ASSOC.	ABC	EAST
3.7	2.5	2.5	2.8	2.5	15	**WENZ** *CHR*	*107.9 70kw*	11	4	9	11	12	18	45	ARDMAN	SOU	TOR
1.7	1.5	1.0	1.9	2.0	16	**WHK** *N/T*	*1420 5kw*	13	22	19	17	16	15	41	MALRITE	BRN	KATZ
2.2	2.3	2.1	2.5	1.9	17	**WJMO** *UC*	*1490 1kw*	17	16	15	14	13	11	65	UNITED	ABC	MMR
2.6	2.5	2.0	1.4	1.1	18	**WERE** *N/T*	*1300 5kw*	18	15	20	19	20	19	38	METROPLEX	CNN	MCG
1.5	1.2	1.5	1.3	1.0	19	**WABQ** *Rel*	*1540 1kw*	23	25	21	23	23	17	106	WABQ, INC.	AURN	---

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMS	1 WLTF	1 WMMS	1 WLTF	1 WMJI	1 WLTF
2 WNCX	2 WMMS	2 WMJI	2 WZAK	2 WMMS	2 WMJI
3 WZAK	3 WZAK	3 WNCX	3 WQAL	3 WGAR	3 WGAR
4 WGAR	4 WQAL	4 WGAR	4 WGAR	4 WGAR	4 WDOK
5 WMJI	5 WGAR	5 WZAK	5 WMJI	5 WNXS	5 WQAL
6 WKNR	6 WDOK	6 WWWE	6 WDOK	6 WWWE	6 WZAK
7 WQAL	7 WNCX	7 WKNR	7 WMMS	7 WRKN	7 WMMS
8 WLTF	8 WMJI	8 WQAL	8 WNWV	8 WQAL	8 WNWV
9 WENZ	9 WJMO	9 WLTF	9 WJMO	9 WDOK	9 WJMO
10 WNWV	10 WENZ	10 WDOK	10 WNCX	10 WLTF	10 WJMO-FM

FORMAT REACH



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#24 DENVER-BOULDER

12+ POPULATION: **1,557,800** (Black: N/A; Hispanic: 11.3%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.3	8.5	9.6	13.0	10.8	1	**KYGO-FM** *Ctry*	*98.5 100kw*	2	3	2	1	1	1	89	JEFFERSON-PILOT	---	CBS
9.7	8.6	8.6	7.0	8.8	2	**KOA** *N/T*	*850 50kw*	1	8	13	5	3	2	59	JACOR	ABC	EAST
6.3	6.0	6.3	6.2	6.5	3	**KBPI** *AOR*	*105.9 99kw*	5	2	1	3	8	17	80	GREAT AMERICAN	SOU	BAN
6.1	6.2	6.2	4.5	6.3	4	**KBCO-A/F** *AOR*	*1190/97.3 5kw/100kw*	7	12	3	2	2	6	82	NOBLE	---	MMR
7.0	6.4	7.8	5.3	6.1	5	**KOSI** *AC*	*101.1 100kw*	3	13	8	8	4	3	63	TRIBUNE	---	BAN
4.6	5.9	5.7	5.4	6.0	6	**KQKS** *CHR*	*104.3 58kw*	8	1	4	6	11	16	80	WESTERN CITIES	---	TOR
5.7	6.4	6.3	5.9	5.3	7	**KXKL-A/F** *Gold*	*1280/105.1 5kw/100kw*	4	4	9	7	5	4	60	SHAMROCK BR.		---KATZ
5.5	5.0	4.5	4.3	4.8	8	**KHOW-A/F** *AC*	*630/95.7 5kw/100kw*	9	11	12	9	7	5	65	NOBLE	MBS	MMR
4.3	4.0	3.8	5.0	4.8	8	**KRFX** *CR*	*103.5 100kw*	6	18	5	4	6	7	61	JACOR	CBS	EAST
3.2	4.5	5.0	4.0	3.4	10	**KMJI** *AC*	*100.3 100kw*	10	9	7	10	10	11	52	GENESIS	---	CHR
3.7	2.4	2.9	2.6	3.0	11	**KHIH** *NAC*	*94.7 100kw*	12	24	14	11	9	8	68	CLG MEDIA	---	HNWH
4.0	4.1	3.0	3.1	2.8	12	**KAZY*** *AOR*	*106.7 100kw*	11	6	6	12	12	24	48	JACOR	ABC	MCG
2.9	2.3	2.4	2.7	2.7	13	**KVOD** *Clas*	*99.5 100kw*	14	16	15	16	14	9	67	HENRY	---	CMBS
1.1	1.9	2.2	1.9	2.4	14	**KYGO** *Ctry*	*950 5kw*	16	32	23	17	17	12	69	JEFFERSON-PILOT	AP	CBS
2.6	2.2	4.1	3.2	2.3	15	**KRXY-A/F**** *AC*	*1600/107.5 5kw/91kw*	13	5	10	13	15	18	54	JEFFERSON-PILOT	ABC	CBS
2.3	2.3	2.0	2.3	2.0	16	**KYBG** *B/EZ*	*1090 50(.5)kw*	15	29	17	15	13	10	54	CENTURY	NBC	TOR
2.3	1.9	2.0	2.4	1.8	17	**KRZN** *Nost*	*760 5(1)kw*	17	23	32	21	22	13	63	GENESIS	---	CHR
2.6	3.3	2.4	2.5	1.7	18	**KEZW** *BBnd*	*1430 5kw*	20	28	33	31	30	15	78	TRIBUNE	SMN	BAN
0.5	0.5	0.8	0.9	1.7	18	**KNUS** *N/T*	*710 5kw*	19	15	21	18	19	14	71	ALAMEDA ENT.	CNN	---
2.1	2.3	1.6	1.7	1.7	20	**KTCL** *NR*	*93.3 100kw*	18	10	11	14	16	23	62	US MEDIA	---	MCG

*Operates under an LMA with **KRFX**. **Now **KWMX-AM & FM.**

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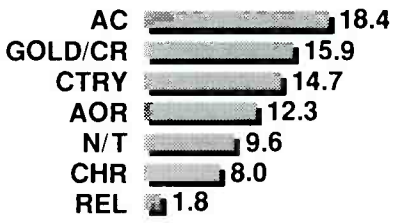
12+ POPULATION: **1,473,700** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.9	10.4	9.5	9.5	10.5	1	**KUPL-A/F** *Ctry*	*1330/98.5 5kw/100kw*	2	8	3	2	1	1	88	SCRIPPS HOWARD	AP	BAN
7.3	6.5	6.4	7.0	8.2	2	**KXL** *N/T*	*750 50kw*	5	16	11	9	6	4	79	KAYE-SMITH	CBS	MCG
8.0	7.7	8.4	7.8	8.0	3	**KKRZ** *CHR*	*100.3 95kw*	3	1	2	4	10	15	73	GREAT AMERICAN	---	KATZ
7.8	9.0	10.7	6.4	7.5	4	**KEX** *AC*	*1190 50kw*	1	13	9	8	5	2	60	GREAT AMERICAN	ABC	KATZ
5.7	4.5	6.7	5.8	7.1	5	**KUFO** *AOR*	*101.1 100kw*	6	2	1	1	7	13	76	HENRY	---	EAST
6.4	5.1	6.0	5.9	6.1	6	**KKSN-FM** *Gold*	*97.14 100kw*	4	3	10	6	2	3	57	HERITAGE	UNIU	CHR
6.4	5.8	5.8	6.3	5.6	7	**KKCW** *AC*	*103.3 95kw*	7	9	5	5	4	6	67	TRUMPER	---	DUR
8.5	8.5	5.5	5.7	5.2	8	**KGW/KINK** *AOR*	*620/101.9 5kw/100kw*	9	12	7	3	3	5	68	EMBARCADO MEDIA	---	MMR
4.0	5.9	3.3	4.2	4.4	9	**KGON** *CR*	*92.3 100kw*	8	6	4	7	8	9	57	APOGEE	---	HNWH
4.1	5.1	5.1	6.5	4.2	10	**KWJJ-FM** *Ctry*	*99.5 52kw*	10	5	6	10	9	7	60	PARK	ABC	HNWH
3.9	3.8	4.4	3.8	3.5	11	**KKSN** *Gold*	*910 5kw*	13	18	20	19	16	11	77	HERITAGE	UNIS	CHR
3.2	3.6	3.0	2.6	2.7	12	**KXYQ** *AC*	*105.1 100kw*	11	4	8	11	11	14	47	FIRST CITY	ABC	TOR
3.9	3.5	3.3	4.2	2.6	13	**KXL-FM** *AC*	*95.5 100kw*	12	24	14	13	12	8	52	KAYE-SMITH	---	MCG
1.7	1.3	1.7	2.1	1.9	14	**KMXI** *Gold*	*106.7 94kw*	14	14	12	12	13	12	54	FAIRMONT	SOU	HNWH
0.9	1.5	1.1	1.4	1.8	15	**KPDQ-FM** *Rel*	*93.7 100kw*	15	15	17	14	14	10	60	SALEM	---	---
0.0	1.0	1.1	1.4	1.4	16	**KFXX** *Sports*	*1520 50(10)kw*	16	11	13	15	15	16	62	APOGEE	CNN	HNWH

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUFO	1 KUPL-FM	1 KUFO	1 KUPL-FM	1 KXL	1 KUPL-FM
2 KGON	2 KUFO	2 KGON	2 KKCW-FM	2 KINK	2 KKCW-FM
3 KKRZ	3 KKRZ	3 KINK	3 KKSN-FM	3 KUFO	3 KKSN-FM
4 KKCW	4 KKCW	4 KKRZ	4 KKRZ	4 KUPL-FM	4 KEX
5 KUPL-FM	5 KXYQ	5 KXL	5 KUFO	5 KGON	5 KINK
6 KWJJ-FM	6 KWJJ-FM	6 KUPL-FM	6 KINK	6 KKSN-FM	6 KWJJ-FM
7 KINK	7 KKSN-FM	7 KEX	7 KEX	7 KEX	7 KXL
8 KXL	8 KINK	8 KKSN-FM	8 KWJJ-FM	8 KKCW-FM	8 KXYQ-FM
9 KEX	9 KGON	9 KKCW	9 KXYQ	9 KWJJ-FM	9 KXL-FM
10 KFXX	10 KEX	10 KWJJ-FM	10 KXL	10 KKRZ	10 KKRZ

FORMAT REACH



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#26 MILWAUKEE-RACINE

MILWAUKEE

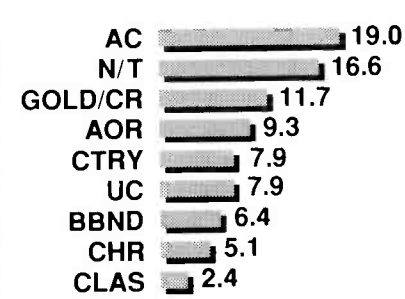
12+ POPULATION: **1,330,200** (Black: 12.3%;Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.0	10.0	11.7	11.7	11.1	1	**WTMJ** N/T	620 5kw	1	7	12	6	3	1	65	JOURNAL COMM.	CBS	CHR
8.3	8.4	7.9	7.7	7.9	2	**WMIL** Ctry	106.1 50kw	5	13	8	5	2	2	90	SUNDANCE	---	CBS
5.9	6.3	6.9	6.3	7.0	3	**WKLH** CR	96.5 20kw	4	12	2	1	1	4	79	SAGA	---	MCG
7.4	5.9	6.7	6.6	6.4	4	**WOKY** BBnd	920 5(1)kw	11	18	24	20	17	6	98	SUNDANCE	MBS	CBS
6.2	6.1	6.2	4.5	6.2	5	**WLZR-FM** AOR	102.9 50kw	6	2	1	2	6	15	75	GREAT AMERICAN	ABC	EAST
4.8	4.8	3.8	3.7	5.5	6	**WISN** Talk	1130 50(10)kw	7	15	11	12	7	5	69	HEARST	ABC	KATZ
7.1	6.4	6.1	6.0	5.1	7	**WLUM** CHR	102.1 50kw	2	1	6	8	13	14	51	ALL PRO	CBS	K&P
5.8	5.8	5.6	6.2	5.1	8	**WKTI** AC	94.5 15.5kw	3	4	3	3	5	9	52	JOURNAL COMM.	ABC	CHR
4.9	5.6	4.4	4.3	4.7	9	**WEZW** AC	103.7 19.5kw	12	11	15	13	8	3	73	MULTIMEDIA	ABC	MMR
3.8	5.2	4.5	3.6	4.5	10	**WMYX** AC	99.1 50kw	10	8	7	4	4	8	66	HERITAGE MEDIA	CBS	EAST
4.7	4.7	5.0	5.2	3.9	11	**WKKV-A/F** UC	1460/100.7 500w/50kw	13	3	5	7	11	13	68	UNC MEDIA GR.	UNIP	TOR
3.2	4.1	3.3	3.8	3.7	12	**WZTR** Gold	95.7 34kw	8	9	10	9	9	7	52	SHOCKLEY COMM.	---	BAN
3.6	4.6	4.3	3.6	3.3	13	**WLTQ** AC	97.3 15.5kw	14	10	9	11	10	10	62	HEARST	ABC	KATZ
2.6	3.8	3.6	4.0	3.1	14	**WQFM** AOR	93.3 12.5kw	9	5	4	10	12	20	44	SHAMROCK COMM.	ABC	MMR
1.8	1.5	2.0	2.8	2.6	15	**WNOV** UC	860 250w	17	6	16	15	14	12	102	COURIER	AURN	---
2.1	1.4	2.6	2.3	2.4	16	**WFMR** Clas	98.3 6kw	15	16	23	17	16	11	75	CAPITOL CLASS.	NBC	CMBS
1.5	2.1	1.0	2.3	1.4	17	**WMVP** UC	1290 5kw	16	14	13	14	15	16	54	ALL PRO	CBS	BAN
0.6	1.0	0.8	1.0	1.4	17	**WRJN** AC	1400 1kw	19	20	30	24	22	18	93	VISION	ABC	CHR
1.1	0.9	1.0	1.1	1.0	19	**WEMP** Gold	1250 5kw	18	17	17	16	18	17	42	HERITAGE MEDIA	UNIS	EAST

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLZR-FM	1 WKTI-FM	1 WKLH	1 WKTI-FM	1 WKLH	1 WMIL
2 WKLH	2 WKKV-FM	2 WLZR-FM	2 WMYX	2 WTMJ	2 WKTI-FM
3 WQFM	3 WLUM	3 WTMJ	3 WKKV	3 WLZR-FM	3 WMYX
4 WISN	4 WKLH	4 WISN	4 WLTQ	4 WISN	4 WMTJ
5 WLUM	5 WMYX	5 WQFM	5 WMIL	5 WMIL	5 WKLH
6 WMIL	6 WLZR-FM	6 WMIL	6 WKLH	6 WMYX	6 WLTQ
7 WMYX	7 WLTQ	7 WMYX	7 WLUM	7 WZTR	7 WKKV-FM
8 WTMJ	8 WMIL	8 WKTI-FM	8 WZTR	8 WQFM	8 WEZW
9 WKTI-FM	9 WZTR	9 WZTR	9 WLZR-FM	9 WKTI	9 WLUM
10 WKKV-FM	10 WQFM	10 WLUM	10 WTMJ	10 WEZW	10 WZTR

FORMAT REACH



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12+ POPULATION: **1,327,400** (Black: 12.0%; Hispanic: N/A)

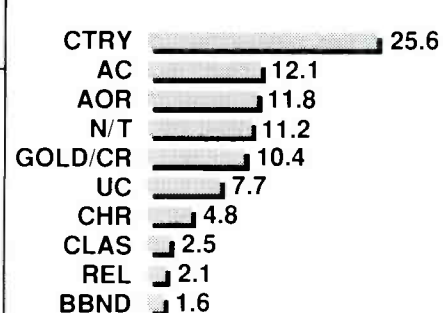
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.6	11.7	11.4	11.2	13.4	1	**KFKF** *Ctry*	*94.1 100kw*	1	4	1	1	1	1	91	SCONNIX	---	HNWH
12.7	11.8	9.8	10.8	9.5	2	**WDAF** *Ctry*	*610 5kw*	3	12	13	10	6	2	86	GREAT AMERICAN	ABC	KATZ
7.5	6.8	6.8	7.6	7.7	3	**KPRS** *UC*	*103.3 100kw*	10	3	4	2	2	4	109	KPRS, INC.	AURN	EAST
7.8	6.9	6.9	5.8	6.0	4	**KYYS** *AOR*	*102.1 100kw*	4	8	3	3	3	9	67	GREAT AMERICAN	SOU	KATZ
2.4	2.5	5.7	7.3	5.8	5	**KQRC** *AOR*	*98.9 100kw*	6	2	2	4	12	17	77	JOURNAL COMM.	---	HNWH
5.0	4.8	4.6	5.3	5.0	6	**KCFX** *CR*	*101.1 97kw*	2	9	5	5	4	8	44	HERITAGE MEDIA	UNIP	MMR
4.6	4.2	5.3	4.4	4.9	7	**KCMO** *N/T*	*810 50kw*	9	16	11	11	9	5	66	GANNETT	CBS	MCG
5.0	5.2	4.6	3.8	4.9	7	**KMBZ** *N/T*	*980 5kw*	7	18	10	13	11	7	64	BONNEVILLE INT.	NBC	DUR
4.7	5.8	5.2	5.8	4.5	9	**KLTH** *AC*	*99.7 100kw*	11	11	9	8	7	6	66	BONNEVILLE INT.	UNIU	DUR
3.2	4.7	5.8	4.2	4.1	10	**KUDL*** *AC*	*98.1 100kw*	8	7	6	7	8	11	54	SHAMROCK BR.	AP	CHR
4.1	3.8	3.8	3.6	4.0	11	**KCMO-FM** *Gold*	*94.9 100kw*	12	10	14	6	5	3	60	GANNETT	---	MCG
5.4	4.0	3.3	3.4	3.7	12	**KBEQ**** *CHR*	*104.3 99kw*	5	1	8	12	14	18	46	NOBLE	ABC	TOR
4.1	3.5	4.4	3.6	3.5	13	**KMXV** *AC*	*93.3 100kw*	13	13	7	9	10	12	71	APOLLO RADIO	---	MMR
2.9	3.2	1.5	2.4	2.7	14	**KKCJ***** *Ctry*	*106.5 100kw*	14	6	12	14	13	13	56	ARDMAN	---	HNWH
2.4	2.2	2.1	2.1	2.5	15	**KXTR** *Clas*	*96.5 99kw*	15	14	17	16	15	10	61	KXTR BR. CO.	UNIU	CMBS
1.6	2.6	2.2	2.5	1.6	16	**KFEZ****** *Nost*	*1190 5kw*	18	19	22	22	20	16	55	BEAL BR.	AP	---
1.0	1.4	1.0	0.8	1.4	17	**KNHN** *News*	*1340 1kw*	19	20	21	17	17	15	54	GREYSTONE	CNN	---
1.4	1.4	2.0	1.5	1.4	17	**WHB*** *Gold*	*710 10(5)kw*	16	21	18	15	16	14	38	SHAMROCK BR.	AP	CHR
1.2	1.0	1.8	1.3	1.1	19	**KPRT** *Rel*	*1590 1kw*	20	22	19	20	19	19	71	KPRS, INC.	MBS	EAST
1.0	1.1	1.6	2.0	1.1	19	**KXXR******* *CHR*	*107.3 100kw*	17	5	15	19	21	21	32	MEYER COMM.	---	BAN
1.1	1.2	0.9	1.0	1.0	21	**KCCV** *Rel*	*760 6kw*	21	17	20	18	18	20	87	BOTT BR.	---	---

*Under LMA with **Apollo Radio.** **Now Country. ***Under LMA with **Sconnix.** ****Began rating period as **KJLA.** *****Now **KISF.**

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KQRC	1 KFKF	1 KFKF	1 KFKF	1 KFKF	1 KFKF
2 KYYS	2 KPRS	2 KYYS	2 KPRS	2 KYYS	2 KPRS
3 KFKF	3 KYYS	3 KQRC	3 KYYS	3 KCFX	3 KLTH
4 KPRS	4 KMVX	4 KCFX	4 KMXV	4 KPRS	4 KUDL
5 KCFX	5 KQRC	5 KPRS	5 KLTH	5 KCMO	5 KCMO-FM
6 KUDL-FM	6 KBEQ	6 KCMO	6 KQRC	6 KMBZ	6 KMXV
7 KMBZ	7 KCFX	7 KMBZ	7 KCMO-FM	7 KCMO-FM	7 KYYS
8 KCMO	8 KUDL	8 KCMO-FM	8 KCFX	8 WDAF	8 WDAF
9 KBEQ	9 KLTH	9 WDAF	9 KUDL	9 KUDL	9 KCFX
10 KLTH	10 KKCJ	10 KUDL	10 KBEQ	10 KLTH	10 KBEQ

FORMAT REACH



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#28 SACRAMENTO

12+ POPULATION: **1,310,100** (Black: N/A; Hispanic: 10.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.5	11.8	10.7	12.8	13.6	1	**KFBK** N/T	1530 50kw	1	12	6	1	1	1	93	GROUP W	ABC	G/W
7.7	8.0	7.7	7.2	7.7	2	**KSFM** CHR	102.5 50kw	2	1	2	3	7	8	72	GENESIS	---	MMR
11.4	8.6	6.2	9.5	7.1	3	**KRAK-FM** Ctry	105.1 50kw	3	8	4	2	2	3	74	EZ	---	KATZ
6.0	7.3	5.3	6.7	6.0	4	**KRXQ** AOR	93.7 25kw	5	2	1	5	10	16	74	FULLER-JEFFREY	---	TOR
4.4	4.5	5.9	4.9	5.9	5	**KYMX** AC	96.1 50kw	8	11	8	6	4	2	81	TRIBUNE	---	CHR
3.4	4.3	5.5	4.0	5.5	6	**KGBY** AC	92.5 50kw	6	5	3	4	3	7	69	GROUP W	---	G/W
2.4	3.4	5.1	4.3	5.2	7	**KNCI** Ctry	98.5 50kw	4	4	7	8	5	4	60	NATIONWIDE	---	MCG
3.4	4.4	2.6	4.1	3.7	8	**KHYL** Gold	101.1 36kw	9	6	10	9	8	6	52	AMERICAN MEDIA	---	EAST
4.5	5.6	6.0	6.2	3.7	8	**KSEG** CR	96.9 50kw	10	10	5	7	6	11	54	GREAT AMERICAN	---	CHR
6.7	4.6	5.0	4.5	3.5	10	**KXOA-FM** AC	107.9 50kw	7	14	11	10	9	5	47	BROWN	---	BAN
3.9	3.5	3.2	2.4	2.5	11	**KWOD** CHR	106.5 50kw	11	3	9	11	14	25	49	ROYCE INTL.	CBS	HNWH
2.9	3.8	2.9	2.5	2.2	12	**KCTC** Nost	1320 5kw	14	24	30	30	25	15	68	TRIBUNE	UNIS	CHR
1.3	1.4	1.4	1.6	2.0	13	**KGO** N/T	810 50kw	13	28	21	18	15	9	63	CAP CITIES/ABC	ABC	BAN
1.7	0.8	0.7	0.9	2.0	13	**KRCX** Span	1110 5(.5)kw	24	7	18	15	18	13	145	FULLER-JEFFREY	---	KT-H
2.8	3.1	2.4	3.0	1.9	15	**KQPT** AOR	100.5 115kw	12	16	12	12	11	12	49	DUCHOSSOIS	SOU	DUR
2.2	2.5	2.7	2.1	1.9	15	**KRAK** Ctry	1140 50kw	15	18	22	13	12	10	61	EZ	---	KATZ
1.2	1.4	1.0	1.0	1.3	17	**KSMJ** Gold	1380 5kw	16	19	13	14	13	14	60	GENESIS	SMN	MMR
0.0	1.0	0.5	0.4	1.0	18	**KQBR*** Ctry	104.3 2.95kw	19	15	15	16	17	21	50	KYLO INC.	---	KATZ

*Under LMA with **EZ Comm.**

Continued on Page 62

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92 FM
Adult Contemporary

KFBK NEWS RADIO 1530
GROUP W RADIO
News/Talk

Another Group W Radio Market!

12+ POPULATION: **1,302,400** (Black: N/A; Hispanic: 24.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.5	9.6	8.3	11.0	10.8	1	**KFRG** *Ctry*	*95.1 50kw*	1	4	2	1	1	1	96	KEYMARKET	ABC	MMR
9.1	8.7	8.9	8.4	8.5	2	**KGGI-FM** *CHR*	*99.1 2.55kw*	2	1	1	2	2	5	77	AMERICAN MEDIA	ABC	MCG
5.5	5.1	6.0	6.8	5.9	3	**KFI** *Talk*	*640 50kw*	5	30	12	7	3	2	86	COX	MBS	CHR
3.2	3.0	3.8	2.3	4.8	4	**KIIS-A/F** *CHR*	*1150/102.7 5kw/8kw*	3	2	7	5	7	6	62	GANNETT	---	MCG
5.2	4.9	4.6	3.4	4.8	4	**KOST** *AC*	*103.5 12.5kw*	4	7	4	4	5	4	62	COX	---	CHR
6.1	6.1	5.3	4.6	4.2	6	**KLOS** *AOR*	*95.5 61kw*	6	11	3	3	4	9	63	CAP CITIES/ABC	ABC	KATZ
3.7	3.2	3.3	3.0	4.0	7	**KRTH** *Gold*	*101.1 51kw*	7	10	9	6	6	3	66	BEASLEY	UNIU	BAN
2.8	4.5	3.5	4.9	3.0	8	**KCAL-FM** *AOR*	*96.7 1.75kw*	8	12	5	8	8	15	56	ANAHEIM BR.	---	TOR
1.0	0.6	1.4	1.4	2.7	9	**KRSO** *Nost*	*590 1kw*	21	42	35	32	25	23	117	HENRY	NBC	EAST
4.7	2.7	3.2	2.2	2.6	10	**KHTX*** *Gold*	*97.5 72kw*	10	14	17	10	9	7	58	HENRY	---	EAST
2.8	3.5	4.0	2.0	2.5	11	**KQLZ** *AOR*	*100.3 5.3kw*	11	6	6	9	19	31	60	WESTWOOD ONE	SOU	DUR
3.8	3.3	2.3	2.0	2.4	12	**KCKC-A/F**** *Ctry*	*1350/103.9 5(.5)kw/38w*	19	13	28	18	14	8	94	ALL PRO	---	HNWH
2.7	1.8	1.8	3.0	2.4	12	**KNX** *News*	*1070 50kw*	9	36	29	20	17	10	52	CBS	CBS	CBS
1.4	2.3	1.7	1.9	2.1	14	**KBIG** *AC*	*104.3 105kw*	12	23	14	14	10	14	55	BONNEVILLE INT.	---	CBS
1.0	2.0	1.4	2.2	2.1	14	**KWRP** *B/EZ*	*96.1 60w*	27	40	42	40	36	20	144	JERRY HARTLINE	---	---
1.7	1.5	1.9	1.7	2.0	16	**KTWV** *NAC*	*94.7 55kw*	17	43	18	12	11	11	69	GROUP W	---	G/W
1.4	2.4	2.4	1.0	1.8	17	**KCAL** *Span*	*1410 5(4)kw*	25	8	19	17	18	16	97	ANAHEIM BR.	---	LOTUS
2.1	2.0	1.9	1.9	1.8	17	**KROQ** *NR*	*106.7 5.5kw*	13	5	8	15	23	38	52	INFINITY	---	TOR
1.7	1.6	2.4	2.9	1.7	19	**KKBT** *UC*	*92.3 43kw*	20	9	11	13	15	19	73	EVERGREEN	---	MMR
1.3	1.9	2.3	1.7	1.7	19	**KLVE** *Span*	*107.5 29.5kw*	24	27	10	11	12	22	94	HEFTEL	---	CAB
1.5	2.0	1.9	1.6	1.6	21	**KCBS-FM** *Gold*	*93.1 28.5kw*	15	15	22	19	13	12	51	CBS	CBS	CBS
0.9	1.4	1.5	1.9	1.5	22	**KPWR** *CHR*	*105.9 72kw*	14	3	16	22	29	30	48	EMMIS	---	HNWH
1.3	1.3	1.5	1.7	1.4	23	**KLSX** *CR*	*97.1 21kw*	16	33	15	16	15	18	46	GREATER MEDIA	---	MMR
1.1	0.8	0.7	1.2	1.1	24	**KDIF** *Span*	*1440 1kw*	28	17	13	20	22	36	80	INLAND EMPIRE	UPI	KT-H
0.8	0.7	0.6	0.7	1.0	25	**KFWB** *News*	*980 5kw*	18	24	39	29	26	21	34	GROUP W	CNN	G/W

*Now Country **KCKC-FM now simulcasts **KACE** (UC) as **KAEV**.

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#24 DENVER-BOULDER

DENVER

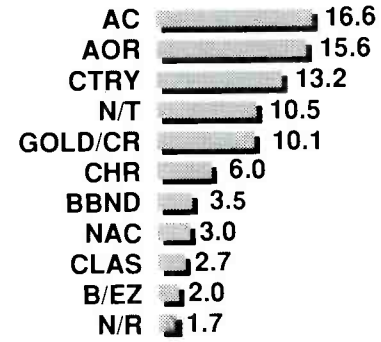
Continued from Page 56

12+ POPULATION: **1,557,800** (Black: N/A; Hispanic: 11.3%)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KBPI-FM	1 KYGO-FM	1 KYGO-FM	1 KYGO-FM	1 KYGO-FM	1 KYGO-FM
2 KYGO-FM	2 KQKS-FM	2 KBPI-FM	2 KQKS-FM	2 KBCO-FM	2 KOSI
3 KRFX	3 KBCO-FM	3 KBCO-FM	3 KOSI	3 KOA	3 KXKL-FM
4 KBCO-FM	4 KBPI-FM	4 KRFX	4 KBCO-FM	4 KRFX	4 KBCO-FM
5 KAZY	5 KMJI-FM	5 KOA	5 KXKL-FM	5 KBPI-FM	5 KHOW-FM
6 KQKS-FM	6 KOSI	6 KAZY	6 KMJI-FM	6 KXKL-FM	6 KOA
7 KOA	7 KRXY-FM	7 KXKL-FM	7 KHOW-FM	7 KOSI	7 KMJI-FM
8 KTCL	8 KXKL-FM	8 KHIH	8 KBPI-FM	8 KHIH	8 KHIH-FM
9 KHIH	9 KRFX	9 KQKS-FM	9 KRXY-FM	9 KYBG	9 KQKS-FM
10 KMJI-FM	10 KHOW-FM	10 KOSI	10 KRFX	10 KHOW-FM	10 KRFX

FORMAT REACH



#28 SACRAMENTO

SACRAMENTO

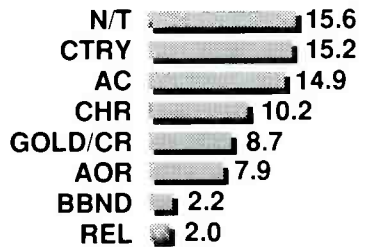
Continued from Page 60

12+ POPULATION: **1,310,100** (Black: N/A; Hispanic: 10.9%)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRXQ	1 KSFM	1 KFBK	1 KGBY	1 KFBK	1 KGBY
2 KSEG	2 KGBY	2 KRXQ	2 KSFM	2 KRAK-FM	2 KYMX
3 KFBK	3 KRAK-FM	3 KRAK-FM	3 KRAK-FM	3 KSEG	3 KRAK-FM
4 KSFM	4 KRXQ	4 KSEG	4 KYMX	4 KNCI	4 KFBK
5 KRAK-FM	5 KYMX	5 KSFM	5 KXOA-FM	5 KGBY	5 KXOA-FM
6 KGBY	6 KNCI	6 KGBY	6 KFBK	6 KRXQ	6 KSFM
7 KWOD	7 KHYL	7 KNCI	7 KHYL	7 KYMX	7 KNCI
8 KNCI	8 KSEG	8 KYMX	8 KNCI	8 KHYL	8 KHYL
9 KYMX	9 KXOA-FM	9 KHYL	9 KRXQ	9 KSFM	9 KSEG
10 KQPT	10 KWOD	10 KWOD	10 KSEG	10 KQPT	10 KQPT

FORMAT REACH



#29 RIVERSIDE-SAN BERNARDINO

RIVERSIDE-S. BERN

Continued from Page 61

12+ POPULATION: **1,302,400** (Black: N/A; Hispanic: 24.1%)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KFRG	1 KGGI	1 KFRG	1 KGGI	1 KFRG	1 KFRG
2 KLOS	2 KFRG	2 KLOS	2 KFRG	2 KLOS	2 KGGI
3 KGGI	3 KOST	3 KGGI	3 KOST	3 KFI	3 KOST
4 KCAL-FM	4 KIIS-FM	4 KFI	4 KIIS-FM	4 KRTH	4 KRTH
5 KQLZ	5 KLOS	5 KCAL-FM	5 KRTH	5 KGGI	5 KIIS-FM
6 KROQ	6 KKBT	6 KIIS-FM	6 KLOS	6 KCAL-FM	6 KFI
7 KIIS-FM	7 KRTH	7 KRTH	7 KFI	7 KOST	7 KLOS
8 KLSX	8 KLVE	8 KQLZ	8 KLVE	8 KHTX	8 KLVE
9 KOST	9 KCAL-FM	9 KHTX	9 KKBT	9 KIIS-FM	9 KHTX
10 KFI	10 KQLZ	10 KOST	10 KCAL-FM	10 KLSX	10 KBIG

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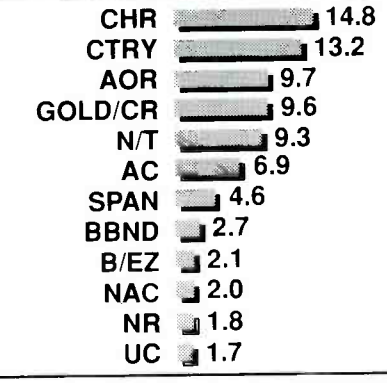

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12+ POPULATION: **1,287,100** (Black: N/A; Hispanic: 19.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.7	7.9	8.2	7.2	11.4	1	**KGO** *N/T*	*810 50kw*	1	14	11	2	1	1	85	CAP CITIES/ABC	ABC	BAN
5.9	6.1	5.5	6.0	6.0	2	**KBAY** *AC*	*100.3 163kw*	7	38	13	7	2	2	95	UNITED	---	MMR
4.7	4.1	4.2	4.0	5.4	3	**KCBS** *News*	*740 50kw*	2	24	17	12	5	3	54	CBS	CBS	CBS
5.1	4.3	5.0	4.7	5.2	4	**KSJO** *AOR*	*92.3 50kw*	4	3	1	1	8	16	65	BAYCOM PARTNERS	ABC	MCG
5.3	6.5	5.6	5.7	4.7	5	**KHQT** *CHR*	*97.7 1.65kw*	3	1	4	5	9	17	59	ANAHEIM BR.	---	HNWH
3.4	2.8	4.2	3.5	3.8	6	**KNBR** *Talk*	*680 50kw*	8	27	18	11	7	4	68	SUSQUEHANNA	NBC	EAST
5.2	3.4	4.0	5.0	3.7	7	**KEZR** *AC*	*106.5 50kw*	5	10	3	4	4	10	57	ALTA	---	CHR
3.5	4.2	3.4	4.2	3.7	7	**KOME** *AOR*	*98.5 12.5kw*	6	12	2	3	6	14	58	INFINITY	---	TOR
3.1	3.5	3.6	3.5	3.3	9	**KARA** *Gold*	*105.7 50kw*	12	16	12	6	3	5	70	EMPIRE	---	MMR
3.3	3.5	3.5	3.1	3.0	10	**KRTY** *Ctry*	*95.3 375w*	13	17	10	10	11	7	64	CROWN	UNIS	HNWH
3.2	3.6	3.2	2.2	2.8	11	**KBRG** *Span*	*104.9 3kw*	24	7	6	8	12	20	90	BAHIA RADIO	---	KT-H
1.6	2.2	1.6	1.6	2.8	11	**KDFC-A/F** *Clas*	*1220/102.1 5kw/33kw*	18	31	34	22	13	6	70	SUNDIAL	---	CMBS
1.7	2.5	1.9	2.6	2.8	11	**KMEL** *CHR*	*106.1 69kw*	9	2	7	14	23	31	54	EVERGREEN	---	CHR
3.0	3.7	2.9	2.5	2.8	11	**KOIT-A/F** *AC*	*1260/96.5 5(1)kw/33kw*	15	15	8	9	10	9	59	BONNEVILLE INT.	---	TOR
2.0	1.8	2.6	2.6	2.3	15	**KITS** *NR*	*105.3 15kw*	16	9	5	13	19	30	55	ENTERCOM	---	HNWH
1.5	1.4	1.7	1.2	2.3	15	**KLOK** *Span*	*1170 50(5)kw*	19	8	9	15	16	24	63	BAHIA RADIO	---	KT-H
2.1	3.1	2.6	2.0	2.2	17	**KSAN** *Ctry*	*94.9 30kw*	14	19	15	16	14	12	49	MALRITE	---	MCG
1.5	3.4	1.7	2.5	1.8	18	**KFRC** *Nost*	*610 5kw*	21	29	38	37	27	11	52	COAST BR.	MBS	KATZ
2.4	2.0	2.1	3.6	1.7	19	**KIOI** *AC*	*101.3 125kw*	11	5	16	19	22	27	35	FAIRMONT	---	DUR
2.0	2.1	2.5	2.6	1.7	19	**KKSF** *NAC*	*103.7 7.8kw*	20	37	24	17	14	8	48	BROWN	---	BAN
3.2	2.8	2.4	2.2	1.7	19	**KUFX** *CR*	*94.5 1.2kw*	10	13	14	18	17	22	34	KOOL COMM.	---	DUR
1.5	0.8	1.2	1.1	1.5	22	**KFRC-FM** *Gold*	*99.7 40kw*	22	11	25	20	18	15	47	COAST BR.	---	KATZ
1.8	1.2	2.0	2.1	1.4	23	**KBLX-A/F** *NAC*	*1400/102.9 1kw/6.6kw*	25	20	20	21	20	23	55	INNER CITY	---	HNWH
0.9	0.5	1.2	0.7	1.3	24	**KAZA** *Span*	*1290 5kw*	33	21	22	23	25	21	83	FIESTA	CRC	CAB
1.7	1.9	1.6	1.5	1.3	24	**KSOL** *CHR*	*107.7 8.9kw*	17	4	21	26	34	36	31	UNITED	AP	MMR
1.0	0.8	1.2	0.7	1.3	24	**KYA** *Gold*	*93.3 50kw*	26	23	26	24	21	13	54	FIRST BR.	UNIP	MMR
1.0	0.8	1.3	1.5	1.2	27	**KKHI-FM** *Clas*	*95.7 6.9kw*	23	35	29	27	24	18	39	BUCKLEY	---	HNWH
1.2	2.7	1.2	1.7	1.1	28	**KEEN** *Ctry*	*1370 5kw*	28	25	37	36	35	19	57	UNITED	UPI	MMR

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#31 PROVIDENCE-WARWICK-PAWTUCKET

PROVIDENCE

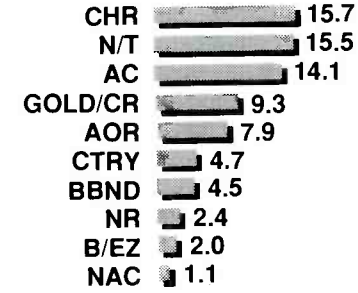
12+ POPULATION: **1,283,100** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.7	8.1	7.7	9.1	10.0	1	**WPRO-FM** *CHR*	*92.3 39kw*	1	1	1	1	2	7	67	TELEMEDIA	ABC	BAN
5.8	7.4	6.6	6.9	6.8	2	**WWLI** *AC*	*105.1 50kw*	3	10	5	4	3	1	78	TMZ	---	MCG
7.9	8.1	8.1	9.9	6.7	3	**WHJY** *AOR*	*94.1 50kw*	2	3	2	2	4	9	72	GRIFFIN GROUP	SOU	KATZ
6.0	6.0	6.0	4.6	6.3	4	**WHJJ** *N/T*	*920 50kw*	8	24	28	12	10	6	109	GRIFFIN GROUP	NBC	KATZ
6.5	5.3	4.8	4.4	6.3	4	**WSNE** *AC*	*93.3 30kw*	4	9	3	3	1	4	74	BECK-ROSS	---	EAST
5.1	4.3	5.1	4.0	5.9	6	**WPRO** *Talk*	*630 5kw*	5	38	15	8	7	5	76	TELEMEDIA	ABC	BAN
3.4	3.7	4.5	4.7	4.7	7	**WCTK** *Ctry*	*98.1 47kw*	10	16	10	7	6	2	87	HALL	---	TOR
3.8	2.9	3.3	3.6	4.5	8	**WPLM-A/F** *BBnd*	*1390/99.1 5kw/50kw*	12	33	23	35	36	8	104	PLYMOUTH ROCK	UNIU	HNWH
5.2	5.8	6.3	6.0	4.5	8	**WWBB** *Gold*	*101.5 13.5kw*	6	12	9	5	5	3	63	WILKS/SCHWARTZ	---	MCG
4.2	3.9	3.6	3.6	3.5	10	**WWRX-FM** *CR*	*103.7 50kw*	7	8	4	6	8	11	51	WESTERLY	CNN	DUR
3.0	2.1	3.5	2.6	2.8	11	**WWKX** *CHR*	*106.3 1.15kw*	9	2	6	10	14	18	49	OCEAN STATE	UNIP	CHR
2.2	2.7	4.2	4.0	2.4	12	**WBRU** *NR*	*95.5 20kw*	11	4	7	9	9	14	53	BROWN BC SER.	AP	MMR
3.2	3.9	2.0	3.7	2.0	13	**WLKW** *B/EZ*	*790 5kw*	16	29	31	30	28	12	75	TMZ	---	TOR
2.3	1.9	2.2	1.8	1.9	14	**WFHN** *CHR*	*107.1 3kw*	18	5	8	11	15	20	89	SAGE	---	CHR
1.7	1.9	1.1	1.6	1.3	15	**WBSM** *N/T*	*1420 5(1)kw*	27	18	35	34	32	22	98	H&D	NBC	CHR
2.1	1.5	2.1	1.2	1.3	15	**WODS** *Gold*	*103.3 16kw*	14	31	17	14	11	10	49	CBS	CBS	CBS
1.7	0.9	0.6	1.0	1.2	17	**WAAF** *AOR*	*107.3 18.5kw*	19	7	11	15	23	42	56	ZAPIS	UNIP	CHR
0.4	0.6	0.7	0.6	1.1	18	**WOTB** *NAC*	*100.3 6kw*	28	39	25	22	13	13	85	PERRY COMM.	AP	DIR
1.0	0.5	0.6	0.5	1.0	19	**WBMX** *AC*	*98.5 9kw*	20	23	16	13	12	16	50	ATLANTIC RADIO	UNIP	KATZ
1.7	1.6	1.1	0.7	1.0	19	**WBZ** *News*	*1030 50kw*	15	25	22	24	21	15	36	GROUP W	---	G/W
1.5	1.4	0.6	0.9	1.0	19	**WWRX** *News*	*1110 5kw*	21	19	38	32	33	17	54	WESTERLY	CNN	DUR
0.5	1.3	0.9	1.1	1.0	19	**WZOU** *CHR*	*94.5 11.5kw*	13	6	13	17	24	39	36	ARDMAN	---	HNWH

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WSNE
2 WPRO-FM	2 WSNE	2 WPRO-FM	2 WSNE	2 WCTK	2 WPRO-FM
3 WWRX	3 WWLI	3 WWRX	3 WWLI	3 WWBB	3 WWLI
4 WBRU	4 WHJY	4 WCTK	4 WHJY	4 WPRO-FM	4 WWBB
5 WSNE	5 WWRX	5 WWBB	5 WWBB	5 WWRX	5 WCTK
6 WAAF	6 WWKX	6 WSNE	6 WWKX	6 WPRO	6 WHJY
7 WWBB	7 WFHN	7 WPRO	7 WCTK	7 WWLI	7 WPRO
8 WWKX	8 WBRU	8 WBRU	8 WWRX	8 WSNE	8 WWRX
9 WCTK	9 WZOU	9 WWLI	9 WPRO	9 WBRU	9 WBMX
10 WFHN	10 WXKS-FM	10 WHJJ	10 WBRU	10 WHJJ	10 WBRU

FORMAT REACH



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12+ POPULATION: **1,196,600** (Black: 12.5%; Hispanic: N/A)

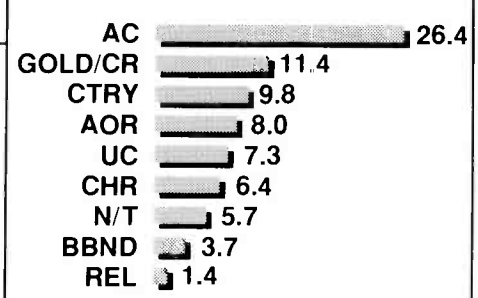
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.7	11.5	13.9	13.4	12.9	1	**WLW** AC	700 50kw	1	10	2	1	1	1	76	JACOR	ABC	EAST
9.8	7.3	9.8	8.3	8.7	2	**WUBE-A/F** Ctry	1230/105.1 1kw/11kw	3	6	4	3	2	2	82	AMERICAN MEDIA	CBS	CHR
6.2	6.2	6.8	6.1	6.4	3	**WKRQ** CHR	101.9 16kw	2	1	5	7	9	12	52	GREAT AMERICAN	ABC	KATZ
6.4	6.3	6.4	5.4	6.3	4	**WIZF** UC	100.9 1.25kw	11	2	6	6	6	8	100	INTERURBAN BR.	ABC	HNWH
6.7	7.0	7.0	7.3	6.1	5	**WEBN** AOR	102.7 16.5kw	4	7	1	2	3	9	59	JACOR	---	EAST
5.8	5.4	5.8	5.8	5.8	6	**WGRR** Gold	103.5 19.5kw	6	4	11	8	4	2	61	DALTON	---	BAN
3.6	4.9	5.8	5.4	5.6	7	**WOFX** CR	94.9 31kw	5	5	3	4	5	7	58	HERITAGE MEDIA	---	---
6.3	6.4	5.9	4.9	5.3	8	**WWNK** AC	94.1 32kw	8	9	7	5	7	4	67	BOOTH BR.	---	MMR
4.5	5.8	3.6	3.8	4.5	9	**WCKY** N/T	1530 50kw	12	19	21	16	12	10	76	FEDERATED MEDIA	CBS	MCG
5.9	4.7	5.2	4.6	4.4	10	**WIMJ** AC	92.5 16kw	10	14	9	10	10	5	66	FEDERATED MEDIA	CBS	MCG
5.0	4.1	3.5	4.4	4.4	10	**WRRM** AC	98.5 17.5kw	9	11	8	9	8	6	61	SUSQUEHANNA	---	CHR
4.2	3.6	2.4	3.9	3.7	12	**WMLX** Nost	1180 1kw	15	27	27	27	25	14	174	HOKER	CNN	SRS
5.0	3.8	2.9	3.0	3.4	13	**WKRC*** AC	550 5(1)kw	7	20	13	11	11	11	41	GREAT AMERICAN	ABC	KATZ
0.5	1.6	1.4	2.1	1.9	14	**WAQZ** AOR	107.1 3kw	13	3	10	12	15	24	54	PLESSINGER CORP	---	K&P
1.2	1.2	1.3	1.0	1.4	15	**WAKW** Rel	93.3 50kw	14	12	18	15	13	13	59	PILLAR OF FIRE	---	---
0.7	0.8	0.7	0.0	1.2	16	**WSAI** Sports	1360 5kw	16	13	14	14	14	15	55	BOOTH BR.	---	MMR
1.3	0.7	0.6	1.2	1.1	17	**WPFB-FM** Ctry	105.9 34kw	18	26	12	13	20	18	70	BRADEN STATIONS	---	ROS
1.2	1.2	1.5	1.1	1.0	18	**WCIN** UC	1480 5(.5)kw	17	17	20	18	16	16	53	JACI INC.	---	CMBS

*Operates under an LMA with **WLW**.

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLW	1 WKRQ	1 WLW	1 WUBE-FM	1 WLW	1 WUBE-FM
2 WEBN	2 WUBE-FM	2 WEBN	2 WKRQ	2 WEBN	2 WGRR
3 WOFX	3 WEBN	3 WOFX	3 WWNK	3 WOFX	3 WWNK
4 WIZF	4 WWNK	4 WIZF	4 WGRR	4 WUBE-FM	4 WLW
5 WUBE-FM	5 WOFX	5 WUBE-FM	5 WEBN	5 WIZF	5 WRRM
6 WKRQ	6 WIZF	6 WGRR	6 WRRM	6 WGRR	6 WRKQ
7 WWNK	7 WLW	7 WWNK	7 WIZF	7 WWNK	7 WEBN
8 WAQZ	8 WRRM	8 WKRQ	8 WLW	8 WRRM	8 WIZF
9 WRRM	9 WIMJ	9 WRRM	9 WOFX	9 WKRC	9 WIMJ
10 WKRC	10 WGRR	10 WKRC	10 WIMJ	10 WRKQ	10 WOFX

FORMAT REACH



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#33 NORFOLK-VIRGINIA BEACH-NEWPORT NEWS

NORFOLK

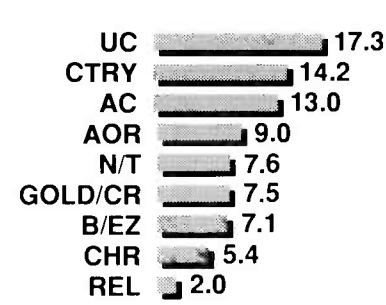
12+ POPULATION: **1,191,200** (Black: 27.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.4	9.6	12.7	12.6	10.9	1	**WOWI** *UC*	*102.9 50kw*	1	1	1	1	1	7	93	US RADIO	AURN	MCG
8.0	8.1	6.8	7.2	8.0	2	**WCMS-A/F** *Ctry*	*1050/100.5 5kw/50kw*	4	11	7	4	2	2	94	WCMS RADIO	ABC	MMR
8.7	7.8	7.6	7.8	7.1	3	**WFOG** *B/EZ*	*92.9 50kw*	5	13	12	11	7	1	84	SUNSHINE WIRE.	UNIU	BAN
7.6	6.4	7.7	7.3	6.4	4	**WNOR-A/F** *AOR*	*1230/98.7 1kw/46kw*	3	5	2	2	4	9	67	SAGA	---	MCG
3.7	4.5	4.5	7.0	6.2	5	**WGH-FM** *Ctry*	*97.3 74kw*	6	7	3	3	3	5	74	SUSQUEHANNA	---	EAST
5.2	4.9	4.0	4.3	5.4	6	**WNVZ** *CHR*	*104.5 50kw*	2	2	4	5	9	14	51	WILKS/SCHWARTZ	---	BAN
3.6	3.1	3.9	3.0	5.1	7	**WNIS** *Talk*	*850 50(12.5)kw*	12	18	13	13	12	3	86	WNIS, INC.	NBC	MMR
3.4	4.4	3.2	3.1	4.8	8	**WMYA/WMYK** *UC*	*96.1/92.1 50kw/3.7kw*	10	3	6	7	11	11	66	WILLIS	SMN	TOR
4.3	5.5	4.3	5.1	4.6	9	**WJQI-A/F** *AC*	*1600/94.9 5kw/50kw*	11	10	9	8	5	6	74	COLEMAN	UNIP	HNWH
6.1	5.8	7.9	5.3	4.6	10	**WWDE** *AC*	*101.3 50kw*	9	8	8	6	6	8	59	MAX MEDIA	CBS	CHR
4.7	4.4	4.8	5.4	3.8	11	**WAFX** *CR*	*106.9 100kw*	7	6	5	9	13	17	46	RADIO VENTURES I	---	CBS
4.0	6.4	5.9	4.7	3.8	11	**WMXN** *AC*	*105.3 50kw*	8	4	10	10	10	10	47	WIN	---	KATZ
3.8	4.6	4.3	4.4	3.7	13	**WLTY** *Gold*	*95.7 40kw*	13	9	14	12	8	4	68	LANDMARK	---	KATZ
2.8	3.0	2.2	2.8	2.6	14	**WKOC** *AOR*	*93.7 100kw*	15	12	11	14	14	13	64	EDGE	ABC	DUR
2.0	1.8	2.0	1.7	2.5	15	**WTAR** *N/T*	*790 5kw*	14	23	15	17	16	15	49	LANDMARK	CBS	KATZ
3.2	2.4	1.7	1.9	2.0	16	**WPCE** *Rel*	*1400 1kw*	16	22	18	15	15	12	92	WILLIS	AURN	MCG
1.3	1.2	2.1	1.2	1.6	18	**WBSK** *UC*	*1350 5kw*	17	20	17	16	17	16	80	US RADIO	AURN	MCG

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WNOR-FM	1 WOWI	1 WNOR-FM	1 WOWI	1 WNOR-FM	1 WOWI
2 WOWI	2 WGH-FM	2 WOWI	2 WGH-FM	2 WOWI	2 WWDE
3 WAFX	3 WNVZ	3 WAFX	3 WWDE	3 WCMS-FM	3 WJQI
4 WGH-FM	4 WJQI-FM	4 WGH-FM	4 WNVZ	4 WGH-FM	4 WFOG
5 WNVZ	5 WWDE	5 WCMS-FM	5 WJQI	5 WLTY	5 WGH-FM
6 WCMS-FM	6 WCMS-FM	6 WNIS	6 WFOG	6 WNIS	6 WCMS-FM
7 WKOC	7 WMXN	7 WLTY	7 WCMS-FM	7 WJQI	7 WMXN
8 WNIS	8 WAFX	8 WKOC	8 WMXN	8 WAFX	8 WNVZ
9 WMYK	9 WNOR-FM	9 WNVZ	9 WLTY	9 WKOC	9 WLTY
10 WMXN	10 WMYA	10 WJQI	10 WAFX	10 WNVZ	10 WMYA

FORMAT REACH



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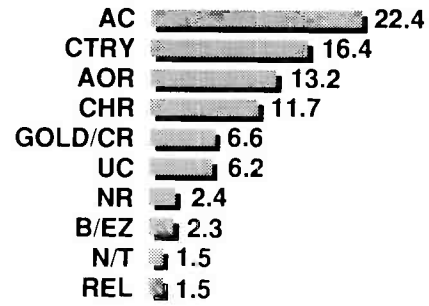
12+ POPULATION: **1,171,100** (Black: 11.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.5	8.7	7.8	7.9	9.9	1	**WSNY** *AC*	*94.7 22kw*	2	5	4	1	1	2	74	SAGA	---	MCG
7.5	11.0	10.5	7.7	8.4	2	**WNCI** *CHR*	*97.9 175kw*	1	2	3	2	2	3	60	NATIONWIDE	AP	MMR
8.0	10.1	9.0	8.7	8.0	3	**WTVN** *AC*	*610 5kw*	3	19	13	6	4	1	73	GREAT AMERICAN	ABC	KATZ
8.1	7.5	6.7	6.7	6.7	4	**WLVQ** *AOR*	*96.3 18kw*	4	11	2	3	3	6	65	GREAT AMERICAN	---	KATZ
5.4	3.4	0.0	6.4	6.5	5	**WBZX** *AOR*	*99.7 20kw*	5	4	1	4	8	17	67	NORTH AMERICAN	---	EAST
5.7	7.4	5.5	5.9	5.4	6	**WHOK** *Ctry*	*95.5 50kw*	6	10	6	7	6	4	67	WHOK	AP	HNWH
3.1	3.4	4.3	5.3	5.1	7	**WRVF** *Ctry*	*98.9 3kw*	10	12	5	5	5	8	83	TRI-CITY RADIO	---	HNWH
5.4	3.8	3.7	4.3	4.1	8	**WCOL-FM** *Gold*	*92.3 22kw*	7	7	11	8	7	5	52	GREAT TRAILS	---	CHR
3.5	3.3	4.3	3.9	3.3	9	**WWHT** *CHR*	*105.7 6kw*	11	1	8	12	13	24	58	MEDIA MANAGE.	ABC	TOR
2.7	2.0	2.8	2.2	3.1	10	**WCKX** *UC*	*106.3 6kw*	13	3	7	9	12	18	73	WCKX ENTER.	AURN	---
2.5	3.6	4.1	2.9	3.1	10	**WVKO** *UC*	*1580 1kw*	16	8	10	10	9	7	91	SAGA	AURN	MCG
3.7	3.5	2.8	3.0	2.7	12	**WBNS** *AC*	*1460 5(1)kw*	8	22	20	20	19	12	39	RADIOHIO, INC.	AP	BAN
2.7	2.2	2.5	2.3	2.6	13	**WMNI** *Ctry*	*920 1(.5)kw*	19	18	18	18	15	13	108	NORTH AMERICAN	MBS	EAST
3.9	2.7	3.6	3.4	2.5	14	**WBNS-FM** *Gold*	*97.1 20.5kw*	9	17	15	13	11	9	38	RADIOHIO, INC.	CBS	BAN
1.5	1.3	2.2	1.7	2.4	15	**WWCD** *NR*	*101.1 6kw*	12	21	9	11	10	16	56	INGLESIDE RADIO	---	HNWH
1.4	1.2	1.7	2.4	2.3	16	**WCEZ** *B/EZ*	*107.9 6kw*	18	24	26	22	20	11	83	RADIO DELAWARE	---	---
2.6	2.9	4.3	2.3	2.2	17	**WCLT-FM** *Ctry*	*100.3 50kw*	15	6	16	15	14	10	64	WCLT INC.	MBS	---
2.2	1.5	1.8	1.3	1.8	18	**WLW** *AC*	*700 50kw*	17	16	17	16	16	14	57	JACOR	ABC	EAST
0.9	0.3	1.0	0.9	1.5	19	**WCOL** *Talk*	*1230 1kw*	14	14	21	17	18	15	42	GREAT TRAILS	---	CHR
1.0	1.4	1.3	0.8	1.5	19	**WTLT** *CC*	*107.1 3kw*	20	9	12	14	17	19	65	M&M GROUP	ABC	TOR
0.0	0.0	0.5	0.0	1.1	21	**WHTH** *Ctry*	*790 1kw*	25	25	25	26	25	22	171	RUNNYMEADE	CNN	K&P

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBZX	1 WNCI	1 WBZX	1 WSNY	1 WLVQ	1 WSNY
2 WLVQ	2 WSNY	2 WLVQ	2 WNCI	2 WSNY	2 WNCI
3 WRVF	3 WLVQ	3 WSNY	3 WHOK	3 WTVN	3 WHOK
4 WNCI	4 WHOK	4 WNCI	4 WLVQ	4 WNCI	4 WLVQ
5 WSNY	5 WRVF	5 WRVF	5 WRVF	5 WBZX	5 WTVN
6 WCKX	6 WWHT	6 WTVN	6 WTVN	6 WRVF	6 WRVF
7 WWCD	7 WBZX	7 WCOL-FM	7 WCOL-FM	7 WCOL-FM	7 WCOL-FM
8 WCOL-FM	8 WCKX	8 WWCD	8 WVKO	8 WWCD	8 WVKO
9 WVKO	9 WVKO	9 WCKX	9 WWHT	9 WHOK	9 WBNS-FM
10 WHOK	10 WWCD	10 WLW	10 WBZX	10 WLW	10 WWHT

FORMAT REACH



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#35 SAN ANTONIO

12+ POPULATION: **1,107,100** (Black: N/A; Hispanic: 44.7%)

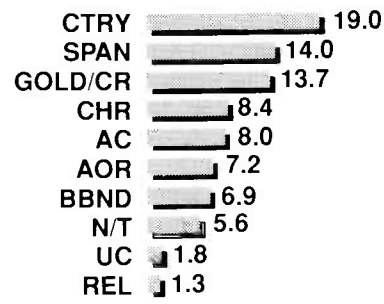
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.2	10.0	8.0	8.3	8.4	1	**KTFM** *CHR*	*102.7 100kw*	1	1	4	4	6	10	69	WATERMAN	---	BAN
7.5	8.5	9.1	8.5	8.4	1	**KXTN** *Span*	*107.5 100kw*	4	2	6	2	1	1	93	LOTUS	---	MCG
9.9	12.1	9.7	8.3	7.7	3	**KCYY** *Ctry*	*100.3 100kw*	2	4	1	1	2	3	76	NEWCITY	---	KATZ
6.9	6.3	7.4	6.2	7.4	4	**KAJA** *Ctry*	*97.3 100kw*	3	7	2	3	3	2	75	CLEAR CHANNEL	---	CHR
3.7	5.5	5.2	4.7	5.6	5	**WOAI** *N/T*	*1200 50kw*	5	19	14	15	12	6	69	CLEAR CHANNEL	CBS	CHR
6.5	5.2	5.1	6.0	4.9	6	**KQXT** *AC*	*101.9 100kw*	7	14	9	7	5	4	70	CLEAR CHANNEL	---	G/W
4.2	3.8	3.6	3.9	4.9	6	**KZEP-FM** *CR*	*104.5 100kw*	9	8	5	5	4	12	80	LOTUS	---	HNWN
2.9	2.5	3.5	3.8	4.1	8	**KTSA** *Nost*	*550 5kw*	12	21	13	12	9	8	70	WATERMAN	ABC	BAN
0.4	5.3	5.8	5.7	4.0	9	**KISS*** *AOR*	*99.5 100kw*	6	6	3	6	8	22	56	FRESH START	---	CBS
3.7	3.4	3.4	4.7	3.5	10	**KCOR** *Span*	*1350 5kw*	16	15	15	18	16	13	116	TICHENOR MEDIA	---	KATZ
3.7	3.3	4.8	3.5	3.5	10	**KSMG** *Gold*	*105.3 100kw*	11	17	10	8	7	5	60	RUSK	---	CBS
4.9	3.0	4.5	3.8	3.2	12	**KSAQ**** *AOR*	*96.1 100kw*	8	3	7	10	17	20	50	INNER CITY	NBC	EAST
3.5	3.6	3.4	4.6	3.1	13	**KSRR-FM***** *AC*	*92.9 100kw*	10	5	8	9	13	18	50	GENESIS	---	MMR
0.0	1.3	2.0	2.5	2.8	14	**KLUP** *Nost*	*930 5(1)kw*	18	25	27	27	26	14	99	RUSK	---	CBS
2.3	1.7	2.1	2.8	2.8	14	**KONO-FM** *Gold*	*101.1 100kw*	13	9	16	11	10	7	54	GENESIS	NBC	MMR
1.6	0.8	0.5	0.4	2.5	16	**KONO** *Gold*	*860 5(1)kw*	17	18	21	13	11	9	88	GENESIS	UNIU	MMR
2.3	2.2	2.0	1.6	2.2	17	**KKYX-FM****** *Ctry*	*106.7 100kw*	15	26	17	17	15	11	63	VISION COMM.	ABC	KATZ
2.1	1.6	1.5	1.4	2.1	18	**KRIO-FM** *Span*	*94.1 22kw*	14	10	11	14	14	15	60	APRIL COMM.	---	---
0.5	0.5	1.8	1.7	1.8	19	**KSJL******* *UC*	*760 50(1)kw*	20	11	12	16	19	17	96	INNER CITY	SMN	EAST
4.2	3.8	3.3	3.0	1.7	20	**KKYX** *Ctry*	*680 50(10)kw*	19	22	22	19	18	11	64	NEWCITY	ABC	KATZ
1.2	0.7	0.6	1.0	1.3	21	**KSLR** *CC*	*630 5kw*	21	23	18	20	20	19	71	COMMINICOM	---	---

*Under full LMA with **Rusk**. **Now **KSJL-FM** (UC). ***Now Spanish. ****Under LMA with **NewCity**. *****Now News/Talk.

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KCYY	1 KZEP-FM	1 KCYY	1 KZEP-FM	1 KXTN
2 KZEP-FM	2 KAJA	2 KISS	2 KXTN	2 KAJA	2 KCYY
3 KAJA	3 KTFM	3 KAJA	3 KAJA	3 KXTN	3 KQXT
4 KSAQ	4 KXTN	4 KCYY	4 KTFM	4 KCYY	4 KAJA
5 KCYY	5 KQXT	5 KTFM	5 KQXT	5 KISS	5 KTFM
6 KTFM	6 KSRR-FM	6 KXTN	6 KSMG	6 KSMG	6 KSMG
7 KXTN	7 KISS	7 KSAQ	7 KSRR-FM	7 KTFM	7 KZEP-FM
8 KSRR-FM	8 KZEP-FM	8 KSMG	8 KZEP-FM	8 KTSA	8 KONO-FM
9 KQXT	9 KSMG	9 KTSA	9 KONO-FM	9 WOAI	9 KCOR
10 KTSA	10 KSAQ	10 KSRR-FM	10 KISS	10 WQXT	10 KSRR-FM

FORMAT REACH



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12+ POPULATION: **1,070,000** (Black & Hispanic: N/A)

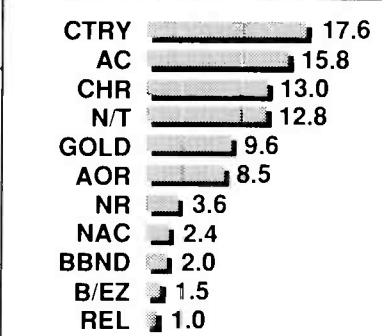
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.7	8.9	8.4	10.0	12.1	1	**KSFI** AC	100.3 26kw	2	6	2	1	1	1	81	SIMMONS FAMILY	---	CBS
10.8	10.4	12.9	12.1	10.4	2	**KKAT** Ctry	101.9 26kw	1	3	1	2	2	2	68	APOLLO RADIO	---	BAN
7.2	7.1	6.8	6.2	7.2	3	**KSOP-A/F** Ctry	1370/104.3 5(.5)kw/25kw	4	11	7	4	3	3	68	KSOP, INC.	---	MMR
8.4	6.1	5.2	5.1	7.0	4	**KSL** Talk	1160 50kw	3	10	10	8	6	4	48	BONNEVILLE INT.	CBS	CBS
6.0	6.7	6.3	6.8	6.1	5	**KLZX-A/F** CR	860/93.3 10kw/26kw	7	7	3	3	4	9	63	CITADEL	ABC	CHR
7.9	6.9	6.0	5.0	5.5	6	**KBER** AOR	101.1 25kw	5	2	4	6	8	20	58	DEVINE	---	TOR
3.6	4.1	5.3	4.3	5.2	7	**KUTQ** CHR	99.5 40kw	8	1	9	10	13	19	56	D&B BR.	NBC	K&P
4.8	3.8	5.1	5.0	5.0	8	**KISN-FM** CHR	97.1 30kw	6	5	6	5	5	8	53	SUN MOUNTAIN	---	MCG
1.9	2.4	2.4	2.3	3.8	9	**KALL** N/T	910 5(1)kw	9	29	12	11	7	5	59	APOLLO RADIO	ABC	EAST
0.6	2.5	2.2	3.8	3.6	10	**KXRK** NR	96.1 55kw	11	8	5	7	15	26	62	ACME BR.	UNIS	HNWH
3.0	2.3	3.1	2.1	3.0	11	**KRSP** AOR	103.5 27.5kw	10	9	8	9	12	16	48	CARLSON COMM.	ABC	CBS
2.2	2.5	2.5	2.3	2.4	12	**KBZN** NAC	97.9 26kw	15	20	16	14	9	6	60	CAPITOL BR.	---	EAST
1.8	2.3	2.8	2.8	2.2	13	**KALL-FM** Gold	94.1 40kw	14	16	17	12	10	7	52	APOLLO RADIO	ABC	EAST
3.2	3.8	2.3	3.7	2.1	14	**KCPX*** AC	98.7 40kw	12	13	14	13	11	12	38	PRICE BR.	---	CHR
2.2	2.8	2.3	3.3	2.0	15	**KDYL** BBnd	1280 5(.5)kw	19	22	29	25	18	11	72	SIMMONS FAMILY	SMN	CBS
2.3	1.9	2.2	2.5	2.0	15	**KTKK** Talk	630 1(.5)kw	18	27	22	17	17	10	72	D&B BR.	ABC	K&P
2.3	2.7	2.5	2.3	1.6	17	**KMXB**** AC	107.5 45kw	17	12	11	15	14	21	45	US RADIO	---	EAST
2.3	2.3	2.1	2.8	1.6	17	**KZHT** CHR	94.9 48kw	13	4	15	20	26	25	32	GOLDEN BEAR	---	TOR
0.6	1.3	1.0	1.0	1.5	19	**KFAM** B/EZ	700 50(1)kw	21	28	28	29	25	18	74	GENERAL	---	---
1.6	1.1	2.0	2.2	1.3	20	**KSOS-FM** Gold	106.9 68kw	20	25	19	16	16	13	52	FIRST NATIONAL	ABC	EAST
1.2	1.1	1.3	0.2	1.2	21	**KISN** CHR	570 5kw	16	15	18	18	19	15	31	SUN MOUNTAIN	---	MCG
0.0	0.0	0.0	0.0	1.0	22	**KLLB** Rel	1510 10kw	30	23	13	19	31	29	191	UNITED SECURITY	---	---

*Under an LMA with **Citadel Broadcasting**. **Formerly **KMGR**.

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLZX-FM	1 KSFI	1 KLZX-FM	1 KSFI	1 KLZX-FM	1 KSFI
2 KBER	2 KKAT	2 KKAT	2 KKAT	2 KSFI	2 KKAT
3 KXRK	3 KISN-FM	3 KBER	3 KISN-FM	3 KKAT	3 KISN-FM
4 KKAT	4 KSOP-FM	4 KSFI	4 KSOP-FM	4 KSOP-FM	4 KSOP-FM
5 KRSP	5 KUTQ	5 KXRK	5 KUTQ	5 KSL	5 KSL
6 KSFI	6 KBER	6 KSOP-FM	6 KSL	6 KBER	6 KBZN
7 KSOP-FM	7 KCPX	7 KRSP	7 KCPX	7 KALL	7 KCPX
8 KSL	8 KLZX-FM	8 KSL	8 KBER	8 KRSP	8 KUTQ
9 KALL	9 KXRK	9 KALL	9 KBZN	9 KALL-FM	9 KALL
10 KUTQ	10 KMXB	10 KALL-FM	10 KMXB	10 KXRK	10 KALL-FM

FORMAT REACH



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#37 INDIANAPOLIS

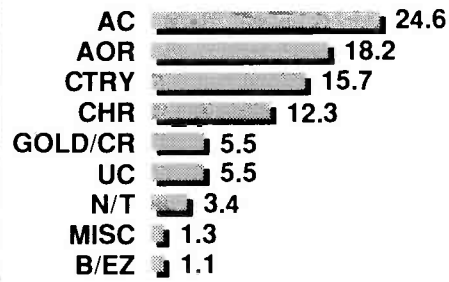
12+ POPULATION: **1,050,000** (Black: 13.2%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.8	14.1	12.7	14.0	15.7	1	**WFMS** *Ctry*	*95.5 13kw*	1	3	2	1	1	1	102	SUSQUEHANNA	---	MMR
12.4	12.0	12.2	11.3	11.7	2	**WIBC** *AC*	*1070 50kw*	4	9	12	10	6	2	104	SCONNIX	NBC	CHR
15.0	12.4	14.3	11.5	11.0	3	**WFBQ** *AOR*	*95.5 52kw*	2	6	1	2	2	6	75	BR. ALCHEMY	SOU	KATZ
6.7	7.0	6.9	6.9	7.4	4	**WENS** *AC*	*97.1 23kw*	5	8	4	3	3	5	68	EMMIS	---	MCG
10.2	9.8	9.2	8.2	7.0	5	**WZPL** *CHR*	*99.5 12.5kw*	3	1	5	5	7	9	57	BOOTH BR.	AP	HNWH
4.4	3.5	4.3	3.6	6.0	6	**WRZX** *AOR*	*103.3 18kw*	9	5	3	4	9	11	88	WIN	ABC	BAN
4.8	4.1	5.4	7.0	5.5	7	**WKLR** *Gold*	*93.1 12.5kw*	6	7	9	6	5	4	59	SCONNIX	---	CHR
6.6	5.5	4.3	5.3	5.5	7	**WTLC-FM** *UC*	*105.7 50kw*	10	4	7	8	8	7	86	PANACHE	CBS	MMR
5.6	6.4	4.9	6.4	5.5	7	**WTPI** *AC*	*107.9 22kw*	7	10	8	7	4	3	67	SOMERSET	---	TOR
2.2	5.0	4.9	5.2	5.3	10	**WHHH** *CHR*	*96.3 590w*	8	2	6	9	11	10	70	UNIVERSITY BR.	---	---
2.0	2.0	2.1	2.3	3.4	11	**WNDE** *Talk*	*1260 5kw*	11	13	10	11	10	8	55	BR. ALCHEMY	MBS	KATZ
4.4	3.6	3.4	3.3	1.3	12	**WTLC** *Misc*	*1310 5(1)kw*	14	14	17	15	13	12	79	PANACHE	CBS	MMR
1.1	1.6	1.4	1.4	1.2	13	**WTTS** *AOR*	*92.3 37kw*	12	11	11	12	12	16	34	SARKES TARZIAN	---	BAN
0.0	0.0	0.0	0.0	1.1	14	**WQFE** *B/EZ*	*101.9 2.5kw*	16	17	18	20	19	13	90	QUINN BR.	---	---

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFBQ	1 WFMS	1 WFBQ	1 WFMS	1 WFBQ	1 WFMS
2 WRZX	2 WENS	2 WFMS	2 WENS	2 WFMS	2 WENS
3 WFMS	3 WFBQ	3 WRZX	3 WFBQ	3 WRZX	3 WFBQ
4 WHHH	4 WZPL	4 WKLR	4 WZPL	4 WKLR	4 WTPI
5 WTLC	5 WHJH	5 WENS	5 WTPI	5 WENS	5 WZPL
6 WENS	6 WTPI	6 WNDE	6 WKLR	6 WNDE	6 WKLR
7 WNDE	7 WRZX	7 WTLC	7 WTLC	7 WIBC	7 WIBC
8 WZPL	8 WTLC	8 WHHH	8 WHHH	8 WTLC	8 WTLC
9 WTTS	9 WKLR	9 WTPI	9 WIBC	9 WTPI	9 WHHH
10 WKLR	10 WTTS	10 WIBC	10 WRZX	10 WZPL	10 WRZX

FORMAT REACH



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12+ POPULATION: **1,011,000** (Black: 33.3%; Hispanic: N/A)

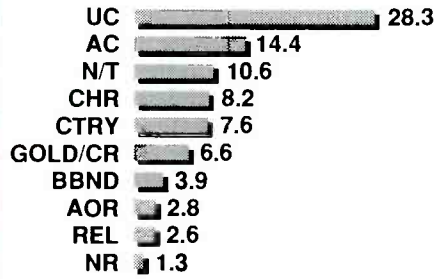
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.4	9.5	9.2	10.5	10.6	1	**WWL** *N/T*	*870 50kw*	3	12	8	5	1	1	83	KEYMARKET	ABC	KATZ
10.1	8.8	9.0	11.1	10.1	2	**WQUE-FM** *UC*	*93.3 93kw*	1	1	1	1	4	6	71	CLEAR CHANNEL	---	CHR
9.2	8.5	9.6	8.7	8.7	3	**WYLD-FM** *UC*	*98.5 100kw*	4	3	3	3	6	7	78	INTERURBAN BR.	ABC	HNWH
7.4	8.7	6.2	6.5	8.2	4	**WEZB** *CHR*	*97.1 100kw*	2	2	2	2	7	8	64	EZ	---	MMR
8.5	8.0	8.6	8.0	7.6	5	**WNOE-FM** *Ctry*	*101.1 100kw*	5	4	4	6	3	2	82	NEWMARKET	ABC	MCG
3.2	6.3	6.8	6.8	6.5	6	**KMEZ** *UC*	*102.9 4.7kw*	8	7	6	4	2	3	92	FIRST BELLE	SMN	KATZ
4.8	5.7	6.7	6.8	6.1	7	**WLMG** *AC*	*101.9 100kw*	7	11	10	7	5	4	83	KEYMARKET	---	KATZ
5.0	4.2	3.6	4.0	5.1	8	**WLTS** *AC*	*105.3 100kw*	6	14	5	8	8	5	64	PHASE II	CBS	DUR
3.4	4.2	3.4	4.2	3.9	9	**WBYU** *BBnd*	*1450 1kw*	13	20	22	21	22	14	108	VANDERBILT	SMN	ROS
3.6	3.5	3.1	3.9	3.2	10	**WMXZ** *AC*	*95.7 100kw*	9	8	7	9	9	13	52	PHASE II	---	MMR
3.5	3.7	3.6	3.4	3.1	11	**WCKW-FM** *CR*	*92.3 100kw*	10	6	11	10	10	12	55	222 CORP.	SOU	BAN
2.9	2.3	3.6	2.0	3.0	12	**WYLD** *UC*	*940 10(.5)kw*	15	9	12	13	13	10	96	INTERURBAN BR.	---	HNWH
3.3	2.4	2.5	2.5	2.8	13	**WRNO** *AOR*	*99.5 100kw*	12	5	9	11	12	16	55	COMMUNIC. CORP.	ABC	MMR
3.5	3.6	2.7	3.0	2.6	14	**WBOK** *Rel*	*1230 1kw*	14	13	15	15	14	11	78	WILLIS	AURN	ROS
3.0	3.3	3.9	3.0	2.5	15	**KQLD** *Gold*	*106.7 100kw*	11	15	14	12	11	9	50	BEASLEY	ABC	MCG
0.3	0.4	0.4	0.6	1.3	16	**WZRH*** *NR*	*106.1 50kw*	19	10	13	14	17	24	63	HOWE BR.	---	---
0.9	1.3	1.2	1.5	1.0	17	**KHOM** *Gold*	*104.1 100kw*	17	16	19	16	15	15	38	KHOM ASSOC.	NBC	TOR

*Formerly Classic Rock.

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQUE-FM	1 WQUE-FM	1 WWL	1 KMEZ	1 WWL	1 KMEZ
2 WEZB	2 WYLD-FM	2 WEZB	2 WQUE-FM	2 WNOE-FM	2 WQUE-FM
3 WYLD-FM	3 WEZB	3 WQUE-FM	3 WYLD-FM	3 WEZB	3 WLMG
4 WWL	4 WLTS	4 WYLD-FM	4 WEZB	4 WYLD-FM	4 WLTS
5 WNOE-FM	5 KMEZ	5 WNOE-FM	5 WLTS	5 WQUE-FM	5 WNOE-FM
6 WRNO	6 WMXZ	6 WCKW-FM	6 WNOE-FM	6 WCKW-FM	6 WYLD-FM
7 WCKW-FM	7 WNOE-FM	7 WLMG	7 WLMG	7 WLMG	7 WEZB
8 WLTS	8 WLMG	8 KMEZ	8 WMXZ	8 KMEZ	8 WMXZ
9 KMEZ	9 WRNO	9 WLTS	9 WYLD	9 WLTS	9 WWL
10 WLMG	10 WCKW-FM	10 WRNO	10 WWL	10 WRNO	10 KQLD

FORMAT REACH



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#39 CHARLOTTE-GASTONIA-ROCK HILL

CHARLOTTE

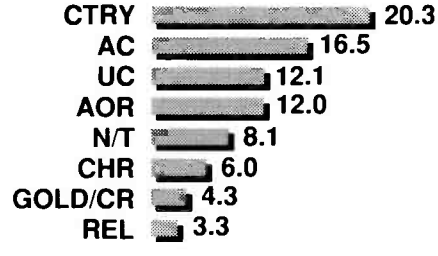
12+ POPULATION: **1,010,600** (Black: 18.8%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.7	13.0	14.9	11.9	11.3	1	**WSOC** *Ctry*	*103.7 100kw*	1	4	3	3	1	1	74	KEYMARKET	---	DUR
12.7	12.5	11.8	9.5	10.2	2	**WPEG** *UC*	*97.9 50kw*	3	2	2	2	3	6	95	BR. PARTNERS	CBS	KATZ
8.6	6.6	6.1	7.1	8.6	3	**WRFX** *AOR*	*99.7 100kw*	2	8	1	1	1	9	78	PYRAMID	---	MCG
7.8	7.0	6.7	7.6	8.1	4	**WBT** *Talk*	*1110 50kw*	5	14	9	8	6	2	80	JEFFERSON-PILOT	CBS	BAN
5.4	6.8	7.0	8.7	7.7	5	**WTDR** *Ctry*	*96.9 100kw*	4	5	4	4	4	4	72	TRUMPER	---	CHR
6.3	7.1	6.7	6.4	6.1	6	**WEZC** *AC*	*102.9 31kw*	8	10	11	7	7	3	75	KEYMARKET	UNIU	KATZ
5.0	5.4	5.7	6.2	5.3	7	**WBT-FM** *AC*	*107.9 98kw*	6	7	5	5	8	7	57	JEFFERSON-PILOT	ABC	BAN
5.0	3.9	4.0	3.5	5.1	8	**WMXC** *AC*	*104.7 100kw*	9	9	7	6	5	5	71	EZ	---	MMR
5.0	5.2	4.5	3.6	3.7	9	**WCKZ** *CHR*	*101.9 99kw*	7	1	8	12	12	16	43	COMPASS MEDIA	ABC	HNWH
3.7	3.6	2.7	2.8	3.4	10	**WXRC** *AOR*	*95.7 100kw*	10	6	6	10	11	15	61	LONG FAMILY	ABC	---
1.2	1.3	1.0	2.2	3.3	11	**WMIT** *Rel*	*106.9 36kw*	13	16	10	11	10	10	98	BLUE RIDGE	ABC	---
3.0	3.4	4.8	4.1	2.8	12	**WWMG** *Gold*	*96.1 100kw*	12	18	13	9	9	8	56	VOYAGER	CBS	CHR
1.2	2.1	2.1	2.6	2.3	13	**WAQQ** *CHR*	*95.1 100kw*	11	3	12	13	14	13	43	ADAMS	SOU	HNWH
0.7	0.6	1.0	1.4	1.9	14	**WGIV** *UC*	*1600 1(.5)kw*	16	11	14	15	15	12	85	BR. PARTNERS	AURN	KATZ
0.7	0.9	0.8	1.4	1.5	15	**WRDX** *Gold*	*106.5 100kw*	15	15	17	14	13	11	62	WSPT INC.	---	SSS
0.9	1.6	1.7	0.8	1.3	16	**WFMX** *Ctry*	*105.7 100kw*	14	12	15	16	16	17	51	ADVENTURE	UNIU	TNS

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRFX	1 WPEG	1 WRFX	1 WPEG	1 WRFX	1 WPEG
2 WPEG	2 WSOC	2 WSOC	2 WSOC	2 WSOC	2 WSOC
3 WXRC	3 WRFX	3 WPEG	3 WBT-FM	3 WPEG	3 WTDR
4 WTDR	4 WTDR	4 WTDR	4 WTDR	4 WBT	4 WEZC
5 WSOC	5 WBT-FM	5 WBT	5 WMXC	5 WTDR	5 WMXC
6 WBT	6 WMXC	6 WXRC	6 WEZC	6 WMXC	6 WBT-FM
7 WBT-FM	7 WEZC	7 WMXC	7 WRFX	7 WEZC	7 WBT
8 WCKZ	8 WCKZ	8 WBT-FM	8 WCKZ	8 WWMG	8 WRFX
9 WMIT	9 WAQQ	9 WWMG	9 WWMG	9 WXRC	9 WMIT
10 WMXC	10 WXRC	10 WEZC	10 WMIT	10 WMIT	10 WWMG

FORMAT REACH



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12+ POPULATION: **990,600** (Black & Hispanic: N/A)

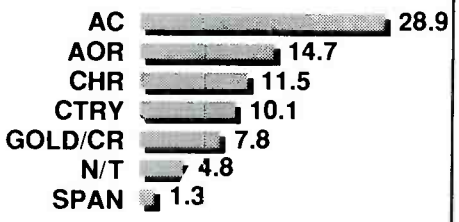
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.2	16.1	13.5	12.2	13.0	1	**WTIC** *AC*	*1080 50kw*	1	15	11	7	2	1	84	CHASE	CBS	G/W
7.8	7.4	7.5	8.4	10.1	2	**WWYZ** *Ctry*	*92.5 18kw*	3	9	2	1	1	2	101	WWYZ, INC.	UNIU	BAN
7.3	6.4	7.7	5.7	7.7	3	**WRCH** *AC*	*100.5 7.5kw*	5	10	9	6	4	3	87	RADIO CRP/HA.	---	BAN
7.7	8.1	7.7	7.6	6.8	4	**WTIC-FM** *CHR*	*96.5 20kw*	2	1	3	3	7	6	57	CHASE	---	G/W
5.4	5.4	4.3	5.0	5.8	5	**WCCC-A/F** *AOR*	*1290/106.9 .5kw/23kw*	7	4	1	2	6	8	71	GREATER HART.	ABC	DUR
4.5	5.1	6.4	5.2	5.2	6	**WZMX** *AC*	*93.7 21kw*	6	3	6	4	3	5	60	MULTI MARKET	---	TOR
5.1	4.1	5.1	5.6	4.7	7	**WKSS** *CHR*	*95.7 16.5kw*	4	2	5	9	9	12	50	PRECISION MED.	AP	MMR
6.6	5.6	4.5	5.8	4.3	8	**WDRC-FM** *Gold*	*102.9 19.5kw*	8	7	12	8	5	4	57	BUCKLEY	---	MCG
6.1	6.5	4.7	6.7	4.3	8	**WHCN** *AOR*	*105.9 16kw*	9	6	4	5	8	7	60	BECK-ROSS	ABC	CHR
3.3	3.1	3.5	3.6	3.5	10	**WDRC** *Gold*	*1360 5kw*	14	21	26	27	21	10	84	BUCKLEY	UNIS	MCG
3.1	2.4	2.5	2.9	3.1	11	**WPOP** *N/T*	*1410 5kw*	13	12	14	14	14	9	71	GRIFFIN GROUP	ABC	HNWH
1.8	2.2	2.9	2.9	3.0	12	**WAQY-A/F** *AOR*	*1600/102.1 5(2.5)kw/17kw*	11	8	7	10	11	13	52	SAGA	---	KATZ
3.0	3.7	3.7	3.5	3.0	12	**WYSR*** *AC*	*104.1 18kw*	10	11	8	11	10	11	45	GRIFFIN GROUP	---	HNWH
1.2	1.5	1.2	1.8	1.7	14	**WFAN** *Sports*	*660 50kw*	15	20	13	13	12	14	52	INFINITY	NBC	HNWN
1.4	1.3	1.9	1.5	1.6	15	**WPLR** *AOR*	*99.1 14.1kw*	12	14	10	12	13	21	33	SOUTHERN STARR	---	EAST
0.0	0.4	0.0	0.7	1.3	16	**WRYM** *Span*	*840 1kw*	22	18	15	15	15	16	130	TRUST/SODOKOFF	---	CAB

*Formerly **WIOF**.

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCCC-FM	1 WTIC-FM	1 WCCC-FM	1 WWYZ	1 WWYZ	1 WWYZ
2 WHCN	2 WZMX	2 WHCN	2 WZMX	2 WCCC-FM	2 WZMX
3 WWYZ	3 WWYZ	3 WWYZ	3 WTIC-FM	3 WHCN	3 WRCH
4 WAQY-FM	4 WKSS	4 WTIC	4 WRCH	4 WTIC	4 WTIC-FM
5 WKSS	5 WCCC-FM	5 WDRC-FM	5 WKSS	5 WDRC-FM	5 WTIC
6 WTIC-FM	6 WYSR	6 WAQY-FM	6 WDRC-FM	6 WZMX	6 WDRC-FM
7 WPLR	7 WRCH	7 WTIC-FM	7 WTIC	7 WAQY-FM	7 WKSS
8 WFAN	8 WAQY-FM	8 WRCH	8 WCCC-FM	8 WRCH	8 WYSR
9 WTIC	9 WHCN	9 WKSS	9 WYSR	9 WTIC-FM	9 WAQY-FM
10 WYSR	10 WPLR	10 WFAN	10 WAQY-FM	10 WFAN	10 WCCC-FM

FORMAT REACH



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#41 BUFFALO-NIAGARA FALLS

12+ POPULATION: **989,500** (Black: 9.8%; Hispanic: N/A)

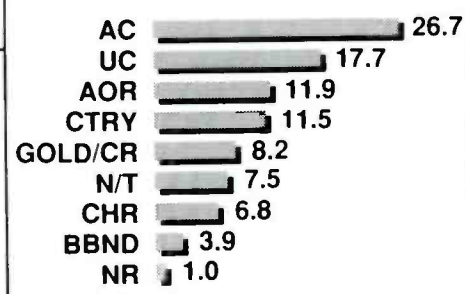
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.8	9.6	11.3	10.9	10.5	1	**WYRK** *Ctry*	*106.5* *50kw*	4	8	5	3	2	1	97	STONER	---	CHR
7.1	6.6	6.9	7.1	8.7	2	**WJYE** *AC*	*96.1* *50kw*	7	10	8	4	3	3	88	EBE COMM.	UNIS	MCG
8.0	8.4	7.1	7.6	8.2	3	**WBEN** *AC*	*930* *5kw*	5	11	14	11	11	5	77	ALGONQUIN	CBS	DUR
6.1	6.1	8.2	6.6	8.2	3	**WHTT-FM** *Gold*	*104.1* *50kw*	3	6	7	1	1	2	74	PYRAMID	---	MMR
6.1	5.9	5.5	5.3	7.5	5	**WGR** *N/T*	*550* *5kw*	1	7	10	10	6	4	54	RICH	ABC	KATZ
8.4	9.8	7.7	7.3	6.8	6	**WKSE** *CHR*	*98.5* *46kw*	2	1	3	6	9	10	61	PRICE	ABC	BAN
6.7	6.9	5.1	7.8	6.7	7	**WBLK** *UC*	*93.7* *50kw*	11	2	4	7	7	9	115	WBLK INC.	CBS	DUR
6.2	6.4	6.5	6.7	6.7	7	**WGRF** *AOR*	*96.9* *12.5kw*	6	5	1	2	4	7	64	RICH	---	KATZ
4.8	5.9	6.9	7.0	5.2	9	**WUFX** *AOR*	*103.3* *49kw*	9	3	2	5	10	12	69	METROPLEX	CBS	KATZ
4.4	5.2	4.4	3.6	5.0	10	**WBUF** *AC*	*92.9* *91kw*	10	9	9	9	5	6	70	LINCOLN GROUP	---	MCG
6.7	4.8	5.7	5.6	4.8	11	**WMJQ** *AC*	*102.5* *105kw*	8	4	6	8	8	8	51	ALGONQUIN	SOU	DUR
2.9	3.8	3.6	4.0	3.9	12	**WECK** *BBnd*	*1230* *1kw*	12	16	19	20	18	11	80	EBE COMM.	NBC	MCG
0.5	0.6	0.8	1.8	1.0	13	**CFNY** *NR*	*102.1* *35kw*	16	12	11	12	13	25	66	SELKIRK	---	PMR
2.2	1.9	1.7	1.4	1.0	13	**WNUC*** *Ctry*	*107.7* *11.5kw*	13	18	13	13	12	15	33	CASCIANI	UNIU	---
1.4	0.9	0.9	1.1	1.0	13	**WUFO** *UC*	*1080* *1kw*	20	24	15	17	16	14	85	SHERIDAN	AURN	WRS

*Formerly **WEZQ** (B/EZ).

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WUFX	1 WBLK	1 WGRF	1 WJYE	1 WHTT-FM	1 WJYE
2 WGRF	2 WKSE	2 WHTT-FM	2 WHTT-FM	2 WGRF	2 WHTT-FM
3 WYRK	3 WMJQ	3 WUFX	3 WKSE	3 WYRK	3 WYRK
4 WHTT-FM	4 WYRK	4 WYRK	4 WYRK	4 WGR	4 WBUF
5 WKSE	5 WGRF	5 WGR	5 WMJQ	5 WJYE	5 WMJQ
6 WGR	6 WBUF	6 WJYE	6 WBLK	6 WUFX	6 WBLK
7 WBLK	7 WJYE	7 WBLK	7 WBUF	7 WBUF	7 WKSE
8 WJYE	8 WHTT-FM	8 WBUF	8 WGRF	8 WBEN	8 WGRF
9 WMJQ	9 WUFX	9 WKSE	9 WGR	9 WBLK	9 WGR
10 WBUF	10 WGR	10 WMJQ	10 WUFX	10 WMJQ	10 WBEN

FORMAT REACH



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12+ POPULATION: **972,000** (Black: 10.9%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.6	11.2	10.4	10.8	12.0	1	**WWKA** *Ctry*	*101.1 100kw*	1	3	3	1	1	1	93	NEWCITY	CBS	BAN
6.0	9.5	8.9	9.0	9.5	2	**WJHM** *UC*	*101.9 28kw*	3	1	1	2	7	8	95	BEASLEY	---	HNWH
7.5	7.7	7.2	7.8	8.9	3	**WDBO** *AC*	*580 5kw*	2	21	14	10	4	2	85	NEWCITY	ABC	KATZ
4.0	6.5	6.4	4.5	6.3	4	**WMGF** *AC*	*107.7 100kw*	6	9	9	9	5	4	72	METROPLEX	NBC	BAN
5.1	5.2	5.1	5.4	6.2	5	**WOMX-A/F** *AC*	*950/105.1 5kw/100kw*	5	5	5	3	2	5	67	NATIONWIDE	---	MCG
5.6	4.1	5.4	4.7	6.0	6	**WOCL** *Gold*	*105.9 100kw*	4	7	13	4	3	3	65	AMERICAN MEDIA	AP	CHR
4.7	5.3	4.9	5.5	5.0	7	**WXXL** *CHR*	*106.7 100kw*	7	2	6	8	15	15	62	TAYLOR	---	DUR
4.9	5.2	4.1	5.1	4.6	8	**WDIZ** *AOR*	*100.3 100kw*	9	6	2	6	9	14	63	SHAMROCK COMM.	ABC	MMR
6.1	5.0	5.9	4.8	4.6	8	**WMMO** *AC*	*98.9 38kw*	12	12	7	5	6	7	71	RADIO ORLANDO	---	EAST
6.3	5.0	6.1	5.6	4.4	10	**WHTQ** *AOR*	*96.5 100kw*	8	8	4	7	11	13	56	TK	SOU	TOR
6.6	5.9	6.4	6.0	4.4	11	**WWNZ-A/F*** *Talk*	*740/104.1 50kw/100kw*	10	16	11	12	8	6	63	PAXSON BR.	CBS	BAN
4.9	4.7	5.4	4.7	3.7	12	**WVRI** *AC*	*101.1 100kw*	11	10	8	11	12	12	56	PAXSON BR.	---	BAN
3.1	3.4	3.4	3.9	3.6	13	**WLOQ** *NAC*	*103.1 2.65kw*	13	18	10	13	10	9	67	LITCHFIELD	---	BAN
2.3	2.3	1.8	2.0	3.3	14	**WCFB**** *Ctry*	*94.5 100kw*	14	4	12	14	13	11	74	ROOT COMM.	---	KATZ
1.8	1.5	2.0	1.3	2.3	15	**WTLN-FM** *Rel*	*95.3 6kw*	15	14	16	15	14	10	90	ALTON	---	KBS
1.1	0.0	0.0	0.5	1.2	17	**WHBS** *Span*	*1270 5kw*	17	17	17	16	16	16	90	SOUTHEAST BR.	CBS	---
1.0	1.3	1.1	1.2	1.0	18	**WEZY** *B/EZ*	*94.1 100kw*	18	20	22	22	22	18	85	ROOT COMM.	---	BAN
0.9	1.1	1.4	1.3	1.0	18	**WPCV** *Ctry*	*97.5 100kw*	16	22	15	17	18	22	47	HALL	NBC	TOR

*FM began rating period as **WHVE** (AC). **Formerly **WWLV** (AC)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WDIZ	1 WXXL	1 WWKA	1 WOMZ-FM	1 WWKA	1 WWKA
2 WJHM	2 WJHM	2 WDIZ	2 WJHM	2 WDBO	2 WOMX-FM
3 WWKA	3 WOMX-FM	3 WJHM	3 WXXL	3 WOCL	3 WMGF
4 WHTQ	4 WVRI	4 WMMO	4 WMGF	4 WDIZ	4 WOCL
5 WMMO	5 WMGF	5 WHTQ	5 WWKA	5 WMMO	5 WJHM
6 WOMX-FM	6 WHTQ	6 WOCL	6 WVRI	6 WOMX-FM	6 WVRI
7 WDBO	7 WWKA	7 WDBO	7 WOCL	7 WLOQ	7 WDBO
8 WWNZ-FM	8 WDIZ	8 WOMX-FM	8 WHTQ	8 WWNZ-FM	8 WHTQ
9 WLOQ	9 WMMO	9 WLOQ	9 WMMO	9 WJHM	9 WMMO
10 WXXL	10 WLOQ	10 WWNZ-FM	10 WLOQ	10 WHTQ	10 WLOQ

FORMAT REACH

AC	33.0
CTRY	13.0
UC	9.3
AOR	9.0
GOLD/CR	6.0
CHR	5.0
N/T	4.4
NAC	3.6
REL	2.3
SPAN	1.2
B/EZ	1.0

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#43 MEMPHIS

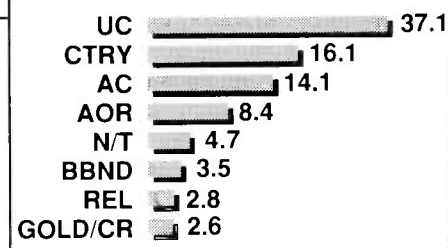
12+ POPULATION: **908,300** (Black: 38.3%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.7	11.5	13.6	11.1	16.1	1	**WGKX** *Ctry*	*105.9 100kw*	1	3	3	1	1	1	102	BARNSTABLE	---	KATZ
11.5	12.4	9.5	10.0	10.9	2	**WHRK** *UC*	*97.1 100kw*	2	1	1	3	3	8	90	US RADIO	NBC	MCG
10.1	10.2	8.2	9.2	10.8	3	**WDIA** *UC*	*1070 50kw*	3	6	6	4	2	2	95	US RADIO	CBS	MCG
7.7	10.3	10.5	9.8	8.4	4	**WEGR** *AOR*	*102.7 100kw*	6	5	2	2	4	7	95	NEWMARKET	UNIP	MCG
8.7	7.0	6.8	6.7	7.9	5	**WMC-FM** *AC*	*99.7 290kw*	4	4	4	5	6	5	78	SCRIPPS HOWARD	SOU	BAN
5.9	7.4	8.5	6.5	6.2	6	**WRVR** *AC*	*104.5 100kw*	7	9	8	6	5	3	77	KEYMARKET	---	MMR
3.6	4.5	5.6	5.2	6.1	7	**WLOK** *UC*	*1340 1kw*	9	8	9	9	7	4	89	GILLIAM	AURN	K&P
8.5	6.8	7.1	8.6	5.8	8	**KJMS** *UC*	*101.1 100kw*	5	2	5	7	8	11	58	DEE RIVERS	NBC	DUR
3.2	4.9	4.4	5.0	4.7	9	**WMC** *N/T*	*790 5kw*	8	12	11	11	10	6	65	SCRIPPS HOWARD	ABC	BAN
0.0	2.9	2.9	2.2	3.5	10	**KFTH** *UC*	*107.1 3kw*	11	7	7	8	9	10	68	NO. MIDWEST	AURN	---
0.0	3.9	3.8	3.8	2.6	11	**WPYR*** *Gold*	*98.1 100kw*	10	10	10	10	11	9	43	BARNSTABLE	ABC	CBS
1.7	2.3	2.2	1.9	2.0	12	**WREC** *BBnd*	*600 5kw*	12	22	13	13	13	12	53	NEWMARKET	CBS	MCG
0.6	0.7	2.0	2.0	1.4	13	**WBBP** *Rel*	*1480 5kw*	14	16	12	12	12	13	58	BOUNTIFUL BLESS.	---	---
1.5	1.3	1.5	2.1	1.4	13	**WCRV** *Rel*	*640 50(.5)kw*	13	15	15	14	14	14	49	BOTT	---	---
0.0	0.4	0.0	0.5	1.0	15	**WPLX** *Nost*	*1170 1kw*	21	21	22	19	19	15	165	POLLACK STEEL	UNIS	---

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEGR	1 WHRK	1 WEGR	1 WGKX	1 WGKX	1 WGKX
2 WHRK	2 WGKX	2 WGKX	2 WDIA	2 WEGR	2 WDIA
3 WGKX	3 WMC-FM	3 WHRK	3 WHRK	3 WDIA	3 WRVR
4 WMC-FM	4 WDIA	4 WMC-FM	4 WRVR	4 WHRK	4 WHRK
5 KJMS	5 KJMS	5 WDIA	5 WMC-FM	5 WMC	5 WMC-FM
6 KFTH	6 WEGR	6 KJMS	6 KJMS	6 WMC-FM	6 WLOK
7 WDIA	7 WRVR	7 WMC	7 WEGR	7 KFTH	7 WEGR
8 WMC	8 KFTH	8 KFTH	8 WLOK	8 WRVR	8 KJMS
9 WLOK	9 WLOK	9 WRVR	9 KFTH	9 WLOK	9 KFTH
10 WRVR	10 WPYR	10 WLOK	10 WPYR	10 KJMS	10 WPYR

FORMAT REACH



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12+ POPULATION: **862,700** (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.8	5.2	6.6	1	**WADB-FM** *B/EZ*	*95.9 4kw*	7	25	32	25	20	7	114	PLEASANT	---	---
6.5	6.3	6.6	1	**WXRK** *CR*	*92.3 7.6kw*	1	5	1	1	1	6	71	INFINITY	ABC	TOR
6.6	5.8	4.8	3	**WOBM-FM** *AC*	*92.7 1.4kw*	6	24	10	7	6	2	77	NORTH SHORE	---	KATZ
3.6	3.0	4.6	4	**WKXW** *Talk*	*101.5 19kw*	3	15	11	2	2	1	59	PRESS BR.	AP	MCG
3.0	3.8	4.3	5	**WFAN** *Sports*	*660 50kw*	5	10	13	6	4	4	61	INFINITY	NBC	HNWH
4.9	5.3	4.2	6	**WOR** *Talk*	*710 50kw*	10	27	40	31	23	11	83	BUCKLEY	ABC	MCG
5.2	4.7	4.1	7	**WJLK-FM** *AC*	*94.3 3kw*	8	14	7	4	3	3	78	D&F	UNIU	KATZ
3.3	3.3	4.0	8	**WABC** *Talk*	*770 50kw*	12	26	22	19	17	10	84	CAP CITIES/ABC	ABC	BAN
4.0	3.1	4.0	8	**WCBS** *News*	*880 50kw*	4	16	26	16	13	9	54	CBS	CBS	CBS
3.2	3.6	3.8	10	**WPLJ** *CHR*	*95.5 6.7kw*	2	2	3	3	5	14	44	CAP CITIES/ABC	ABC	KATZ
2.2	3.6	3.5	11	**WPAT-FM** *B/EZ*	*93.1 5.4kw*	11	29	33	21	19	13	71	PARK	---	MMR
3.3	3.5	3.3	12	**WYNY** *Ctry*	*103.5 6.7kw*	17	40	9	9	7	5	85	BR. PARTNERS	NBC	DUR
2.7	1.6	3.2	13	**WJRZ** *AC*	*100.1 1.6kw*	15	12	2	5	9	19	76	JERSEY SHORE	ABC	DUR
2.7	1.4	2.7	14	**WLTW** *AC*	*106.7 7.8kw*	14	20	14	15	11	8	65	VIACOM	---	KATZ
4.6	5.0	2.7	15	**WNEW-FM** *AOR*	*102.7 7.8kw*	9	9	5	8	8	16	52	GROUP W	UNIP	G/W
1.4	0.9	2.4	16	**WRDR** *Nost*	*104.9 10kw*	25	37	24	30	25	20	114	RODIO RADIO	AP	---
1.2	1.3	2.2	17	**WHTG-FM** *NR*	*106.3 3kw*	21	6	4	10	15	28	70	WHTG INC.	---	BAN
2.6	1.9	2.2	17	**WZVU** *Gold*	*107.1 2.3kw*	19	11	16	11	10	12	61	MAMMOTH	---	KATZ
2.7	1.7	2.0	19	**WMXV** *AC*	*105.1 7.8kw*	18	18	12	12	16	18	52	BONNEVILLE INT.	---	MCG
1.1	1.1	2.0	19	**WQCD** *NAC*	*101.9 5.3kw*	22	32	17	14	12	17	69	TRIBUNE	ABC	CHR
1.6	2.5	2.0	19	**WQHT** *CHR*	*97.1 6.7kw*	16	3	8	17	21	26	50	EMMIS	---	HNWH
2.2	1.9	1.7	22	**WHTZ** *CHR*	*100.3 7.8kw*	13	1	15	20	22	24	37	MALRITE	---	CHR
1.7	1.5	1.7	22	**WMMR** *AOR*	*93.3 29kw*	23	17	6	13	18	25	62	GROUP W	SOU	G/W
2.1	3.3	1.6	24	**WCBS-FM** *Gold*	*101.1 6.8kw*	20	35	23	18	14	15	44	CBS	CBS	CBS
1.6	1.2	1.3	25	**WOBM** *Ctry*	*1160 5kw*	26	31	37	35	35	22	66	NORTH SHORE	UNIS	KATZ
0.6	1.5	1.1	26	**WHLI** *AC*	*1100 10kw*	38	30	36	36	36	36	187	BARNSTABLE	---	KATZ
0.0	0.4	1.0	27	**WJLK** *Ctry*	*1310 2.5kw*	36	36	34	37	34	32	98	D&F	UNIU	KATZ

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Continued on Page 82

#45 NASHVILLE

NASHVILLE

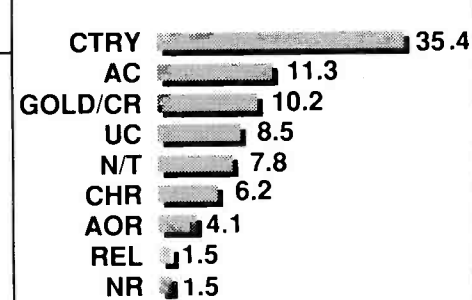
12+ POPULATION: **854,900** (Black: 14.5%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.6	12.6	13.4	13.6	15.3	1	**WSIX** *Ctry*	*97.9 100kw*	1	5	1	1	1	1	90	CAPSTAR	ABC	MCG
12.6	11.6	11.0	11.0	13.4	2	**WSM-FM** *Ctry*	*95.5 100kw*	2	4	2	2	2	2	91	GAYLORD	---	CHR
6.0	8.4	6.7	8.7	6.8	3	**WQQK** *UC*	*92.1 3kw*	9	2	5	3	4	7	91	PHOENIX	---	MMR
6.1	7.0	6.3	5.7	6.3	4	**WZEZ** *AC*	*92.9 100kw*	6	9	8	7	3	3	73	SOUTH CENTRAL	---	HNWH
9.1	7.1	9.7	9.0	6.2	5	**WYHY** *CHR*	*107.5 58kw*	3	1	4	4	10	14	53	LEGACY	---	EAST
3.5	3.8	4.1	4.0	5.4	6	**WLAC** *N/T*	*1510 50kw*	8	18	9	10	8	4	69	FAIRMONT	CBS	DUR
9.2	8.0	7.5	8.0	5.1	7	**WKDF** *AOR*	*103.3 100kw*	4	3	3	5	7	16	53	DICK	ABC	KATZ
5.2	6.7	4.8	5.4	5.0	8	**WLAC-FM** *AC*	*105.9 100kw*	5	7	6	6	9	9	54	FAIRMONT	---	DUR
3.1	3.6	4.0	4.3	4.0	9	**WRMX** *Gold*	*96.3 100kw*	10	6	10	9	5	5	55	SIGNATURE	---	---
5.5	5.0	4.8	5.0	3.9	10	**WGFX** *CR*	*104.5 49kw*	7	8	7	8	6	13	48	CAPITOL BR. CRP	SOU	KATZ
3.7	3.7	3.5	3.4	3.6	11	**WSM** *Ctry*	*650 50kw*	11	17	16	16	15	6	60	GAYLORD	NBC	CHR
1.2	1.8	1.0	1.0	2.4	12	**WWTN** *Talk*	*99.7 100kw*	12	12	14	14	14	12	65	AMERICAN GEN.	MBS	MCG
2.2	2.3	1.8	2.5	2.3	13	**WVOL** *Gold*	*1470 5(1)kw*	13	10	15	11	11	8	63	PHOENIX	SMN	MMR
2.0	1.2	2.6	1.6	1.9	14	**WBVR** *Ctry*	*101.1 47kw*	14	22	11	12	12	10	59	TARGET	ABC	---
1.6	1.7	1.9	1.0	1.7	15	**WMDB** *UC*	*880 2.5kw*	18	11	18	17	18	17	95	BOBB	---	---
1.1	1.4	1.3	1.2	1.5	16	**WENO** *Rel*	*760 1kw*	20	19	20	19	17	11	157	RADIO COR/NASH	---	---
1.7	1.0	2.0	1.8	1.5	16	**WRLT** *NR*	*100.1 .2kw*	16	16	13	13	13	15	60	GMX	---	DCA
1.5	1.3	0.8	0.8	1.2	18	**WCTZ/WYCQ** *Ctry*	*1550/102.9 2.5(1)kw/100kw*	15	15	12	15	16	18	42	CROMWELL GROUP	---	---

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKDF	1 WSIX	1 WSIX	1 WSIX	1 WSIX	1 WSM-FM
2 WSIX	2 WSM-FM	2 WSM-FM	2 WSM-FM	2 WSM-FM	2 WSIX
3 WSM-FM	3 WLAC-FM	3 WKDF	3 WQQK	3 WKDF	3 WZEZ
4 WGFX	4 WQQK	4 WGFX	4 WLAC-FM	4 WLAC	4 WQQK
5 WYHY	5 WYHY	5 WLAC	5 WYHY	5 WZEZ	5 WRMX
6 WQQK	6 WZEZ	6 WQQK	6 WZEZ	6 WGFX	6 WLAC-FM
7 WLAC	7 WGFX	7 WZEZ	7 WRMX	7 WRMX	7 WYHY
8 WLAC-FM	8 WKDF	8 WYHY	8 WGFX	8 WQQK	8 WGFX
9 WRMX	9 WRMX	9 WRMX	9 WKDF	9 WWTN	9 WVOL
10 WZEZ	10 WYCQ	10 WLAC-FM	10 WVOL	10 WYHY	10 WLAC

FORMAT REACH



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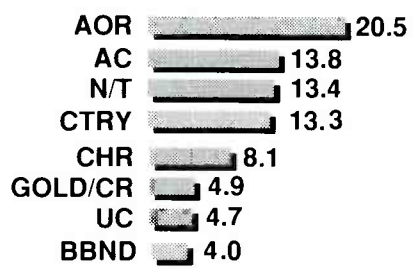
12+ POPULATION: **831,800** (Blacks & Hispanics: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.2	14.8	16.3	15.3	15.1	1	**WCMF** *AOR*	*96.5 50kw*	1	2	1	1	2	6	92	STONER	---	TOR
15.2	13.0	13.5	12.0	13.4	2	**WHAM** *N/T*	*1180 50kw*	2	6	8	5	3	2	85	LINCOLN GROUP	CBS	MCG
10.3	11.2	13.2	10.5	13.3	3	**WBEE** *Ctry*	*92.5 50kw*	4	5	2	2	1	1	102	HERITAGE MEDIA	UNIU	KATZ
9.5	10.5	7.9	9.2	8.1	4	**WPXY-FM** *CHR*	*97.9 50kw*	3	1	3	3	7	7	59	PYRAMID	---	CHR
7.2	6.7	6.5	6.2	7.3	5	**WRMM-FM** *AC*	*101.3 27kw*	5	4	7	6	5	3	67	STONER	---	CHR
6.9	7.0	7.1	6.2	6.5	6	**WVOR** *AC*	*100.5 50kw*	6	13	6	4	4	4	62	LINCOLN GROUP	---	MCG
6.1	4.6	4.6	6.6	4.9	7	**WKLX** *Gold*	*98.9 37kw*	7	8	10	8	6	5	61	ONTARIO SHORE	---	BAN
5.4	4.6	5.5	5.1	4.7	8	**WDKX** *UC*	*103.9 8kw*	10	3	4	7	8	9	104	MONROE	---	WRS
3.9	4.3	3.8	3.7	4.0	9	**WBBF** *Nost*	*950 1kw*	9	15	11	13	11	8	81	HERITAGE MEDIA	UNIU	KATZ
2.1	4.7	2.2	3.6	3.2	10	**WRQI** *AOR*	*95.1 50kw*	8	7	5	9	9	10	49	GREAT LAKES	---	HNWH
0.0	0.0	2.2	2.6	2.2	11	**WMAX** *AOR*	*106.7 3.5kw*	11	12	9	10	10	11	53	SILVER BR.	---	EAST

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCMF	1 WCMF	1 WCMF	1 WBEE	1 WCMF	1 WBEE
2 WBEE	2 WPXY-FM	2 WBEE	2 WCMF	2 WHAM	2 WVOR
3 WRQI	3 WBEE	3 WHAM	3 WPXY-FM	3 WBEE	3 WRMM-FM
4 WDKX	4 WDKX	4 WRQI	4 WVOR	4 WKLX	4 WPXY-FM
5 WHAM	5 WVOR	5 WKLX	5 WRMM-FM	5 WVOR	5 WCMF
6 WPXY-FM	6 WRMM-FM	6 WPXY-FM	6 WDKX	6 WRQI	6 WHAM
7 WMAX	7 WRQI	7 WDKX	7 WKLX	7 WRMM-FM	7 WKLX
8 WRMM-FM	8 WMAX	8 WVOR	8 WHAM	8 WMAX	8 WDKX
9 WKLX	9 WKLX	9 WRMM-FM	9 WRQI	9 WPXY-FM	9 WRQI
10 WVOR	10 WHAM	10 WMAX	10 WMAX	10 WDKX	10 WMAX

FORMAT REACH



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Lauren A. Colby, Esq.
COMMUNICATIONS ATTORNEY
10 East 4th Street
Frederick, Maryland 21701
SPECIAL ATTENTION TO DIFFICULT CASES
TELEPHONE: **301-663-1086** FAX: **301-695-8734**

#47 DAYTON

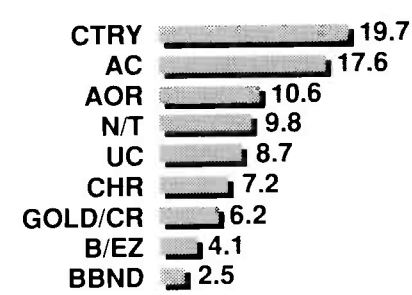
12+ POPULATION: **830,800** (Black: 12.3%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.7	10.2	12.9	11.9	12.4	1	**WHKO** *Ctry*	*99.1 50kw*	1	4	2	1	1	1	86	COX	---	DUR
8.0	6.8	7.6	9.1	8.7	2	**WHIO** *Talk*	*1290 5kw*	4	11	12	10	7	2	80	COX	CBS	DUR
6.8	8.1	8.8	6.8	7.1	3	**WTUE** *AOR*	*104.7 50kw*	3	6	1	2	4	14	59	STONER	ABC	MCG
7.5	7.0	7.2	7.1	6.1	4	**WGTZ** *CHR*	*92.9 40kw*	2	1	4	6	9	13	50	GREAT TRAILS	UNIP	KATZ
6.8	5.7	5.8	7.9	6.1	4	**WWSN** *AC*	*107.7 50kw*	7	7	6	3	2	4	76	STONER	---	EAST
5.8	5.1	4.3	3.5	5.9	6	**WLQT** *AC*	*99.9 50kw*	5	8	7	4	3	3	71	LIGGETT BR.	ABC	MCG
1.2	7.2	4.6	8.8	5.8	7	**WROU** *UC*	*92.1 890w*	10	2	5	5	6	7	104	HAWES-SAUNDERS	---	---
5.9	4.3	5.9	5.4	5.6	8	**WLW** *AC*	*700 50kw*	6	22	10	8	8	5	69	JACOR	ABC	EAST
4.6	3.2	4.0	3.4	4.2	9	**WYMJ** *Gold*	*103.9 1.15kw*	9	14	11	9	5	6	65	TRI-CITY RADIO	---	EAST
5.5	3.8	5.9	4.0	3.5	10	**WAZU** *AOR*	*102.9 50kw*	8	3	3	7	12	23	50	OSBORN	ABC	CHR
2.4	3.0	2.9	2.6	3.2	11	**WPFB-FM** *Ctry*	*105.9 34kw*	12	9	9	11	10	9	72	BRADEN STATIONS	---	ROS
3.7	2.1	1.9	1.4	2.9	12	**WDAO** *UC*	*1210 1kw*	16	10	17	14	15	8	88	STONER	AURN	---
3.6	5.0	3.6	2.8	2.7	13	**WONE** *Ctry*	*980 5kw*	11	15	15	15	14	11	60	STONER	ABC	MCG
1.5	2.2	2.0	2.2	2.5	14	**WCLR** *B/EZ*	*95.7 50kw*	13	17	16	13	11	10	59	WPTW RADIO	UNIU	REG
1.0	1.1	1.3	1.1	2.0	15	**WOFX** *CR*	*94.9 31kw*	14	12	8	12	13	17	47	HERITAGE MEDIA	---	MCG
1.3	1.2	2.0	0.8	1.6	16	**WLSN** *B/EZ*	*106.5 50kw*	18	21	25	22	18	12	69	TREATY CITY BR.	---	---
0.6	1.2	1.0	0.8	1.4	17	**WKSW** *Ctry*	*101.7 2.05kw*	19	13	18	18	19	15	76	UNITED STATES	AP	---
1.6	0.8	1.3	1.0	1.3	18	**WIZE** *Nost*	*1340 1kw*	20	25	22	23	22	18	76	STAGG BR.	ABC	UNI
1.1	1.0	1.4	1.2	1.2	19	**WPFB** *Nost*	*910 1kw*	23	19	24	24	24	22	97	BRADEN STATIONS	SMN	ROS
1.2	0.7	1.1	1.2	1.1	20	**WDJK** *CHR*	*95.3 3kw*	17	5	14	16	17	21	34	DING METRO BR.	---	---
1.1	0.9	0.4	0.6	1.1	20	**WING** *News*	*1410 5kw*	15	16	19	19	16	16	32	GREAT TRAILS	CBS	KATZ

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WHKO	1 WTUE	1 WHKO	1 WHKO	1 WHKO
2 WAZU	2 WTUE	2 WHKO	2 WWSN	2 WTUE	2 WLQT
3 WHKO	3 WWSN	3 WLW	3 WLQT	3 WLW	3 WWSN
4 WROU	4 WGTZ	4 WAZU	4 WGTZ	4 WHIO	4 WYMJ
5 WLW	5 WLQT	5 WWSN	5 WROU	5 WWSN	5 WROU
6 WOFX	6 WROU	6 WROU	6 WTUE	6 WYMJ	6 WGTZ
7 WGTZ	7 WYMJ	7 WHIO	7 WYMJ	7 WPFB-FM	7 WTUE
8 WOXY	8 WAZU	8 WOFX	8 WHIO	8 WROU	8 WHIO
9 WWSN	9 WPFB-FM	9 WGTZ	9 WPFB-FM	9 WLQT	9 WPFB-FM
10 WPFB-FM	10 WDAO	10 WYMJ	10 WDAO	10 WAZU	10 WDAO

FORMAT REACH



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12+ POPULATION: **821,200** (Black: 10.1; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	9.4	9.9	10.7	9.6	1	**WRMF** *AC*	*97.9 100kw*	1	5	1	1	1	1	90	FAIRBANKS	---	BAN
7.5	8.4	7.7	7.1	7.5	2	**WJNO** *N/T*	*1230 1kw*	3	22	19	10	6	5	88	FAIRBANKS	CBS	BAN
12.8	2.0	8.2	9.6	7.4	3	**WEAT-FM** *AC*	*104.3 100kw*	2	18	13	5	5	2	72	TAYLOR	---	DUR
7.5	6.1	7.5	6.6	6.7	4	**WIRK** *Ctry*	*107.9 100kw*	5	11	3	3	3	3	88	PRICE	ABC	HNWH
5.6	5.2	5.3	5.0	5.8	5	**WKGR** *AOR*	*98.7 100kw*	4	6	2	2	2	6	70	TREMONT GROUP	UPI	CHR
2.7	4.0	2.9	1.8	4.0	6	**WOLL** *Gold*	*94.3 6kw*	7	32	15	4	4	4	69	LAPPIN	---	KATZ
4.2	3.3	3.4	4.1	3.6	7	**WOVV** *CHR*	*95.5 100kw*	6	1	4	6	7	13	49	ARDMAN	SOU	MCG
1.5	1.5	2.2	1.6	2.5	8	**WKIS** *Ctry*	*99.9 100kw*	9	24	14	12	9	8	59	SUNSHINE WIRE.	UNIP	HNWH
2.9	2.4	2.8	3.0	2.5	8	**WRLX*** *B/EZ*	*92.1 6kw*	10	20	20	21	18	11	63	PEARL	---	BAN
2.2	2.7	1.9	2.8	2.4	10	**WEDR** *UC*	*99.1 100kw*	13	3	9	9	11	10	69	WEDR, INC.	CBS	MCG
3.9	1.8	1.7	2.7	2.4	10	**WIOD** *N/T*	*610 10kw*	8	23	16	14	10	7	54	COX	MBS	CHR
0.9	1.4	1.9	1.8	2.3	12	**WZTA** *CR*	*94.9 100kw*	14	10	6	7	8	12	66	PAXSON BR.	---	KATZ
0.4	0.7	2.2	2.0	2.2	13	**WEAT** *B/EZ*	*850 5(1)kw*	19	29	30	32	32	21	73	TAYLOR	---	DUR
1.8	2.4	1.9	2.4	2.2	13	**WHQT** *UC*	*105.1 100kw*	15	4	8	13	19	16	64	COX	---	MMR
0.5	0.5	1.1	1.2	2.1	15	**WBZT** *N/T*	*1290 5kw*	16	37	22	25	23	17	60	PRICE	ABC	HNWH
0.6	1.3	1.1	1.1	2.1	15	**WPOM** *UC*	*1600 5(2.5)kw*	27	9	17	19	20	15	102	RIVIERA COMM.	---	ROS
1.6	2.7	2.3	2.5	2.0	17	**WZZR** *AOR*	*92.7 50kw*	18	17	5	8	12	26	65	CRB BR.	---	KATZ
2.5	2.4	2.3	2.6	1.9	18	**WSHE** *AOR*	*103.5 100kw*	11	7	7	11	17	24	51	TK	---	TOR
1.7	1.3	1.7	1.9	1.6	19	**WDBF** *Nost*	*1420 5(.5)kw*	24	35	35	37	35	33	72	QUALITY BR.	CBS	---
1.5	1.6	2.4	1.2	1.6	19	**WPOW** *CHR*	*96.5 100kw*	17	2	12	20	22	37	51	BEASLEY	SOU	HNWH
2.2	1.8	0.8	1.6	1.5	21	**WYFX** *UC*	*1040 25(1.1)kw*	32	28	10	16	15	28	84	BEACH BR.	AURN	K&P
1.4	0.7	1.1	1.4	1.3	22	**WHYI** *AC*	*100.7 100kw*	12	12	11	15	16	27	37	METROPLEX	---	MCG
1.7	2.2	1.5	2.6	1.3	22	**WLYF** *AC*	*101.5 100kw*	21	26	26	29	27	19	46	JEFFERSON-PILOT	---	BAN
1.2	0.8	1.7	0.5	1.3	22	**WMRZ** *Gold*	*790 25kw*	26	27	37	34	37	23	64	JEFFERSON-PILOT	---	BAN
0.7	1.1	1.7	1.8	1.3	22	**WTMI** *Clas*	*93.1 96kw*	23	33	33	28	25	14	55	MARLIN II LTD	---	CMBS
1.0	1.3	2.0	1.1	1.2	26	**WLVE** *NAC*	*93.5 100kw*	29	21	18	17	14	18	64	GILMORE	---	TOR
1.7	1.4	1.4	0.9	1.2	26	**WMXJ** *Gold*	*102.7 100kw*	20	14	24	18	13	9	40	SCONNIX	---	EAST

*Formerly **WNGS** (AC)

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#30 SAN JOSE

SAN JOSE

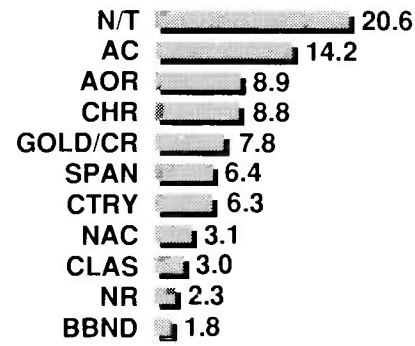
Continued from Page 63

12+ POPULATION: **1,287,100** (Black: N/A; Hispanic: 19.8%)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSJO	1 KEZR	1 KSJO	1 KEZR	1 KGO	1 KBAY
2 KOME	2 KHQT	2 KGO	2 KGO	2 KOME	2 KGO
3 KHQT	3 KSJO	3 KOME	3 KARA	3 KNBR	3 KARA
4 KBRG	4 KITS	4 KNBR	4 KBAY	4 KCBS	4 KEZR
5 KEZR	5 KMEL	5 KHQT	5 KHQT	5 KSJO	5 KRTY
6 KITS	6 KRTY	6 KEZR	6 KRTY	6 KHQT	6 KHQT
7 KMEL	7 KOME	7 KCBS	7 KSJO	7 KEZR	7 KSAN
8 KGO	8 KARA	8 KBRG	8 KSAN	8 KBAY	8 KDFC-FM
9 KLOK	9 KSAN	9 KLOK	9 KOME	9 KKSF	9 KFRC-FM
10 KOIT-FM	10 KBRG	10 KUFX	10 KBRG	10 KBRG	10 KOIT-FM

FORMAT REACH



#44 MONMOUTH-OCEAN, NJ

MONMOUTH, NJ

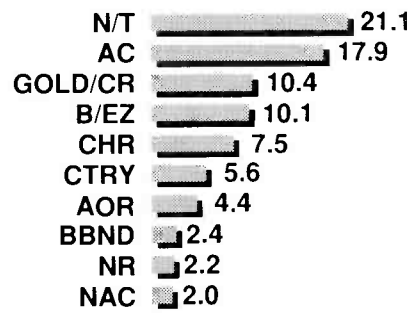
Continued from Page 77

12+ POPULATION: **862,700** (Black & Hispanic: N/A)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRK	1 WPLJ	1 WXRK	1 WPLJ	1 WXRK	1 WKXW
2 WNEW-FM	2 WJRZ	2 WFAN	2 WOBM-FM	2 WFAN	2 WJLK-FM
3 WHTG	3 WXRK	3 WKXW	3 WKXW	3 WKXW	3 WOBM-FM
4 WMMR	4 WQHT	4 WNEW-FM	4 WJRZ	4 WJLK-FM	4 WPLJ
5 WJRZ	5 WHTG	5 WJLK-FM	5 WXRK	5 WNEW-FM	5 WYNY
6 WFAN	6 WKXW	6 WJRZ	6 WJLK-FM	6 WPLJ	6 WZVU
7 WJLK-FM	7 WJLK-FM	7 WPLJ	7 WYNY	7 WHTG	7 WXRK
8 WYNY	8 WOBM-FM	8 WHTG	8 WZVU	8 WABC	8 WJRZ
9 WPLJ	9 WMMR	9 WMMR	9 WMXV	9 WCBS	9 WLTW
10 WLTW	10 WHTZ	10 WABC	10 WQHT	10 WYNY	10 WMXV

FORMAT REACH



#48 WEST PALM BEACH-BOCA RATON

WEST PALM BEACH

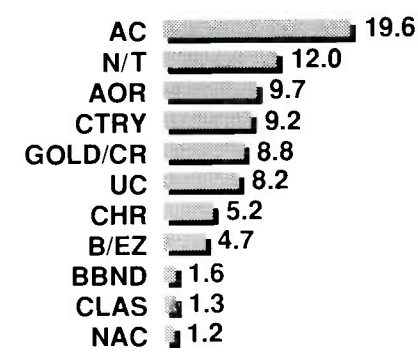
Continued from Page 81

12+ POPULATION: **821,200** (Black: 10.1; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKGR	1 WRMF	1 WKGR	1 WRMF	1 WKGR	1 WRMF
2 WZZR	2 WIRK	2 WRMF	2 WIRK	2 WRMF	2 WIRK
3 WZTA	3 WOVV	3 WOLL	3 WEAT-FM	3 WOLL	3 WEAT-FM
4 WIRK	4 WHQT	4 WIRK	4 WOLL	4 WIRK	4 WOLL
5 WRMF	5 WKGR	5 WZTA	5 WOVV	5 WJNO	5 WKGR
6 WSHE	6 WEDR	6 WZZR	6 WKGR	6 WEAT-FM	6 WOVV
7 WOVV	7 WYFX	7 WOVV	7 WHQT	7 WZTA	7 WKIS
8 WIOD	8 WEAT-FM	8 WJNO	8 WEDR	8 WIOD	8 WJNO
9 WHYI	9 WPOM	9 WSHE	9 WPOM	9 WZZR	9 WEDR
10 WJNO	10 WSHE	10 WIOD	10 WYFX	10 WOVV	10 WYFX

FORMAT REACH



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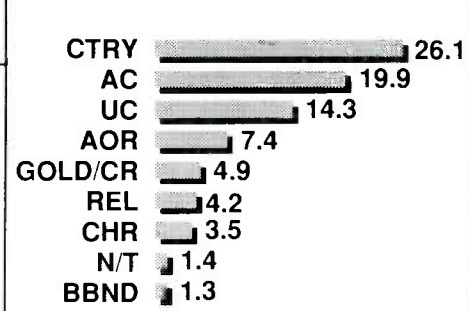
12+ POPULATION: **820,400** (Black: 18.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.3	17.0	18.9	18.0	19.4	1	**WTQR** *Ctry*	*104.1 100kw*	1	3	2	1	1	1	99	NEWMARKET MEDIA	MBS	MCG
5.5	5.0	7.8	8.0	8.2	2	**WJMH** *UC*	*102.1 100kw*	2	1	3	3	4	6	78	BEASLEY	---	HNWH
9.9	9.7	7.8	6.4	7.4	3	**WKRR** *AOR*	*92.3 100kw*	3	4	1	2	2	10	71	DICK	---	KATZ
5.5	7.2	6.3	5.9	6.4	4	**WSJS** *AC*	*600 5kw*	6	15	8	8	8	2	88	NEWMARKET MEDIA	NBC	MCG
5.6	4.9	5.9	4.4	5.0	5	**WQMG-FM** *UC*	*97.1 100kw*	5	5	5	5	9	8	65	MURRAY HILL	CBS	BAN
4.0	3.5	6.7	5.7	4.3	6	**WKZL** *AC*	*107.5 100kw*	4	6	4	4	3	11	46	NATIONWIDE	---	KATZ
5.3	5.8	4.0	4.7	3.9	7	**WWWB** *AC*	*100.3 100kw*	7	9	7	6	6	5	60	WGLO, INC.	UNIS	MMR
3.4	4.2	2.6	4.0	3.5	8	**WKSI** *CHR*	*98.7 100kw*	8	2	6	11	11	18	56	BAHAKEL	---	EAST
5.9	5.0	4.8	4.1	3.5	9	**WMAG** *AC*	*99.5 100kw*	9	18	12	9	7	4	57	VOYAGER	---	CHR
4.6	3.9	1.6	3.5	3.5	10	**WMQX-FM** *Gold*	*93.1 100kw*	10	8	13	7	5	3	60	EBE	---	DUR
2.5	2.6	1.3	2.0	3.1	11	**WPCM** *Ctry*	*101.1 100kw*	12	13	9	10	10	7	78	RES. TRIANGLE	MBS	MCG
2.4	1.7	1.6	1.8	2.4	12	**WWGL** *Rel*	*94.1 100kw*	14	17	14	14	14	9	71	DAVIDSON	CNN	TNS
2.0	2.5	2.6	2.9	2.2	13	**WFMX** *Ctry*	*105.7 100kw*	11	10	11	12	12	14	47	ADVENTURE	UNIU	TNS
1.7	1.2	1.6	2.0	1.8	14	**WHPE** *Rel*	*95.5 100kw*	15	7	17	16	17	16	76	BIBLE BR.	---	---
1.4	1.5	1.1	1.9	1.8	15	**WMFR** *AC*	*1230 1kw*	17	19	24	20	20	13	112	VOYAGER	ABC	CHR
0.5	0.9	0.7	1.2	1.4	16	**WKEW** *Talk*	*1400 1kw*	18	14	22	21	19	17	89	GREENSBORO BR.	ABC	SSS
2.6	1.5	1.7	1.5	1.4	16	**WNEU** *Ctry*	*94.5 100kw*	13	11	10	13	15	20	40	VOYAGER	UNIU	CHR
1.1	0.4	1.1	0.8	1.4	16	**WRDX** *Gold*	*106.5 100kw*	16	20	15	15	13	12	65	WSPT INC.	---	SSS
0.6	1.2	0.4	0.8	1.3	19	**WGLD** *Nost*	*1320 5kw*	19	16	20	24	22	19	97	ADELPHI BR.	UNIS	MMR
1.1	1.5	1.6	1.1	1.1	20	**WQMG** *UC*	*1510 1kw*	21	12	16	18	18	21	100	MURRAY HILL	AURN	BAN

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKRR	1 WTQR	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WTQR	2 WJMH	2 WKRR	2 WJMH	2 WKRR	2 WMAG
3 WJMH	3 WKRR	3 WJMH	3 WQMG-FM	3 WSJS	3 WWWB
4 WKZL	4 WQMG-FM	4 WSJS	4 WKRR	4 WJMH	4 WKRR
5 WSJS	5 WKSI	5 WKZL	5 WWWB	5 WKZL	5 WKZL
6 WQMG-FM	6 WKZL	6 WMQX-FM	6 WKSI	6 WMQX-FM	6 WQMG-FM
7 WKSI	7 WWWB	7 WQMG	7 WKZL	7 WFMX	7 WMQX-FM
8 WNEU	8 WPCM	8 WPCM	8 WMAG	8 WPCM	8 WJMH
9 WFMX	9 WMAG	9 WFMX	9 WMQX-FM	9 WQMG-FM	9 WKSI
10 WPCM	10 WMAX-FM	10 WWWB	10 WPCM	10 WWWB	10 WSJS

FORMAT REACH



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#50 JACKSONVILLE

JACKSONVILLE

12+ POPULATION: **799,300** (Black: 18.2%; Hispanic: N/A)

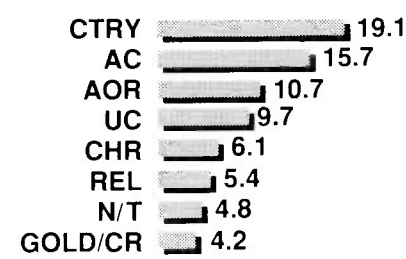
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.9	13.2	12.8	11.0	10.4	1	**WQIK-FM** *Ctry*	*99.1 100kw*	1	3	6	4	3	2	71	JACOR	ABC	EAST
9.8	7.4	9.1	7.1	9.2	2	**WEJZ** *AC*	*96.1 100kw*	3	9	7	1	1	1	76	RENDA	---	KATZ
5.4	7.3	6.9	6.8	8.7	3	**WROO** *Ctry*	*107.3 100kw*	6	4	2	2	2	4	90	PAXSON BR.	---	BAN
8.2	6.9	7.5	8.2	6.9	4	**WFYV** *AOR*	*104.5 100kw*	5	5	1	3	5	13	70	EVERGREEN	---	HNWH
4.8	4.7	7.5	6.0	6.5	5	**WIVY** *AC*	*102.9 98kw*	4	7	3	5	4	7	64	TAYLOR	---	DUR
11.7	9.7	9.1	10.3	6.1	6	**WAPE** *CHR*	*95.1 100kw*	2	1	4	6	9	9	49	EVERGREEN	---	HNWH
5.1	4.9	4.8	5.8	5.2	7	**WHJX** *UC*	*101.5 100kw*	10	2	8	7	8	8	88	EAGLE	ABC	CHR
3.7	4.6	2.0	3.0	4.8	8	**WOKV** *N/T*	*600 5kw*	8	12	10	10	10	5	68	PRISM	CBS	MCG
6.7	5.3	6.1	5.8	4.2	9	**WKQL** *Gold*	*96.9 100kw*	7	10	11	9	6	3	54	PRISM	AP	MCG
3.1	2.3	2.2	3.0	3.8	10	**WAIA*** *AOR*	*93.3 50kw*	9	13	5	8	7	12	61	ROWLAND BR.	---	BAN
1.4	2.6	2.1	2.3	3.2	11	**WSVE** *Rel*	*1280 5kw*	12	8	14	11	11	6	107	DARRELL SPANN	AURN	REP
1.6	1.4	1.7	1.9	2.2	12	**WCGL** *Rel*	*1360 5kw*	14	11	15	14	13	11	84	JBD COMM.	AURN	K&P
1.6	2.2	3.8	1.8	1.9	13	**WJBT** *UC*	*92.7 6kw*	11	6	9	13	16	17	51	UNC MEDIA	CBS	K&P
1.5	2.4	2.3	3.0	1.5	14	**WBYB**** *UC*	*100.7 36kw*	13	20	13	12	12	10	54	OSBORN	SMN	CHR
0.6	1.2	0.9	1.2	1.1	15	**WZAZ** *UC*	*1400 1kw*	16	19	12	15	14	21	57	UNC MEDIA	CBS	K&P

*Under an LMA with **Paxson Broadcasting.** **Began rating period as **WOVK-FM** (N/T).

DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFYV	1 WIVY	1 WFYV	1 WEJZ	1 WQIK-FM	1 WEJZ
2 WAIA	2 WROO	2 WQIK-FM	2 WIVY	2 WFYV	2 WIVY
3 WQIK-FM	3 WEJZ	3 WROO	3 WROO	3 WEJZ	3 WROO
4 WROO	4 WAPE	4 WAIA	4 WQIK-FM	4 WROO	4 WQIK-FM
5 WAPE	5 WFYV	5 WAPE	5 WAPE	5 WAIA	5 WKQL
6 WHJX	6 WQIK-FM	6 WEJZ	6 WKQL	6 WIVY	6 WHJX
7 WIVY	7 WHJX	7 WHJX	7 WHJX	7 WOKV	7 WSVE
8 WOKV	8 WAIA	8 WOKV	8 WFYV	8 WKQL	8 WAPE
9 WEJZ	9 WJBT	9 WIVY	9 WAIA	9 WAPE	9 WAIA
10 WJBT	10 WKQL	10 WKQL	10 WSVE	10 WHJX	10 WFYV

FORMAT REACH



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LOUISVILLE #51

12+ POPULATION: **796,200** (Black: 12.4%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
22.9	21.4	18.4	22.0	20.5	1	**WAMZ** *Ctry*	*97.5 100kw*	1	3	1	1	1	1	102	CLEAR CHANNEL	---	CHR
14.5	14.6	12.7	12.3	12.9	2	**WHAS** *AC*	*840 50kw*	2	9	8	4	3	2	69	CLEAR CHANNEL	ABC	CHR
7.1	7.5	8.5	7.4	9.9	3	**WQMF** *AOR*	*95.7 34kw*	4	4	2	2	2	6	81	OTTING	---	HNWH
7.6	8.5	9.5	10.0	8.2	4	**WDJX-FM** *CHR*	*99.7 24kw*	3	1	4	6	8	8	63	STONER	AP	EAST
5.9	5.9	5.4	7.2	7.6	5	**WGZB** *UC*	*96.5 3kw*	8	2	3	3	7	7	118	POWER COM.	CNN	---
5.0	6.2	5.7	7.3	5.7	6	**WRKA** *Gold*	*103.1 3kw*	5	7	7	5	4	3	54	CAPITOL BR. CRP	---	BAN
6.4	5.0	5.0	6.1	5.1	7	**WVEZ** *AC*	*106.9 24.5kw*	7	10	6	7	5	4	60	WILKS/SCHWARTZ	---	KATZ
4.8	4.8	5.9	4.8	4.8	8	**WLRS** *AC*	*102.3 3kw*	6	5	5	8	6	5	56	KENTUCKY TECH	UNIP	TOR
3.1	5.0	5.1	2.9	3.7	9	**WAVG** *Gold*	*970 5kw*	9	12	12	14	13	10	65	RADIO 970, INC.	SMN	DUR
0.8	1.6	2.7	2.4	2.5	10	**WWKY** *Talk*	*790 5(1)kw*	11	14	11	10	9	9	71	WILKS/SCHWARTZ	NBC	KATZ

LOUISVILLE

OKLAHOMA CITY #52

12+ POPULATION: **793,900** (Black: 10.1%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.3	18.0	17.9	18.8	18.8	1	**KXXY-A/F** *Ctry*	*1340/96.1 1kw/98kw*	1	3	1	1	1	1	99	NEWMARKET	MBS	MCG
9.9	10.9	9.6	10.1	11.1	2	**KJYO** *CHR*	*102.7 98kw*	2	1	2	2	4	7	85	CLEAR CHANNEL	---	CHR
8.0	7.2	8.8	10.4	8.4	3	**KEBC** *Ctry*	*94.7 100kw*	3	4	6	6	5	3	64	INDEPENDENCE	ABC	BAN
6.4	7.0	6.3	6.8	7.5	4	**KMGL** *AC*	*104.1 99kw*	7	9	5	4	2	2	82	RENDA	---	EAST
7.6	6.9	7.4	8.8	7.1	5	**KTOK** *N/T*	*1000 5kw*	4	13	10	8	7	5	71	CLEAR CHANNEL	ABC	CHR
6.8	6.1	6.6	5.9	6.5	6	**KRXO** *CR*	*107.7 99kw*	6	10	4	3	3	6	68	DIAMOND BR.	---	CBS
7.7	7.3	9.0	6.4	6.2	7	**KATT** *AOR*	*100.5 97kw*	5	2	3	5	8	16	64	SURREY	SOU	BAN
4.5	4.3	5.1	3.9	4.8	8	**KOQL** *Gold*	*101.9 98kw*	8	6	9	7	6	4	64	ENTERCOM	---	DUR
4.4	6.2	7.2	4.3	4.5	9	**WKY** *B/EZ*	*930 5kw*	11	18	20	13	12	9	79	GAYLORD	---	TOR
3.7	2.6	2.6	3.4	2.9	10	**KOMA-FM*** *Gold*	*92.5 100kw*	9	7	15	10	9	8	48	WILKS-SCHWARTZ	CBS	CBS

*Operates under a full LMA with **Diamond Br.**

OKLAHOMA CITY

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#53 BIRMINGHAM

BIRMINGHAM

12+ POPULATION: **763,600** (Black: 25.8%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.0	17.7	17.9	16.7	20.0	1	**WZZK-A/F** *Ctry*	*610/104.7 5(1)kw/99kw*	1	4	1	1	1	1	109	NEWCITY	---	KATZ
9.5	11.3	8.6	9.3	8.8	2	**WENN** *UC*	*107.7 100kw*	5	2	3	3	4	6	95	BOOKER T. WASH.	AURN	HNWH
9.0	8.6	8.6	9.6	8.0	3	**WMJJ** *AC*	*96.5 100kw*	4	5	5	4	2	2	84	CAPITOL BR. CRP	CBS	MCG
9.6	9.3	10.5	9.1	7.6	4	**WZRR** *CR*	*99.5 100kw*	2	6	2	2	3	8	76	DICK	---	EAST
7.3	7.0	6.8	6.0	5.5	5	**WERC** *N/T*	*960 5kw*	6	14	11	10	8	3	77	AMERON	ABC	MCG
8.4	6.9	6.6	5.9	5.0	6	**WAPI-FM** *CHR*	*94.5 98kw*	3	3	4	5	6	9	52	DITTMAN GROUP	ABC	CHR
4.5	5.9	5.3	3.7	4.8	7	**WATV** *UC*	*900 1kw*	8	11	8	9	7	5	95	BIRM. EBONY	ABC	BAN
3.2	3.7	3.4	3.9	4.1	8	**WAGG** *UC*	*1320 5kw*	12	9	13	11	13	7	95	BOOKER T. WASH.	AURN	HNWH
3.0	1.8	2.2	2.0	4.0	9	**WODL*** *Gold*	*106.9 99kw*	7	7	10	6	5	4	69	NEWCITY	ABC	KATZ
2.6	3.3	3.9	3.5	3.6	10	**WTUG** *UC*	*92.9 100kw*	10	1	7	7	9	15	83	RADIO SOUTH	AURN	EAST

*Formerly **WIKX** (Ctry), operates under LMA with **WZZK**.

#54 ALBANY-SCHENECTADY-TROY

ALBANY-SCH-ROY

12+ POPULATION: **748,000** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.5	11.0	9.3	13.1	10.6	1	**WGNA-A/F** *Ctry*	*1460/107.7 5kw/12kw*	4	7	4	2	1	1	96	BARNSTABLE	UNIU	KATZ
8.3	10.4	8.9	7.8	9.1	2	**WGY** *N/T*	*810 50kw*	3	19	8	7	6	3	78	EMPIRE RADIO	CBS	EAST
9.5	11.5	9.2	9.7	8.6	3	**WFLY** *CHR*	*92.3 17kw*	1	1	2	3	4	6	67	ALBANY BR.	ABC	TOR
8.0	5.1	5.2	6.9	8.2	4	**WPYX** *AOR*	*106.5 15.5kw*	2	3	1	1	2	7	70	GRIFFIN GROUP	ABC	MCG
7.6	8.2	6.9	5.9	6.8	5	**WROW-FM** *AC*	*95.5 12kw*	8	28	10	8	7	2	89	RADIO TERRACE	ABC	CHR
5.7	4.5	5.8	4.3	5.8	6	**WGY-FM** *Gold*	*99.5 14.5kw*	5	5	7	6	3	4	60	EMPIRE RADIO	CBS	EAST
7.5	6.9	7.3	5.7	5.8	6	**WKLI** *AC*	*100.9 6kw*	7	8	5	5	5	5	71	BENDAT COMM	---	DUR
6.5	3.5	5.8	6.1	5.3	8	**WQBK-FM** *CR*	*103.9 6kw*	6	4	3	4	8	10	61	WQBK, INC.	CBS	BAN
3.4	4.4	3.4	3.1	3.2	9	**WQBK** *Talk*	*1300 5kw*	10	25	15	19	21	9	81	WQBK, INC.	NBC	BAN
0.9	2.5	4.5	3.8	3.0	10	**WZRQ** *AOR*	*102.3 4.1kw*	9	2	6	9	10	21	72	SARATOGA RADIO	UNIP	HNWH

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RICHMOND #55

12+ POPULATION: **744,200** (Black: 27.2%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.7	10.8	14.0	11.6	12.7	1	**WKHK** *Ctry*	*95.3 13kw*	1	4	2	2	1	1	103	ABS COMM.	UNIU	BAN
10.7	11.7	8.4	10.1	11.6	2	**WCDX** *UC*	*92.7 2.35kw*	4	1	1	1	2	4	111	SINCLAIR COMM.	---	MMR
12.2	12.5	11.6	12.0	11.5	3	**WRVA** *AC*	*1140 50kw*	2	15	12	9	8	2	93	CLEAR CHANNEL	CBS	CHR
5.4	5.9	7.1	7.3	8.2	4	**WMXB** *AC*	*103.7 20kw*	5	6	4	3	3	3	81	RADIO VENTURES I	AP	EAST
6.4	6.8	7.3	7.4	6.8	5	**WRXL** *AOR*	*102.1 20kw*	6	5	3	4	4	7	71	CAPITOL BR. CO.	---	KATZ
6.1	7.5	6.7	8.6	6.1	6	**WPLZ** *UC*	*99.3 3kw*	7	3	5	5	7	8	70	SINCLAIR COMM.	UNIP	MMR
9.3	6.5	7.4	6.9	6.0	7	**WRVQ** *CHR*	*94.5 200kw*	3	2	6	6	9	9	56	CLEAR CHANNEL	ABC	CHR
6.9	7.9	6.0	7.2	5.8	8	**WTVR-FM** *B/EZ*	*98.1 50kw*	8	9	13	10	10	5	82	PARK	ABC	MMR
4.0	4.5	5.0	5.0	4.7	9	**WDCK** *Gold*	*96.5 50kw*	9	7	8	7	5	6	68	KEYMARKET	UNIU	HNWH
4.3	5.0	4.8	4.2	4.1	10	**WVGO** *NR*	*106.5 7.6kw*	10	10	7	8	6	10	63	FIRST CITY	---	CHR

RICHMOND

HONOLULU #56

12+ POPULATION: **712,400** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.8	11.8	12.5	11.0	11.1	1	**KSSK-FM** *AC*	*92.3 100kw*	1	4	2	1	1	2	82	COAST BR.	---	EAST
11.0	9.3	8.4	9.6	10.6	2	**KSSK** *AC*	*590 7.5kw*	4	7	7	3	2	1	103	COAST BR.	---	EAST
8.2	10.0	11.1	10.3	9.6	3	**KIKI-FM** *CHR*	*93.9 100kw*	2	1	1	2	6	8	74	HENRY	---	CHR
9.0	9.5	9.8	6.5	7.7	4	**KUMU-A/F** *B/EZ*	*1550/94.7 10kw/100kw*	7	11	11	9	4	3	81	JOHN HUTTON	---	BAN
11.4	9.9	6.7	9.2	7.2	5	**KCCN-FM** *Misc*	*100.3 100kw*	5	5	3	4	3	6	79	KCNN RADIO	---	BAN
8.1	8.4	9.6	7.8	6.7	6	**KQMQ-A/F** *CHR*	*690/93.1 10kw/54kw*	3	2	4	6	7	12	51	NORTHPARK	---	KATZ
4.6	4.3	5.4	7.0	5.7	7	**KRTR-FM** *AC*	*96.3 75kw*	6	8	6	5	5	5	65	MARVA KEA	---	KATZ
5.1	4.2	4.3	3.3	5.5	8	**KGU** *N/T*	*760 10kw*	8	9	14	11	11	4	67	CHAS. GIVENS	CBS	BAN
2.6	2.0	2.6	2.6	4.8	9	**KDEO-FM** *Misc*	*102.7 61kw*	10	3	5	8	10	15	91	LOEW BR.	---	K&P
3.6	4.4	2.6	4.0	4.3	10	**KPOI** *AOR*	*97.5 80kw*	9	6	8	7	8	10	74	KILOHANA	---	KATZ

HONOLULU

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#57 LAS VEGAS

LAS VEGAS

12+ POPULATION: **701,300** (Black: 8.5%; Hispanic: 10.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	7.9	8.1	7.8	9.5	1	**KFMS-A/F** *Ctry*	*1410/101.9 5kw/100kw*	2	9	5	1	1	1	103	BROAD. ASSOC.	---	KATZ
3.9	8.3	4.7	7.2	6.8	2	**KWNR** *Ctry*	*95.5 100kw*	3	8	6	4	2	2	87	S.W. RADIO/LV	UNIU	BAN
3.7	1.9	3.4	4.7	6.4	3	**KJUL** *Nost*	*104.3 24.5kw*	12	22	20	15	11	3	139	CARRIGAN COMM.	UNIS	K&P
7.8	8.4	7.0	6.1	6.2	4	**KOMP** *AOR*	*92.3 100kw*	6	4	1	2	4	11	84	LOTUS	---	CHR
9.0	7.8	8.2	6.1	6.1	5	**KLUC-A/F** *CHR*	*1140/98.5 10(2.5)kw/100kw*	1	1	3	5	9	13	57	NATIONWIDE	AP	MCG
7.2	5.3	5.5	5.6	5.4	6	**KKLZ** *CR*	*96.3 100kw*	7	7	4	3	3	9	75	SOUTHERN. VEN.	---	HNWH
3.8	2.1	3.0	5.4	5.1	7	**KEDG** *NR*	*103.5 100kw*	8	3	2	6	10	18	77	RADIOVISION	---	TOR
4.2	4.7	6.2	4.1	4.9	8	**KRLV** *AC*	*106.5 100kw*	10	10	8	8	5	6	78	WESCOM GROUP	---	MMR
5.8	7.3	6.5	4.9	4.9	8	**KXTZ** *B/EZ*	*94.1 100kw*	9	13	13	10	8	4	79	PARKER COMM.	---	DUR
6.3	7.3	8.5	7.7	4.8	10	**KMZQ** *AC*	*100.5 100kw*	4	5	7	7	6	7	63	COMMONWEALTH	---	EAST

#58 SAN DIEGO NORTH COUNTY

NORTH SAN DIEGO

12+ POPULATION: **689,300** (Black: N/A; Hispanic: 17.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.7	7.1	6.5	7.0	6.5	1	**KFMB-FM** *AC*	*100.3 30kw*	1	3	2	1	1	2	66	MIDWEST TV	---	MCG
4.0	6.2	10.2	5.7	5.5	2	**KIOZ** *AOR*	*102.1 9.5kw*	3	4	1	2	4	23	73	PAR	---	TOR
2.2	1.8	3.0	4.1	5.3	3	**KFI** *Talk*	*640 50kw*	7	14	8	7	8	4	87	COX	MBS	CHR
6.6	6.6	5.2	5.0	5.2	4	**KJQY** *AC*	*103.7 36kw*	2	21	12	5	7	1	66	COMMAND	---	MMR
5.0	6.7	4.2	4.0	4.4	5	**KSON-A/F** *Ctry*	*1240/97.3 1kw/50kw*	4	10	4	4	6	5	60	JEFFERSON-PILOT	---	BAN
1.8	2.3	3.0	2.4	4.1	5	**KSDO** *N/T*	*1130 10kw*	11	29	15	17	12	8	79	GANNETT	ABC	DUR
3.6	3.8	3.7	2.4	3.9	7	**KIFM** *NAC*	*98.1 28kw*	13	16	20	9	5	3	81	KIFM BR. LP	---	CBS
2.6	2.0	2.4	2.8	3.8	8	**KCLX** *CR*	*102.9 32kw*	10	9	3	3	3	10	70	GANNETT	ABC	DUR
1.7	1.7	2.3	2.0	3.3	9	**KKOS** *CR*	*95.9 3kw*	20	19	7	8	2	6	80	TRI-CITIES	UNIS	---
2.8	3.7	2.9	4.8	3.2	10	**KFSD** *Clas*	*94.1 100kw*	16	22	14	19	11	11	69	LOTUS	---	HNWH

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12+ POPULATION: **686,200** (Black: N/A; Hispanic: 18.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.7	17.2	15.3	16.3	15.2	1	**KASE** *Ctry*	*100.7 100kw*	1	2	1	1	1	1	86	KVET BR.	---	KATZ
7.5	5.3	7.2	7.9	8.5	2	**KHFI** *CHR*	*96.7 100kw*	2	1	3	4	8	9	70	CLEAR CHANNEL	---	BAN
7.7	7.4	8.3	7.1	7.7	3	**KKMJ** *AC*	*95.5 100kw*	4	10	7	5	3	2	72	AMATURO GROUP	---	MMR
6.4	7.0	6.3	6.0	6.9	4	**KLBJ** *N/T*	*590 5(1)kw*	5	11	8	6	4	3	67	LBJ CO.	CBS	EAST
6.9	5.4	6.4	7.7	6.6	5	**KLBJ-FM** *AOR*	*93.7 97kw*	3	5	2	2	5	7	56	LBJ CO.	---	EAST
5.1	5.8	5.8	4.9	6.1	6	**KVET-FM*** *Ctry*	*98.1 100kw*	6	6	6	7	6	4	66	SPUR PARTNERS	ABC	KATZ
4.7	4.1	3.6	4.6	5.8	7	**KGSR** *AOR*	*107.1 46kw*	8	20	5	3	2	5	83	BEASLEY	---	MCG
5.4	4.7	4.8	5.3	4.3	8	**KPEZ** *AOR*	*102.3 20kw*	7	8	4	8	7	8	56	CLEAR CHANNEL	---	CHR
3.9	3.5	3.1	3.4	2.7	9	**KEYI** *AC*	*103.5 90kw*	10	16	10	9	9	6	46	DEGREE	---	BAN
4.0	4.8	4.1	2.5	2.4	10	**KMXX**** *AC*	*93.3 93kw*	9	4	9	10	10	13	35	GENESIS	---	BAN

***KVET-FM** programmed by **KASE**. **Now Country format under an LMA with **KHFI**.

GREENVILLE-SPARTANBURG #60

12+ POPULATION: **678,500** (Black: 16.2%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.7	13.8	17.0	14.7	18.3	1	**WSSL-A/F** *Ctry*	*1440/100.5 5kw/100kw*	1	1	1	1	1	2	113	CAPSTAR	UNIP	MCG
12.7	12.0	10.6	13.1	14.1	2	**WESC-FM** *Ctry*	*92.5 100kw*	2	4	4	3	2	1	99	BR. CO./CAROL.	ABC	BAN
9.5	8.5	10.3	9.2	10.3	3	**WMYI** *AC*	*102.5 20kw*	3	5	2	2	3	3	77	AMCOM GENERAL	---	EAST
7.6	8.0	4.9	6.4	6.5	4	**WSPA-FM** *AC*	*98.9 100kw*	7	18	6	5	4	5	92	SPARTAN	---	CHR
4.3	4.6	7.0	5.4	6.1	5	**WFBC-FM** *Gold*	*93.7 100kw*	4	10	10	6	6	4	70	MULTIMEDIA	ABC	KATZ
8.0	8.5	4.7	7.8	6.0	6	**WROQ** *AOR*	*101.1 100kw*	5	8	3	4	5	6	80	ABS COMM	ABC	BAN
4.9	5.9	5.7	6.9	5.0	7	**WELP/WLWZ** *UC*	*1360/103.9 1kw/3kw*	6	3	5	7	7	8	102	VOYAGER	---	HNWH
2.5	2.8	3.0	1.6	3.1	8	**WFBC** *N/T*	*1330 5kw*	9	18	8	8	8	7	74	MULTIMEDIA	NBC	KATZ
2.7	3.0	1.5	3.1	2.3	9	**WMUU** *B/EZ*	*94.5 100kw*	10	24	19	17	12	11	77	WMUU, INC.	AP	---
1.0	2.8	1.6	1.8	2.2	10	**WSPA** *N/T*	*950 5kw*	12	22	23	20	15	10	99	SPARTAN	CBS	CHR

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#61 RALEIGH-DURHAM

RALEIGH-DUR.

12+ POPULATION: **661,000** (Black: 23.7%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.1	7.0	5.7	5.7	9.4	1	**WRAL** *AC*	*101.5 97kw*	3	4	3	1	1	4	81	CAPITOL BR. CO.	---	KATZ
6.2	8.4	8.6	7.0	9.2	2	**WQDR** *Ctry*	*94.7 99kw*	5	9	5	4	2	1	92	CURTIS MEDIA	ABC	MCG
10.2	9.8	10.1	9.7	9.0	3	**WQOK** *UC*	*97.5 100kw*	6	1	2	3	6	8	91	MEDIACOMM	ABC	DUR
7.5	9.1	8.0	7.8	8.7	4	**WPTF** *N/T*	*680 50kw*	4	7	7	7	5	2	86	CURTIS MEDIA	ABC	MCG
7.2	9.3	8.2	6.2	8.1	5	**WRDU** *AOR*	*106.1 100kw*	1	3	1	2	3	7	67	VOYAGER	SOU	MMR
5.8	7.0	6.0	8.5	6.9	6	**WDCG** *CHR*	*105.1 100kw*	2	1	4	6	8	9	58	DURHAM HERALD	ABC	HNWH
5.3	3.1	7.4	5.3	6.0	7	**WTRG** *Gold*	*100.7 100kw*	7	5	8	5	4	3	66	JOYNER ADVERT.	ABC	HNWH
5.3	4.5	3.1	4.2	3.5	8	**WYLT** *AC*	*96.1 100kw*	9	17	10	8	7	5	53	UNIVERSAL	UNIS	CBS
4.5	4.1	3.4	3.4	3.2	9	**WFXC** *UC*	*107.1 2.6kw*	10	11	11	10	9	6	54	PINNACLE BR.	SMN	EAST
3.8	2.3	4.7	3.6	2.8	10	**WZZU** *CR*	*93.9 100kw*	8	10	6	9	10	11	33	VILLCOM BR.	ABC	CHR

#62 WILKES BARRE-SCRANTON

WILKES BARRE

12+ POPULATION: **630,200** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.5	14.4	15.8	15.3	16.4	1	**WKRZ** *CHR*	*98.5 8.7kw*	1	1	1	1	1	1	93	KEYMARKET	---	---
8.0	7.1	7.9	7.9	7.2	2	**WEZX** *AOR*	*106.9 1.9kw*	2	3	2	2	2	9	100	SHAMROCK COMM.	ABC	CHR
5.8	3.5	5.3	4.9	5.3	3	**WDLS** *Ctry*	*93.7 .75kw*	5	9	5	4	4	3	92	MOUNTAIN	---	DUR
5.4	4.9	4.8	3.8	5.2	4	**WMGS** *AC*	*92.9 5.3kw*	3	5	6	3	3	2	83	SUSQUEHANNA	---	MCG
5.2	6.9	4.1	5.8	4.9	5	**WNAK** *B/EZ*	*730 1kw*	9	36	36	34	28	8	120	SEVEN-THIRTY	NBC	K&P
4.3	4.0	3.4	4.0	4.2	6	**WEJL** *Gold*	*630 .5kw*	8	29	22	22	22	6	100	SHAMROCK COMM.	ABC	CHR
6.5	3.9	6.6	5.7	4.1	7	**WARM** *N/T*	*590 5kw*	4	20	15	12	9	5	68	SUSQUEHANNA	AP	SAV
1.8	3.5	2.4	3.6	2.8	8	**WILK** *N/T*	*980 5(1)kw*	10	19	19	16	13	10	72	KEYMARKET	CNN	KATZ
3.2	2.0	1.7	2.4	2.7	9	**WSGD** *Gold*	*94.3 1.1kw*	11	10	14	6	5	4	73	S&P BR.	---	EAST
2.4	3.4	2.8	3.0	2.5	10	**WGBI-FM** *AC*	*101.3 7kw*	7	18	4	7	8	12	57	MEGARGEE	CBS	TOR

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12+ POPULATION: **614,000** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.8	17.2	18.7	18.6	18.1	1	**KWEN** *Ctry*	*95.5* *96kw*	1	2	1	1	1	1	93	NEWCITY	---	KATZ
9.2	9.7	9.3	7.6	11.3	2	**KRMG** *AC*	*740* *50(25)kw*	2	9	4	3	2	2	85	NEWCITY	ABC	KATZ
7.5	6.0	6.3	6.8	7.4	3	**KBEZ** *B/EZ*	*92.9* *100kw*	5	10	8	5	4	3	85	RENDA	---	EAST
8.7	8.4	8.7	10.0	7.1	4	**KMYZ-A/F** *CHR*	*1570/104.5* *1kw/70kw*	3	1	3	4	7	13	73	SHAMROCK COMM.	ABC	BAN
8.3	6.1	6.3	6.0	6.9	5	**KMOD** *AOR*	*97.5* *96kw*	4	8	2	2	3	7	74	CLEAR CHANNEL	---	CHR
6.5	4.5	5.4	4.6	5.3	6	**KVOO** *Ctry*	*1170* *50kw*	11	14	18	13	9	4	87	GREAT EMPIRE	UNIS	HNWH
4.2	4.8	5.5	4.5	4.9	7	**KRAV-FM** *AC*	*96.5* *100kw*	7	7	5	6	5	6	74	KRAVIS CO.	UNIS	TOR
4.3	4.2	4.3	4.5	4.7	8	**KQLL-FM** *Ctry*	*106.1* *100kw*	9	5	10	7	6	5	74	FEDERATED MEDIA	---	BAN
4.8	3.2	4.0	4.1	4.2	9	**KVOO-FM** *Ctry*	*98.5* *100kw*	8	13	9	9	8	8	66	GREAT EMPIRE	UNIU	DUR
3.0	4.2	4.4	4.7	3.6	10	**KTFX** *Ctry*	*103.3* *100kw*	6	4	6	8	10	9	54	CENTRAL BR.	---	---

12+ POPULATION: **596,100** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.5	14.5	12.4	11.8	11.7	1	**WFMZ** *B/EZ*	*100.7* *17kw*	5	12	12	5	4	1	112	MARANATHA	---	TOR
11.1	12.3	9.5	9.6	11.4	2	**WZZO** *AOR*	*95.1* *30kw*	3	2	1	1	2	6	93	HOLT CORP.	---	DUR
9.0	10.3	11.1	11.5	11.0	3	**WLEV** *AC*	*96.1* *50kw*	2	5	2	2	1	2	82	TMZ	---	MCG
10.1	9.2	10.0	10.9	8.9	4	**WAEB-FM** *CHR*	*104.1* *50kw*	1	1	3	3	5	4	62	CRB BR.	---	KATZ
9.9	8.7	7.0	9.2	7.9	5	**WODE-A/F** *Gold*	*1230/99.9* *1kw/50kw*	4	4	4	4	3	3	69	ROTH COMM.	---	HNWH
4.6	4.7	5.1	4.9	4.3	6	**WAEB** *AC*	*790* *1kw*	6	11	11	8	7	5	56	CRB BR.	MBS	KATZ
2.3	3.8	2.6	2.9	3.4	7	**WEST** *BBnd*	*1400* *1kw*	10	21	28	24	20	10	109	TMZ	CBS	MCG
2.6	1.4	3.9	2.6	3.3	8	**WXTU** *Ctry*	*92.5* *15.5kw*	8	33	6	7	8	7	81	BEASLEY	MBS	BAN
2.6	2.4	2.8	3.6	3.0	9	**WYSP** *CR*	*94.1* *16kw*	7	34	5	6	6	11	46	INFINITY	ABC	TOR
1.3	2.3	1.8	2.9	2.4	10	**WKAP** *Nost*	*1320* *5(1)kw*	9	19	34	28	21	8	63	HOLT CORP.	AP	DUR

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#65 TUCSON

TUCSON

12+ POPULATION: **579,800** (Black: N/A; Hispanic: 22.3%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
20.1	18.9	19.6	20.1	18.5	1	**KIIM** *Ctry*	*99.5 93kw*	1	3	1	1	1	1	99	REX	---	KATZ
12.1	10.0	10.2	10.3	9.3	2	**KRQQ** *CHR*	*93.7 91kw*	2	1	2	2	6	6	65	NATIONWIDE	---	MCG
6.5	8.2	6.8	8.8	8.0	3	**KWFM-A/F** *Gold*	*790/92.9 5(.5)kw/90kw*	3	4	5	5	3	4	68	AMERICAN MEDIA	CBS	MMR
7.6	7.8	7.5	8.2	7.9	4	**KKLD** *AC*	*94.9 100kw*	5	7	4	4	2	2	74	BEHAN BR.	---	MMR
5.0	5.3	4.5	3.9	7.4	5	**KNST** *N/T*	*940 1(.25)kw*	6	16	7	6	5	3	73	NATIONWIDE	ABC	MCG
7.6	9.3	10.8	6.9	6.9	6	**KLPX** *AOR*	*96.1 100kw*	4	9	3	3	4	5	65	LOTUS	---	HNWH
2.1	2.5	2.7	0.6	3.0	7	**KTZR** *Span*	*1450 1kw*	13	6	10	7	7	9	114	RADIO PARTNERS	---	SBS
4.6	3.1	3.1	3.4	2.9	8	**KMRR*** *Nost*	*1330 2(5)kw*	12	15	22	21	17	7	89	GOLDEN STATE	SMN	EAST
2.5	2.3	2.9	1.9	2.7	9	**KCUB** *Ctry*	*1290 1kw*	11	14	17	13	11	10	80	REX	SMN	KATZ
4.8	2.1	3.0	2.9	2.7	9	**KGVY** *BBnd*	*1080 1kw*	14	19	21	22	22	16	115	JOE CRYSTALL	AP	K&P

*Operates under a full LMA with **Nova Broadcasting**.

#66 GRAND RAPIDS

GRAND RAPIDS

12+ POPULATION: **571,500** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.9	8.9	9.7	13.7	10.4	1	**WKLQ** *AOR*	*94.5 50kw*	2	3	1	1	2	8	89	BLOOMINGTON	ABC	BAN
9.6	7.8	7.3	7.2	7.2	2	**WGRD** *CHR*	*97.9 13kw*	1	1	2	3	6	10	61	REGIONAL GR.	---	DUR
6.0	10.1	10.3	5.7	7.1	3	**WLHT** *AC*	*95.7 40kw*	7	9	3	2	1	2	82	LIGGETT	---	EAST
6.4	7.9	5.1	6.0	7.0	4	**WOOD** *AC*	*1300 5kw*	3	13	11	11	9	4	72	UNITED ARTISTS	NBC	KATZ
9.4	9.0	9.0	10.3	5.9	5	**WCUZ-FM** *Ctry*	*101.3 50kw*	4	5	8	6	5	1	64	FEDERATED MEDIA	ABC	CHR
2.5	4.0	3.8	4.8	5.7	6	**WBCT** *Ctry*	*93.7 320kw*	9	10	4	4	4	6	93	CARL LEE	ABC	DUR
7.2	5.6	6.6	4.7	4.8	7	**WODJ** *Gold*	*107.3 50kw*	6	7	10	5	3	3	55	GOODRICH	UNIU	KATZ
9.9	5.9	6.5	7.8	4.7	8	**WOOD-FM** *AC*	*105.7 265kw*	5	14	9	8	7	5	53	UNITED ARTISTS	---	KATZ
3.1	1.3	0.8	1.7	4.4	9	**WKWM** *UC*	*1140 5kw*	16	8	6	7	8	7	234	MICHELLE BR.	AURN	PATT
2.3	1.5	2.9	2.4	4.1	10	**WKEZ** *B/EZ*	*96.1 50kw*	12	24	19	15	13	11	100	HOLLAND COM.	CBS	PATT

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12+ POPULATION: **567,400** (Black: N/A; Hispanic: 33.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.1	12.3	9.1	14.1	12.4	1	**KMJ** *N/T*	*580 5kw*	1	16	5	2	1	1	95	HENRY	NBC	KATZ
9.5	7.8	9.5	9.5	8.1	2	**KNAX** *Ctry*	*97.9 48kw*	2	9	3	1	2	2	79	EBE COMM.	ABC	HNWH
2.1	3.7	4.3	4.6	6.5	3	**KSKS** *Ctry*	*93.7 68kw*	4	4	4	4	3	3	80	HENRY	---	KATZ
6.1	6.1	5.0	4.8	6.1	4	**KBOS-A/F** *CHR*	*1340/94.9 1kw/16.5kw*	3	1	2	5	11	18	61	CENCAL BR.	ABC	---
4.7	1.9	4.0	3.3	6.1	4	**KGST** *Span*	*1600 5kw*	11	18	6	6	5	4	126	LOTUS	---	LOTUS
5.1	5.0	5.5	4.8	5.8	6	**KRZR** *AOR*	*103.7 50kw*	8	6	1	3	4	9	97	OLYMPIA	---	CHR
3.7	5.2	4.3	3.9	3.7	7	**KFSO** *Gold*	*92.9 18.5kw*	6	10	12	7	6	5	58	AMERICAN	---	MCG
3.9	4.6	4.7	4.7	3.7	7	**KJOI** *AC*	*98.9 19kw*	7	13	9	9	7	7	62	RADIO DINUBA	---	MMR
5.3	4.3	4.5	4.8	3.6	9	**KQPW** *CHR*	*101.9 50kw*	5	2	7	11	17	26	48	KENNETH HOLT	ABC	MCG
4.2	2.9	3.3	3.3	3.2	10	**KFRE** *Ctry*	*940 50kw*	12	20	20	15	8	6	71	EBE COM.	ABC	HNWH

12+ POPULATION: **551,400** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.3	5.8	6.5	7.7	9.2	1	**WGAR** *Ctry*	*99.5 50kw*	2	12	1	1	1	3	98	NATIONWIDE	ABC	HNWH
6.9	5.5	6.4	4.3	6.6	2	**WDOK** *AC*	*102.1 12kw*	10	17	13	8	5	1	97	INDEPENDENT/CL.	---	MMRE
4.5	6.3	6.5	5.7	5.9	3	**WKDD** *CHR*	*96.5 50kw*	3	1	5	4	6	9	63	BARNSTABLE	---	KATZ
5.9	8.4	6.5	6.3	5.6	4	**WONE-FM** *AOR*	*97.5 12kw*	4	6	2	3	4	10	68	MEDIACOMM	---	MCG
3.0	3.2	3.5	4.6	5.6	4	**WNCX** *CR*	*98.5 16kw*	7	10	3	2	3	6	77	METROPLEX	ABC	MCG
4.6	5.7	4.7	6.0	5.4	6	**WAKR** *N/T*	*1590 5kw*	5	20	20	16	15	5	67	MEDIACOMM	MBS	MCG
7.3	4.0	7.4	6.6	5.3	7	**WNIR** *Talk*	*100.1 3kw*	9	15	12	14	10	4	78	MEDIA-COM, INC.	CBS	K&P
4.5	5.1	5.1	6.3	4.8	8	**WMJI** *Gold*	*105.7 27kw*	6	16	15	5	2	2	59	LEGACY	---	KATZ
4.4	5.8	4.7	4.4	4.7	9	**WMMS** *AOR*	*100.7 34kw*	1	9	4	6	7	14	48	MALRITE	NBC	KATZ
2.1	3.0	2.4	2.1	3.6	10	**WQXK** *Ctry*	*105.1 88kw*	14	21	9	11	13	12	77	LINCOLN GR.	UNI	UBAN

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#69 SYRACUSE

SYRACUSE

12+ POPULATION: **546,000** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.9	9.3	9.7	11.2	11.1	1	**WNTQ** *CHR*	*93.1 97kw*	1	1	2	2	3	5	69	OSBORN	---	MCG
13.5	12.7	12.1	8.9	10.3	2	**WSYR** *AC*	*570 5kw*	2	4	9	5	4	1	73	NEWCITY	NBC	KATZ
9.5	8.1	10.0	10.4	9.6	3	**WAQX** *AOR*	*95.7 25kw*	4	2	1	1	2	11	80	ATLANTIC VENT.	ABC	BAN
10.7	10.8	11.1	9.1	7.9	4	**WYYY** *AC*	*94.5 100kw*	3	5	3	3	1	4	61	NEWCITY	---	KATZ
6.4	5.8	6.6	6.7	6.9	5	**WRHP** *B/EZ*	*107.9 50kw*	7	26	19	13	9	2	95	PARK	ABC	MMR
5.0	5.2	7.0	5.9	5.6	6	**WKFM** *CR*	*104.7 50kw*	5	19	4	4	5	8	60	WILKS/SCHWARTZ	---	CHR
3.2	3.5	3.1	3.8	4.6	7	**WPCX** *Ctry*	*106.9 14kw*	8	8	5	6	6	6	77	SCOTT	SMN	MK4
5.4	4.5	4.1	5.0	4.0	8	**WSEN-A/F** *Gold*	*1050/92.1 2.5kw/25kw*	6	3	10	7	7	3	49	BUCKLEY	UNIS	HNWH
2.9	2.1	2.2	3.3	3.1	9	**WFBL** *Nost*	*1390 5(1)kw*	11	12	22	23	16	9	82	WILKS/SCHWARTZ	CNN	CHR
3.7	3.6	3.3	4.2	2.7	10	**WEZG** *AC*	*100.9 6kw*	10	25	7	8	8	7	51	LORNEZ	UNIS	EAST

#70 McALLEN-BROWNSVILLE

McALLEN-BRNSV.

12+ POPULATION: **526,000** (Black: N/A; Hispanic: 80.6%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.4	2.9	12.5	11.4	13.2	1	**KGBT** *Span*	*1530 50kw*	4	9	7	4	2	1	112	TICHENOR MEDIA	---	KATZ
20.9	6.0	13.5	16.7	12.7	2	**KTEX** *Ctry*	*100.3 100kw*	1	2	1	1	1	3	81	TATE	ABC	CHR
4.3	4.7	8.4	8.9	10.6	3	**KFRQ** *Ctry*	*94.5 100kw*	3	3	1	1	4	6	78	SIGNATURE	---	KATZ
10.9	1.5	9.8	10.4	9.4	4	**KBFM** *CHR*	*104.1 100kw*	2	1	3	5	6	7	65	MAY COMM.	ABC	CAB
7.1	8.9	9.7	8.0	8.4	5	**KIWW** *Span*	*96.1 100kw*	5	6	4	3	3	2	72	TICHENOR MEDIA	---	KT-H
3.4	4.6	5.0	5.9	6.5	6	**KTJN** *Span*	*106.3 .53kw*	7	4	6	6	5	4	84	LA NUEVA KBOR	---	CAB
4.4	4.2	4.8	3.2	4.3	7	**KQXX** *Span*	*98.5 100kw*	9	13	9	9	8	5	77	GOMEZ GROUP	---	LOTUS
4.3	6.1	6.1	4.7	4.3	7	**KVLY** *Gold*	*107.9 100kw*	6	10	5	7	7	8	51	TIPPIE COMM.	---	TOR
4.7	2.7	4.4	4.0	3.9	9	**KVSE*** *AC*	*99.5 100kw*	8	5	8	8	10	13	53	SUNBELT GROUP	---	TOR
1.8	1.6	3.3	1.5	2.7	10	**KRGE** *Rel*	*1290 5kw*	12	14	10	10	9	9	96	CHRISTIAN MINIST.	---	CMI

*Now **KKPS** (Span).

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12+ POPULATION: **525,500** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
32.1	30.8	28.6	30.9	31.1	1	**WIVK-FM** *Ctry*	*107.7 100kw*	1	2	1	1	1	1	98	DICK	ABC	KATZ
13.1	12.0	13.5	9.7	8.9	2	**WEZK** *AC*	*97.5 100kw*	3	5	4	3	3	2	73	SOUTH CENTRAL	UNIS	DUR
8.8	9.0	8.5	10.2	8.6	3	**WMYU** *AC*	*102.1 15kw*	2	4	5	2	2	3	56	DALTON GROUP	UNIP	EAST
7.2	9.0	10.4	7.8	7.5	4	**WOKI*** *CHR*	*100.3 100kw*	4	1	3	5	9	12	69	RADIOAK INC.	ABC	HNWH
8.2	7.4	8.3	9.3	7.4	5	**WIMZ-A/F** *AOR*	*1240/103.5 1kw/100kw*	5	3	2	4	4	7	71	SOUTH CENTRAL	SOU	CHR
3.0	6.0	2.8	4.0	5.5	6	**WQBB/WEMQ** *Nost*	*1040/104.5 10kw/2kw*	7	16	11	10	10	6	104	SEQUOYAH	CNN	ROS
2.9	2.5	2.2	2.8	4.6	7	**WIVK** *News*	*990 10kw*	6	8	7	7	5	5	68	DICK	ABC	KATZ
3.9	2.4	3.6	3.0	3.2	8	**WWZZ**** *Ctry*	*93.1 2.4kw*	8	6	6	6	8	10	69	BENNS STATIONS	---	HNWN
1.8	2.4	2.6	2.5	3.0	9	**WJBZ** *Rel*	*96.3 1.2kw*	9	10	12	9	6	4	75	SEYMOUR COMM	---	---
1.2	1.7	1.5	1.5	1.8	10	**WRJZ** *Rel*	*620 5kw*	11	17	9	8	7	9	65	TENN. MEDIA ASS.	---	---

*Now Country. **Now CHR.

12+ POPULATION: **510,200** (Black: 10.7%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.9	6.3	7.8	8.2	11.1	1	**WSPD** *N/T*	*1370 5kw*	4	13	11	8	8	2	99	TOLEDO BR.	NBC	CHR
14.4	12.8	11.5	12.8	11.0	2	**WIOT** *AOR*	*104.7 50kw*	2	2	1	1	2	4	77	REAMS	SOU	EAST
9.4	9.6	10.5	9.6	10.7	3	**WKKO** *Ctry*	*99.9 50kw*	3	7	4	3	1	1	90	BOOTH BR.	ABC	KATZ
6.9	8.9	9.9	8.4	9.4	4	**WVKS** *CHR*	*92.5 50kw*	1	1	2	2	3	7	63	NOBLE	---	MCG
8.8	7.7	8.0	7.9	6.5	5	**WWWM-FM** *AC*	*105.5 2.7kw*	5	11	5	4	4	3	61	MIDWESTERN	---	DUR
4.1	3.0	3.5	3.3	5.5	6	**WJR** *Talk*	*760 50kw*	8	17	17	10	9	5	77	CAP CITIES/ABC	ABC	KATZ
6.4	6.6	5.9	7.3	5.4	7	**WLQR** *AC*	*101.5 19kw*	6	18	6	6	5	6	64	TOLEDO BR.	---	CHR
6.4	7.1	4.6	4.1	4.2	8	**WRQN** *Gold*	*93.5 4.1kw*	7	6	8	7	6	8	50	ABS COMM	ABC	KATZ
2.2	2.7	3.2	4.1	4.2	8	**WXKR** *CR*	*94.5 30kw*	9	9	3	5	7	10	60	VENICE BR.	ABC	HNWH
5.0	5.3	3.4	4.7	3.0	10	**CKLW** *BBnd*	*800 50kw*	11	22	24	19	17	11	63	CUC	UNIS	---

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#73 SPRINGFIELD, MA

SPRINGFIELD

12+ POPULATION: **508,000** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.0	0.6	8.1	9.6	11.6	1	**WPKX** *Ctry*	*97.9 2.2kw*	3	6	2	1	1	2	104	GOLDENBERG	---	DUR
6.7	8.7	7.8	8.1	10.3	2	**WHYN-FM** *AC*	*93.1 8.9kw*	2	7	3	2	2	1	85	WILKS/SCHWARTZ	---	MCG
7.5	6.2	8.6	6.1	9.7	3	**WHYN** *AC*	*560 5(1)kw*	5	11	8	5	5	3	89	WILKS/SCHWARTZ	ABC	MCG
7.7	6.9	7.4	10.0	8.8	4	**WMAS-FM** *AC*	*94.7 50kw*	4	5	4	4	3	4	80	LAPPIN	---	BAN
9.0	8.6	10.7	11.8	7.9	5	**WAQY-A/F** *AOR*	*1600/102.1 5(2.5)kw/17kw*	1	3	1	3	4	5	53	SAGA	---	KATZ
5.4	6.9	7.4	7.9	4.7	6	**WTIC-FM** *CHR*	*96.5 20kw*	6	1	6	6	8	10	45	CHASE	---	G/W
6.8	6.6	5.2	6.2	4.5	7	**WMAS** *BBnd*	*1450 1kw*	10	15	23	17	13	6	108	LAPPIN	MBS	BAN
4.3	2.7	2.5	3.0	3.7	8	**WAAF** *AOR*	*107.3 18.5kw*	9	2	5	7	10	25	86	ZAPIS	UNIP	CHR
1.6	2.0	2.3	2.5	2.8	9	**WNNZ** *Talk*	*640 50(1)kw*	14	24	14	13	9	9	71	CELIA COMM.	CBS	EAST
2.8	3.6	3.1	2.8	2.8	9	**WRCH** *AC*	*100.5 7.5kw*	8	19	13	11	7	7	57	RADIO CRP/HART	---	BAN

#74 HARRISBURG-LEBANON-CARLISLE

HARRISBURG

12+ POPULATION: **507,300** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.3	7.4	7.1	6.9	11.7	1	**WRKZ** *Ctry*	*106.7 14kw*	3	3	4	4	2	1	111	TELE MEDIA	ABC	TOR
14.8	10.5	11.6	10.3	10.4	2	**WNNK-A/F** *CHR*	*1400/104.1 1kw/22.5kw*	1	1	3	2	3	3	69	KEYMARKET	AP	CHR
5.2	5.6	7.0	10.5	9.7	3	**WKBO/WRVV** *AC*	*1230/97.3 1kw/17kw*	2	6	1	1	1	4	85	DAME MEDIA	---	---
7.9	6.5	6.9	6.7	7.5	4	**WHP** *Talk*	*580 5kw*	4	12	8	8	6	5	80	DAME MEDIA	CNN	MMR
8.2	10.6	6.3	7.3	7.1	5	**WTPA** *AOR*	*93.5 1.25kw*	5	8	1	3	4	9	84	QUAKER STATE	---	BAN
8.5	7.4	6.4	6.2	5.8	6	**WWKL** *Gold*	*94.9 25kw*	6	4	7	5	5	2	71	BARNSTABLE	UNIU	KATZ
2.4	5.4	3.5	3.9	4.2	7	**WHYL** *Nost*	*960 5kw*	9	23	26	28	20	10	92	ZEVE	UNIU	---
5.5	5.9	5.9	4.0	3.7	8	**WIMX-FM** *AC*	*99.3 3kw*	7	5	5	6	7	7	49	HUDSON GROUP	UNIP	MCG
3.4	2.7	3.8	3.7	3.2	9	**WROZ*** *AC*	*101.3 6.9kw*	10	24	23	12	9	6	76	HALL	---	TOR
3.5	4.1	5.0	6.6	3.0	10	**WQXA-FM** *CHR*	*105.7 25kw*	8	2	6	7	10	13	47	HGF MEDIA	---	DUR

*Formerly **WNCE**.

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OMAHA-COUNCIL BLUFFS #75

OMAHA

12+ POPULATION: **507,100** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.6	13.1	8.2	11.1	12.9	1	**KFAB** N/T	1110 50kw	1	8	9	7	5	2	68	HENRY	NBC	CHR
12.6	11.3	13.3	15.4	11.6	2	**WOW-FM** Ctry	94.1 100kw	3	5	4	2	1	1	92	GREAT EMPIRE	ABC	TOR
8.6	12.7	11.3	10.6	9.8	3	**KQKQ** CHR	98.5 100kw	2	1	3	4	7	7	65	MITCHELL	---	KATZ
6.9	9.7	7.5	6.2	9.3	4	**KEFM** AC	96.1 100kw	4	3	1	1	2	5	78	WEBSTER	---	MCG
10.6	7.8	8.6	10.6	7.4	5	**KEZO-A/F** AOR	1490/92.3 1kw/100kw	5	4	2	3	4	8	63	NARRAGANSETT	---	TOR
6.0	7.4	7.1	5.4	7.0	6	**KGOR** Gold	99.9 115kw	6	6	5	5	3	4	67	HENRY	UNIP	CHR
8.8	8.0	7.1	7.6	6.7	7	**KESY-A/F** AC	1420/104.5 1kw/100kw	7	11	10	6	6	3	86	SUN GROUP	ABC	DUR
2.9	3.1	4.4	4.6	4.6	8	**KKAR** N/T	1180 5(1)kw	8	17	12	12	9	9	65	MITCHELL	CBS	KATZ
4.1	2.8	4.6	4.9	4.2	9	**WOW** Ctry	590 5kw	12	16	14	13	13	17	78	GREAT EMPIRE	ABC	TOR
2.5	2.7	4.8	3.4	3.8	10	**KRRK** AOR	93.3 3.6kw	9	2	6	9	12	14	59	93.3, INC.	---	KATZ

WILMINGTON, DE #76

WILMINGTON

12+ POPULATION: **496,400** (Black: 14.1%; Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.6	10.0	8.9	1	**WJBR-FM** AC	99.5 50kw	2	7	3	3	1	1	74	CRB BR.	AP	KATZ
8.7	8.7	8.9	1	**WSTW** CHR	93.7 50kw	3	6	2	1	1	2	74	STEINMAN STAT.	---	EAST
3.7	7.5	7.7	3	**WYSP** CR	94.1 16kw	1	4	1	2	3	7	61	INFINITY	ABC	TOR
6.3	4.3	6.2	4	**WDEL** AC	1150 5kw	5	15	21	21	13	5	71	STEINMAN STAT.	CNN	EAST
3.8	3.6	5.0	5	**WIOQ** CHR	102.1 27kw	6	1	5	5	9	21	62	EZ	---	CHR
6.7	5.9	4.4	6	**WMMR** AOR	93.3 29kw	4	5	4	4	4	12	46	GROUP W	SOU	G/W
5.1	3.8	4.2	7	**WILM** N/T	1450 1kw	9	30	24	24	16	6	67	DELAWARE	CBS	SAV
3.6	2.2	3.7	8	**WXTU** Ctry	92.5 15.5kw	11	13	11	8	6	4	75	BEASLEY	MBS	BAN
6.4	6.0	3.5	9	**WUSL** UC	98.9 18kw	8	3	7	6	8	17	55	TAK	---	KATZ
2.2	3.5	3.1	10	**WEGX** CHR	106.1 22.5kw	7	2	8	12	22	28	45	MALRITE	ABC	EAST

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#77 EL PASO

EL PASO

12+ POPULATION: **492,700** (Black: N/A; Hispanic: 67.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.7	15.5	14.1	14.5	11.5	1	**KHEY** *Ctry*	*96.3 100kw*	2	3	2	2	1	1	84	US RADIO	ABC	KATZ
7.9	8.9	11.3	10.3	11.5	1	**KLAQ** *AOR*	*95.5 100kw*	3	2	1	1	3	7	84	D&F	SOU	HNWH
13.0	0.8	11.4	9.3	10.2	3	**KPRR** *CHR*	*102.1 100kw*	1	1	3	3	9	13	72	TRANSCONTENTIAL	---	DUR
6.6	9.6	7.9	9.6	8.8	4	**KBNA-A/F** *Span*	*920/97.5 1(.5)kw/100kw*	5	8	4	4	2	2	94	TICHENOR MEDIA	---	KT-H
3.9	5.3	6.7	7.4	6.4	5	**KTSM-FM** *B/EZ*	*99.9 100kw*	4	6	5	5	4	3	62	TRI-STATE	---	CHR
7.8	6.9	10.5	9.3	5.9	6	**KAMZ** *AC*	*93.1 30kw*	6	4	6	6	5	6	67	PINNACLE	---	EAST
1.9	3.2	4.6	4.8	5.2	7	**KSET** *Ctry*	*94.7 61kw*	8	5	8	8	7	5	79	DUNN BR.	---	DUR
6.2	4.6	3.9	4.0	4.6	8	**KOFX** *Gold*	*92.3 100kw*	7	9	7	7	6	9	64	ELP	UNIP	MCG
3.8	4.6	3.7	4.4	4.4	9	**KAMA** *Span*	*750 10(1)kw*	9	7	11	9	8	4	79	PINNACLE	---	CAB
4.1	5.1	4.5	6.7	4.3	10	**KTSM** *N/T*	*1380 5(.5)kw*	10	17	12	13	12	8	62	TRI-STATE	CBS	CHR

#77 MONTEREY-SALINAS-SANTA CRUZ

MONTEREY

12+ POPULATION: **492,700** (Black: N/A; Hispanic: 26.4%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.8	9.9	11.0	10.5	9.1	1	**KDON** *Ctry*	*102.5 18.5kw*	1	1	1	1	6	10	70	HENRY	---	CHR
8.3	8.2	5.9	6.9	6.3	2	**KGO** *N/T*	*810 50kw*	3	23	22	11	7	1	75	CAP CITIES/ABC	ABC	BAN
8.4	6.0	10.1	7.4	6.2	3	**KTOM-A/F** *Ctry*	*1380/100.7 5kw/910w*	2	8	4	3	3	2	67	MAGIC BR.	ABC	KATZ
5.1	4.8	3.0	4.5	5.4	4	**KBAY** *AC*	*100.3 163kw*	8	29	12	13	14	3	101	UNITED	---	MMR
2.9	4.0	6.3	4.7	5.2	5	**KTGE** *Span*	*1570 5(.5)kw*	11	5	2	2	2	14	116	TGR BR.	---	CAB
4.5	4.7	4.4	6.0	4.8	6	**KWAV** *AC*	*96.9 18kw*	4	4	7	4	1	4	68	BUCKLEY	AP	KATZ
2.8	5.3	4.1	3.3	4.3	7	**KBOQ** *Clas*	*92.7 6.9kw*	6	30	11	12	10	5	75	A. WILLIAM LEE	---	CMBS
3.5	3.5	2.2	3.4	4.1	8	**KUFX** *CR*	*94.5 1.2kw*	5	3	8	5	4	6	58	KOOL COMM.	---	DUR
3.6	2.7	4.8	4.8	3.7	9	**KMBY** *AOR*	*107.1 860w*	7	7	3	6	9	28	67	C&C	---	HNWH
3.7	3.0	1.9	3.1	3.5	10	**KOCN** *AC*	*104.9 1.8kw*	12	11	6	7	5	12	81	C.R. PASQUIER	MBS	TOR

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ALBUQUERQUE #79

12+ POPULATION: **475,400** (Black: N/A; Hispanic: 33.2%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.7	15.4	16.5	15.6	12.4	1	KRZY/KRST Ctry	1450/92.3 1kw/22kw	1	3	1	1	1	2	82	COMMONWEALTH	MBS	KATZ
10.4	11.5	8.4	10.9	11.0	2	KKOB AC	770 50kw	2	5	9	3	2	1	76	FAIRMONT	ABC	MCG
5.5	6.2	4.9	7.5	7.5	3	KKSS CHR	97.3 100kw	4	1	3	7	12	16	81	SUNGROUP	---	DUR
7.2	6.6	7.5	7.2	6.9	4	KKOB-FM AC	93.3 21.5kw	3	4	6	2	3	3	66	FAIRMONT	---	MCG
5.4	5.6	6.0	3.8	4.5	5	KKJY B/EZ	100.3 22.5kw	9	20	21	14	9	4	83	MBC	---	TOR
7.2	6.2	4.4	6.6	4.5	5	KZSS/KZRR AOR	610/94.1 5kw/22.5kw	6	11	2	4	4	13	64	ANCHOR MEDIA	SOU	EAST
5.1	4.0	3.7	4.4	4.3	7	KZKL-A/F Gold	1580/101.7 10kw/3kw	7	7	11	5	5	5	69	AM-FM COMM.	---	CHR
6.5	4.5	5.7	3.8	3.9	8	KLSK CR	104.1 100kw	5	10	5	6	6	9	54	PROGRESSIVE BR.	---	CHR
4.5	2.4	3.7	4.4	3.8	9	KMGA AC	99.5 22.5kw	10	24	13	10	7	6	74	PENN	UNIS	EAST
0.6	2.4	2.8	3.7	3.8	9	KZRQ AOR	105.1 100kw	12	2	4	8	13	24	81	STAR MANAGE.	SMN	TOR

SARASOTA-BRADENTON #80

12+ POPULATION: **456,400** (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
19.2	18.3	18.7	1	WDUV B/EZ	103.3 100kw	1	11	13	9	5	1	111	SUNSHINE STATE	MBS	CHR
9.6	9.0	10.0	2	WYNF AOR	94.9 100kw	2	2	1	1	2	7	103	CBS	CBS	CBS
4.3	9.3	7.7	3	WHPT AC	102.5 100kw	3	28	2	2	1	2	93	PAXSON BR.	---	BAN
4.2	3.3	5.1	4	WCTQ Ctry	92.1 6kw	6	4	5	3	3	4	75	ASTERISK	NBC	---
4.9	4.6	4.8	5	WFLA N/T	970 5kw	7	14	10	10	7	6	77	JACOR	ABC	EAST
5.2	5.0	4.8	5	WFLZ CHR	93.3 100kw	4	1	3	5	9	14	62	JACOR	ABC	EAST
4.0	3.3	4.8	5	WWRM AC	107.3 100kw	8	6	6	6	10	5	79	COX	---	DUR
5.7	3.2	4.6	8	WSRZ Gold	106.3 3.6kw	5	10	14	4	4	3	66	WILKS SCHWARTZ	---	EAST
3.4	3.2	3.0	9	WQYK-FM Ctry	99.5 100kw	10	23	9	8	6	8	72	INFINITY	---	KATZ
3.1	3.9	2.7	10	WINK-FM AC	96.9 100kw	12	5	11	11	8	9	69	FORT MYERS BR.	ABC	MCG

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#81 GREENVILLE-NEW BERN-JACKSONVILLE, NC

GREEN.-N. BRN

12+ POPULATION: **449,000** (Black: 25.0%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.7	21.5	20.7	24.8	25.3	1	**WRNS-A/F** *Ctry*	*5(1)kw/100kw 960/95.1*	1	3	1	1	1	1	111	PINNACLE	ABC	MCG
14.3	14.2	11.5	11.8	12.4	2	**WIKS** *UC*	*101.9 100kw*	2	1	2	2	3	2	83	TAYLOR	ABC	HNWH
6.7	4.8	6.3	5.8	7.3	3	**WDLX** *AC*	*93.3 100kw*	3	5	4	3	2	3	65	TAR HILL	ABC	BAN
4.8	5.4	5.7	7.2	5.4	4	**WSFL** *AOR*	*106.5 100kw*	4	7	3	4	6	8	73	CARAVELLE	UNIP	EAST
3.0	5.3	4.9	3.2	5.1	5	**WHTE/WRHT** *CHR*	*103.7/96.3 100kw/50kw*	6	2	5	5	8	10	79	SEA-COMM.	CNN	---
5.3	5.5	5.9	6.6	4.2	6	**WNCT** *B/EZ*	*107.9 100kw*	5	19	23	12	11	5	63	ROY H. PARK	ABC	MMR
5.4	4.2	5.4	4.1	3.7	7	**WKOO** *Gold*	*98.7 100kw*	7	10	7	6	5	4	74	UNIFAS OF VA.	MBS	DUR
3.7	3.5	3.6	2.8	3.2	8	**WVVY*** *AC*	*99.5 16.5kw*	9	6	9	7	4	7	70	TAYLOR	---	---
1.9	2.1	2.6	3.4	2.6	9	**WTRG** *Gold*	*100.7 100kw*	8	8	12	8	7	6	54	JOYNER ADVERT.	ABC	HNWH
3.2	2.9	2.1	2.2	2.0	10	**WRDU** *AOR*	*106.1 100kw*	10	21	6	9	9	17	47	VOYAGER	SOU	MMR

*Now **WTND** (Ctry).

#82 LITTLE ROCK

LITTLE ROCK

12+ POPULATION: **431,000** (Black: 18.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
24.7	25.7	20.9	22.5	19.1	1	**KSSN** *Ctry*	*95.7 92kw*	1	2	1	1	1	1	77	SOUTHERN SKIES	ABC	KATZ
7.4	9.4	10.1	9.3	10.2	2	**KIPR** *UC*	*100kw 100kw*	5	1	3	4	4	6	105	CORNERSTONE	---	KATZ
8.4	6.3	6.6	5.0	9.8	3	**KDDK** *Ctry*	*100.3 44.2kw*	2	3	5	3	5	3	72	GALAXY BR.	---	MCG
7.7	10.0	11.3	10.2	8.7	4	**KMJX** *AOR*	*105.1 79kw*	4	5	2	2	2	5	87	COASTAL	ABC	HNWH
5.2	7.2	9.1	7.9	8.7	4	**KARN** *N/T*	*920 5kw*	6	10	8	6	6	2	92	SNIDER	CBS	KATZ
6.2	6.7	6.0	6.9	7.2	6	**KURB-A/F** *AC*	*1250/98.5 2.5(2)kw/99kw*	3	6	4	5	3	4	69	GHB BR.	SOU	HNWH
5.1	3.9	4.2	3.6	3.8	7	**KKYK** *CHR*	*103.7 100kw*	7	4	6	7	10	13	45	SNIDER	---	BAN
3.2	4.6	3.8	5.8	3.2	8	**KOLL** *Gold*	*94.9 96kw*	8	13	9	8	8	8	50	SOUTHERN STARR	UNIP	MCG
8.4	6.3	6.6	4.7	3.0	9	**KEZQ** *AC*	*102.9 50kw*	10	9	16	12	11	9	80	OMNI BR.	UNIU	MCG
4.2	2.8	2.0	2.9	3.0	9	**KHLT** *AC*	*94.1 100kw*	9	16	7	10	9	10	57	SIGNAL MEDIA	---	CHR
3.5	3.3	2.5	1.3	3.0	9	**KMZX** *UC*	*106.3 3kw*	11	12	10	9	7	7	87	WILLIS	SMN	K&P

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BATON ROUGE #83

12+ POPULATION: **430,800** (Black: 28.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.5	20.5	23.4	18.3	18.7	1	**WYNK-FM** *Ctry*	*101.5 100kw*	1	5	1	1	1	1	98	NARRAGANSETT	ABC	TOR
11.8	9.4	11.7	10.8	11.4	2	**KQXL** *UC*	*106.5 50kw*	3	2	2	2	3	4	99	CITYWIDE	AURN	BAN
10.3	12.0	9.1	6.6	11.3	3	**WXOK** *UC*	*1460 5(1)kw*	6	3	4	3	2	2	125	CITYWIDE	AURN	BAN
7.7	7.5	6.2	8.6	7.1	4	**WFMF** *CHR*	*102.5 100kw*	2	1	3	4	7	11	61	GUARANTY	UNIP	CHR
5.4	5.4	5.5	7.3	7.1	4	**WJBO** *N/T*	*1150 5kw*	4	14	9	6	4	3	72	BATON ROUGE	CBS	CHR
5.8	5.8	5.8	6.4	5.5	6	**WKJN** *Ctry*	*103.5 100kw*	5	7	8	7	6	6	58	SOUTHERN COMM.	MBS	CHR
5.1	4.2	5.3	4.8	5.4	7	**KRVE** *AC*	*96.1 43kw*	7	8	6	5	5	5	63	McFORHUN, INC.	---	K&P
2.9	3.9	3.0	5.3	4.1	8	**WTGE** *AOR*	*100.7 100kw*	8	6	7	9	11	10	53	VETTER	ABC	EAST
3.8	2.8	3.0	4.7	3.9	9	**WCKW-FM** *AOR*	*92.3 100kw*	9	9	5	8	9	12	59	222 CORP.	SOU	BAN
4.6	5.4	4.7	3.1	3.3	10	**WGGZ** *Gold*	*98.1 100kw*	10	16	11	10	8	7	50	GUARANTY	ABC	KATZ

NEW BEDFORD-FALL RIVER #84

12+ POPULATION: **427,800** (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
4.0	4.6	7.9	1	**WCTK** *Ctry*	*98.1 47kw*	3	27	11	2	1	1	123	HALL	---	TOR
4.3	3.1	6.1	2	**WPLM-FM** *BBnd*	*99.1 50kw*	9	14	23	31	32	7	129	PLYMOUTH ROCK	UNIU	HNWH
5.8	5.7	6.0	3	**WHJY** *AOR*	*94.1 50kw*	2	5	1	1	2	10	59	GRIFFIN GROUP	SOU	KATZ
6.5	6.1	5.7	4	**WPRO-FM** *CHR*	*92.3 39kw*	1	1	2	3	6	20	49	TELEMEDIA	ABC	BAN
6.9	6.9	5.2	5	**WFHN** *CHR*	*107.1 3kw*	6	2	3	4	9	11	88	SAGE	---	CHR
4.8	4.6	4.4	6	**WWLI** *AC*	*105.1 50kw*	4	10	10	8	4	2	72	TMZ	---	MCG
5.9	3.8	4.2	7	**WSNE** *AC*	*93.3 30kw*	5	7	5	5	3	5	68	BECK-ROSS	---	EAST
5.3	3.5	3.8	8	**WBSM** *N/T*	*1420 5(1)kw*	14	23	28	24	20	6	98	H&D	NBC	CHR
2.8	5.3	3.1	9	**WWBB** *Gold*	*101.5 13.5kw*	7	8	15	7	5	4	54	WILKS/SCHWARTZ	---	MCG
4.1	3.4	3.1	9	**WWRX** *CR*	*103.7 50kw*	8	12	4	6	7	13	56	WESTERLY	CNN	DUR

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#85 CHARLESTON, SC

CHARLESTON, SC

12+ POPULATION: **425,800** (Black: 28.4%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.0	10.7	13.5	15.0	14.8	1	**WWWZ** *UC*	*93.3 50kw*	2	1	1	1	1	3	114	MILLENNIUM COM.	AURN	HNWH
10.7	10.9	10.2	10.6	11.6	2	**WEZL** *Ctry*	*103.5 100kw*	1	5	4	2	2	1	83	APOLLO RADIO	MBS	BAN
8.1	7.4	12.1	7.1	8.7	3	**WBUB** *Ctry*	*107.5 100kw*	4	6	3	4	3	4	79	LOW COUNTRY	---	MCG
7.1	5.7	7.1	4.9	7.0	4	**WAVF** *AOR*	*96.1 100kw*	5	2	2	3	6	12	76	PRITCHARD & CO.	---	CHR
5.9	6.3	5.2	5.8	6.9	5	**WTMA** *N/T*	*1250 5(1)kw*	7	13	10	6	4	2	79	JET COMM.	NBC	KATZ
7.7	8.1	6.4	5.8	5.7	6	**WSSX** *AC*	*95.1 100kw*	3	3	5	5	7	9	49	FAIRCOM, INC.	---	KATZ
3.8	5.8	3.1	4.7	4.7	7	**WPAL** *UC*	*730 1kw*	12	22	8	10	9	8	93	WPAL, INC.	AURN	ROS
4.5	3.2	5.3	5.8	4.4	8	**WXLY** *Gold*	*102.5 100kw*	8	14	9	8	5	5	54	BLOOMINGTON	UNIU	BAN
6.5	6.7	4.6	6.1	4.4	8	**WXTC-FM** *AC*	*96.9 100kw*	9	9	7	9	8	7	55	JET COMM.	---	MCG
4.7	3.2	5.9	5.7	4.3	10	**WYBB** *CR*	*98.1 50kw*	6	12	6	7	10	10	48	L.M. COMM.	---	EAST

#86 YOUNGSTOWN-WARREN

YOUNGSTOWN

12+ POPULATION: **407,500** (Black: 10.4%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.0	13.1	14.5	12.6	13.3	1	**WQXK** *Ctry*	*105.1 88kw*	4	2	3	1	1	1	107	REACH RADIO	UNIU	BAN
11.5	12.4	12.4	11.0	12.7	2	**WKBN** *N/T*	*570 5kw*	2	7	9	7	7	3	99	WKBN BR.	CBS	KATZ
8.4	10.3	8.3	9.3	9.7	3	**WKBN-FM** *AC*	*98.9 4.5kw*	3	5	4	4	4	4	76	WKBN BR.	UNIS	KATZ
10.6	8.0	8.0	7.1	9.2	4	**WHOT-FM** *CHR*	*101.1 25kw*	1	1	2	2	3	6	64	WHOT, INC.	---	CHR
7.6	6.4	7.2	8.4	6.9	5	**WNCD** *AOR*	*106.1 3kw*	7	3	1	3	6	9	79	W N BR.	---	TOR
8.2	9.5	9.3	9.9	6.6	6	**WBBG** *Gold*	*93.3 50kw*	5	6	8	5	2	2	60	H&D COMM.	---	CHR
4.5	5.5	4.6	6.7	5.9	7	**WYFM** *AC*	*102.9 26kw*	6	4	5	6	5	5	67	SHARON	ABC	EAST
2.6	2.0	1.7	1.9	3.6	8	**WSOM** *Nost*	*600 1kw*	10	23	21	25	22	10	97	REACH RADIO	---	BAN
4.8	3.5	3.0	3.3	3.2	9	**WHOT** *Nost*	*1390 5kw*	9	13	15	24	15	8	66	WHOT, INC.	UNIS	CHR
2.4	2.2	2.6	2.9	2.7	10	**WBBW** *N/T*	*1240 1kw*	8	14	17	13	10	11	39	H&D COMM.	CNN	CHR

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STOCKTON #87

12+ POPULATION: **403,500** (Black: N/A; Hispanic: 22.6%)

FALL '91	SPRING '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.0	9.1	8.2	1	**KWIN** *CHR*	*97.7 3kw*	1	1	1	2	6	10	63	FRONT LINE COM.	---	MMR
8.1	5.4	7.6	2	**KATM*** *Ctry*	*103.3 50kw*	3	4	2	1	1	2	80	CITADEL COMM.	ABC	CHR
4.9	6.2	7.4	3	**KFMR** *Ctry*	*100.1 6kw*	4	11	5	4	2	1	98	CARSON GROUP	---	EAST
6.5	5.4	5.5	4	**KHOP** *AOR*	*104.1 50kw*	2	2	3	5	5	12	57	FULLER-JEFFREY	---	MCG
2.9	3.4	5.0	5	**KOSO** *AC*	*93.1 2.95kw*	5	6	9	3	4	3	74	SPACECOM	AP	KATZ
3.5	4.8	4.2	6	**KVFX** *CR*	*96.7 3kw*	8	8	4	6	3	13	73	GREAT AMERICAN	UNIS	HNWH
5.1	4.6	3.7	7	**KNBR** *Talk*	*680 50kw*	7	20	11	10	8	5	62	SUSQUEHANNA	NBC	EAST
1.4	2.8	3.5	8	**KMEL** *CHR*	*106.1 69kw*	9	3	6	8	11	19	69	EVERGREEN	---	CHR
4.0	2.0	3.2	9	**KCBS** *News*	*740 50kw*	6	24	21	15	17	8	51	CBS	CBS	CBS
2.5	2.2	3.2	9	**KJOY** *AC*	*99.3 2.95kw*	18	14	13	7	7	4	106	JOSEPH GAMBLE	---	CHR

*Formerly **KBEE**.

WICHITA #88

12+ POPULATION: **401,800** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.9	15.0	13.0	12.6	13.6	1	**KFDI-FM** *Ctry*	*101.3 100kw*	1	4	5	4	2	1	86	GREAT EMPIRE	ABC	TOR
13.2	12.8	15.6	15.3	12.6	2	**KZSN-A/F** *Ctry*	*1480/102.1 5(1)kw/100kw*	2	2	1	1	1	2	81	SOUTHERN SKIES	SMN	KATZ
7.3	7.6	7.6	10.2	8.9	3	**KKRD** *CHR*	*107.3 100kw*	3	1	3	2	5	8	65	SHERMAN	---	HNWH
7.1	5.8	5.9	6.9	6.8	4	**KRBB** *AC*	*97.9 100kw*	4	5	6	6	4	3	60	MARATHON BR.	---	CHR
6.6	5.3	5.9	5.6	6.3	5	**KRZZ** *AOR*	*96.3 50kw*	6	7	4	3	3	7	75	NEW WEST	---	DUR
5.0	4.4	6.6	6.5	6.3	5	**KNSS** *N/T*	*1240 1kw*	7	11	10	9	6	4	76	NEW WEST	NBC	DUR
5.0	9.3	6.2	6.9	6.1	7	**KICT*** *AOR*	*95.1 100kw*	5	3	2	5	10	12	66	GRANITE BR.	ABC	MCG
4.8	5.2	5.6	4.0	5.8	8	**KOEZ** *B/EZ*	*92.3 100kw*	10	12	15	12	11	6	86	ANDERSON STAT.	UNIU	---
7.7	7.0	7.1	6.1	5.5	9	**KFDI** *Ctry*	*1070 10(1)kw*	8	14	14	16	13	10	76	GREAT EMPIRE	ABC	TOR
5.3	3.8	3.8	3.7	4.8	10	**KEYN** *AC*	*103.7 100kw*	9	10	9	7	7	5	70	ABERDEEN	---	EAST

*Under an LMA with **Great Empire Broadcasting**.

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#89 BAKERSFIELD

BAKERSFIELD

12+ POPULATION: **397,200** (Black: N/A; Hispanic: 28.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.9	16.3	14.2	15.9	16.6	1	**KUZZ** Ctry	107.9 5.8kw	1	2	1	1	1	1	102	BUCK OWENS	---	KATZ
12.1	10.8	10.3	10.2	10.6	2	**KKXX-FM** CHR	105.3 35kw	2	1	2	2	2	5	77	GRAPEVINE	---	DUR
6.7	6.5	6.9	6.8	6.7	3	**KERN** N/T	1410 1kw	3	13	5	3	3	2	78	AMERICAN GEN.	ABC	CHR
5.0	3.7	5.2	4.2	4.9	4	**KWAC** Span	1490 1kw	8	11	6	7	5	4	109	KMAP INC.	---	LOTUS
4.5	6.3	7.2	6.0	4.8	5	**KRAB** AOR	106.3 3.9kw	4	3	3	5	7	31	73	DOUBLE D	UNIS	BAN
4.0	4.7	4.1	5.2	3.8	6	**KLLY** AC	95.3 12.5kw	6	8	4	4	6	7	65	BUCKLEY	AP	HNWH
3.5	3.1	2.7	4.4	3.3	7	**KERN-FM** Gold	94.1 4.5kw	5	6	17	6	4	3	52	AMERICAN GEN.	---	CHR
5.4	6.1	5.2	4.9	3.2	8	**KGFM** B/EZ	101.5 4.8kw	7	21	12	8	8	6	61	KERN	UNIS	MCG
4.5	1.3	3.8	4.9	2.4	9	**KCWR** Ctry	550 5kw	14	5	29	26	24	11	76	BUCK OWENS	---	KATZ
3.4	2.6	3.6	2.3	2.4	9	**KKBB** CR	97.7 3kw	9	9	8	9	10	15	54	KOHL COMM.	---	EAST

#90 MOBILE

MOBILE

12+ POPULATION: **395,900** (Black: 25.3%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.7	13.2	14.0	16.3	16.0	1	**WKSJ-A/F** Ctry	1270/94.9 5kw/100kw	1	7	1	1	1	1	94	CAPITOL BR. CO.	ABC	BAN
16.5	17.7	17.3	17.0	10.7	2	**WBLX-FM** UC	92.9 100kw	2	1	3	2	4	4	95	APRIL BR.	UNIP	HNWH
5.5	4.8	4.8	5.8	6.7	3	**WKRG-FM** AC	99.9 100kw	4	6	7	3	3	2	81	WKRG-TV, INC.	MBS	KATZ
1.5	1.4	1.5	1.6	6.7	3	**WJLQ** UC	100.7 100kw	5	3	5	4	2	5	86	BREM BR.	ABC	MCG
4.9	4.7	5.6	7.2	5.3	5	**WKRG** N/T	710 1(.5)kw	6	25	13	11	11	7	72	WKRG-TV, INC.	CBS	KATZ
5.3	6.5	6.8	6.9	5.2	6	**WGCX** AOR	104.1 100kw	7	4	2	5	7	9	73	WESCOM GROUP	ABC	EAST
5.9	5.1	5.6	2.1	4.7	7	**WGOK** UC	900 1(.5)kw	12	23	14	10	8	3	123	ROBERDS BR.	AURN	ROS
2.8	2.9	3.5	5.4	4.7	7	**WXBM** Ctry	102.7 100kw	10	5	6	7	9	13	79	SMITH & MAHACEK	MBS	KATZ
2.1	2.5	1.7	4.0	4.7	7	**WZEW** AOR	92.1 13.5kw	9	10	4	6	6	8	77	WZEW, INC.	CNN	TOR
8.4	7.3	8.1	5.6	4.3	10	**WABB-FM** CHR	97.5 100kw	3	2	8	9	10	17	46	DITTMAN GROUP	ABC	CHR

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NEW HAVEN #91

12+ POPULATION: **393,200** (Black: 11.4%; Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.3	8.0	10.7	1	**WELI** *AC*	*960 5kw*	3	17	17	8	6	2	91	CLEAR CHANNEL	---	MCG
9.4	9.2	9.6	2	**WPLR** *AOR*	*99.1 14.1kw*	2	3	1	1	1	6	80	SOUTHERN STARR	---	EAST
5.4	5.4	8.3	3	**WEZN** *AC*	*99.9 27.5kw*	4	23	3	2	2	1	84	NEW CITY	---	KATZ
9.4	8.1	7.1	4	**WKCI** *CHR*	*101.3 10kw*	1	2	2	3	4	7	57	CLEAR CHANNEL	---	MCG
5.1	5.2	5.6	5	**WWYZ** *Ctry*	*92.5 18kw*	10	11	9	11	8	4	102	WWYZ, INC.	UNIU	BAN
3.7	5.8	4.9	6	**WFAN** *Sports*	*660 50kw*	7	8	8	6	5	5	65	INFINITY	NBC	HNWH
4.2	3.4	4.3	7	**WDRC-FM** *Gold*	*102.9 19.5kw*	9	7	14	4	3	3	69	BUCKLEY	---	MCG
4.8	4.0	4.3	7	**WKSS** *CHR*	*95.7 16.5kw*	5	1	4	9	10	14	45	PRECISION MED.	AP	MMR
1.7	3.1	3.4	9	**WEBE** *AC*	*107.9 50kw*	8	22	7	5	7	8	54	WIN	---	BAN
3.2	2.6	3.4	9	**WNHC** *UC*	*1340 1kw*	14	14	6	7	9	10	96	WILLIS COM.	---	HNWH

NEW HAVEN

COLUMBIA, SC #92

12+ POPULATION: **387,000** (Black: 29.4%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.5	17.6	18.4	20.2	16.9	1	**WWDM** *UC*	*101.3 100kw*	2	1	1	1	1	2	121	GAMECOCK CITY	UNIP	HNWH
16.4	14.0	13.4	10.6	12.9	2	**WCOS-FM** *Ctry*	*97.5 100kw*	1	5	5	2	2	1	90	MEDIACOMM	ABC	KATZ
4.8	4.1	6.0	4.2	7.3	3	**WTCB** *AC*	*106.7 100kw*	6	7	6	3	3	3	85	BLOOMINGTON	AP	CHR
8.0	8.3	6.4	8.3	7.3	3	**WVOC** *N/T*	*560 5kw*	3	14	8	9	5	4	72	RIDGELY COMM.	CNN	BAN
5.3	4.2	6.0	7.1	5.7	5	**WHKZ** *Ctry*	*96.7 3.3kw*	7	3	4	6	7	8	69	UNIVERSAL COMM.	---	K&P
9.3	8.6	8.5	7.9	5.7	5	**WNOK** *CHR*	*104.7 100kw*	4	2	3	5	10	13	58	VOYAGER	ABC	KATZ
5.0	2.9	1.9	1.8	5.6	7	**WARQ*** *AOR*	*93.5 1.65kw*	8	4	2	4	8	12	81	CLAYTON RADIO	---	BAN
4.2	5.3	6.0	5.2	4.8	8	**WOMG-A/F** *Gold*	*1320/103.1 5(2.5)kw/3kw*	5	16	10	8	4	5	57	PRICE	MBS	TOR
2.9	2.1	2.2	2.9	4.6	9	**WSCQ** *Nost*	*100.1 5.9kw*	10	12	13	12	11	6	79	CONGAREE BR.	CNN	EAST
5.4	6.8	7.2	7.1	4.0	10	**WMFX** *AOR*	*102.3 3kw*	9	6	7	7	6	10	58	BTMI, INC.	---	DUR

*Formerly **WAAS** (AC).

COLUMBIA, SC

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#93 JOHNSON CITY-KINGSPORT-BRISTOL

JOHNSON CITY

12+ POPULATION: **376,400** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
24.9	25.2	28.2	27.5	27.6	1	**WXBQ-FM** *Ctry*	*96.9 67kw*	1	1	2	1	1	1	105	BRISTOL	ABC	CHR
13.2	12.1	13.6	14.3	14.3	2	**WTFM** *AC*	*98.5 100kw*	3	3	3	3	2	2	90	HOME NEWS	ABC	EAST
14.9	16.3	15.7	17.0	13.5	3	**WQUT** *CHR*	*101.5 100kw*	2	2	1	2	3	3	75	BLOOMINGTON	UNIP	KATZ
2.4	2.4	3.8	2.9	4.1	4	**WKOS** *Gold*	*104.9 1.4kw*	6	8	5	5	4	4	76	BLOOMINGTON	---	KATZ
5.6	5.4	2.2	4.7	4.1	4	**WUSJ** *Ctry*	*99.3 .42kw*	4	19	7	8	8	7	59	TRI-CITY BR.	NBC	DUR
3.4	3.3	4.5	4.0	3.2	6	**WJCW** *Talk*	*910 5(1)kw*	5	9	8	7	6	5	58	BLOOMINGTON	MBS	KATZ
2.4	1.7	1.6	1.2	3.1	7	**WIVK-FM** *Ctry*	*107.7 100kw*	10	4	9	6	7	6	93	DICK	ABC	KATZ
4.2	4.7	3.5	4.0	2.9	8	**WIMZ-FM** *AOR*	*103.5 100kw*	7	23	4	4	5	13	68	SOUTH CENTRAL	SOU	CHR
1.5	1.6	1.0	0.7	2.7	9	**WMEV-FM** *Ctry*	*93.9 100kw*	9	7	6	9	9	8	73	SUMMIT BR.	NBC	REG
2.2	3.3	4.8	2.0	1.9	10	**WKPT** *AC*	*1400 1kw*	8	21	24	19	19	10	48	HOME NEWS	ABC	EAST

#94 WORCESTER

WORCESTER

12+ POPULATION: **374,600** (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.1	11.6	13.1	1	**WSRS** *AC*	*96.1 14.1kw*	1	6	3	2	1	1	95	KNIGHT QUALITY	---	BAN
8.8	9.4	10.6	2	**WXLO** *AC*	*104.5 37kw*	2	9	1	1	2	2	86	DEER RIVER	AP	MCG
8.0	7.7	7.9	3	**WTAG** *N/T*	*580 5kw*	4	27	15	11	6	3	76	KNIGHT QUALITY	NBC	BAN
8.8	9.7	6.5	4	**WAAF** *AOR*	*107.3 18.5kw*	3	1	2	3	5	11	58	ZAPIS	UNIP	CHR
3.5	4.5	4.8	5	**WODS** *Gold*	*103.3 16kw*	6	23	8	4	3	4	65	CBS	CBS	CBS
4.6	2.4	3.9	6	**WBZ** *N/T*	*1030 50kw*	7	12	14	12	10	6	57	GROUP W	ABC	G/W
6.5	6.8	3.6	7	**WZOU** *CHR*	*94.5 11.5kw*	5	2	6	8	12	19	44	ARDMAN	---	HNWH
3.2	3.6	3.3	8	**WBMX** *AC*	*98.5 9kw*	10	8	10	7	4	5	65	ATLANTIC RADIO	UNIP	KATZ
3.7	2.7	3.0	9	**WBCN** *AOR*	*104.1 19kw*	8	34	4	5	7	13	58	INFINITY	---	TOR
1.9	0.0	2.7	10	**WBOS** *AC*	*92.9 8.8kw*	12	14	5	6	9	16	61	GRANUM	---	MMR

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BRIDGEPORT #95

12+ POPULATION: **368,600** (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.2	13.5	12.9	1	**WICC** *AC*	*600 1(.5)kw*	2	22	9	4	3	2	92	WIN	---	BAN
13.3	10.8	12.6	2	**WEZN** *AC*	*99.9 27.5kw*	1	27	4	1	1	1	84	NEWCITY	---	KATZ
9.6	8.7	8.3	3	**WEBE** *AC*	*107.9 50kw*	4	9	2	3	2	3	72	WIN	---	BAN
6.9	8.7	8.2	4	**WPLR** *AOR*	*99.1 14.1kw*	5	3	1	1	4	4	89	SOUTHERN STARR	---	EAST
9.2	5.1	6.9	5	**WKCI** *CHR*	*101.3 10kw*	3	1	3	5	5	8	57	CLEAR CHANNEL	---	MCG
4.2	4.8	5.5	6	**WFAN** *Sports*	*660 50kw*	6	4	5	6	6	5	68	INFINITY	NBC	HNWH
1.5	2.6	3.4	7	**WWYZ** *Ctry*	*92.5 18kw*	10	32	11	10	7	6	91	WWYZ, INC.	UNIU	BAN
3.7	3.6	2.9	8	**WCBS** *News*	*880 50kw*	7	30	27	15	12	7	42	CBS	CBS	CBS
1.5	2.0	2.6	9	**WRKI** *AOR*	*95.1 50kw*	8	6	7	7	8	12	50	DANBURY BR.	---	EAST
2.1	1.5	2.5	10	**WRKS** *UC*	*98.7 7.8kw*	14	7	6	8	13	19	88	SUMMIT	SOU	DUR

CHATTANOOGA #95

12+ POPULATION: **368,600** (Black: 12.5%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
23.9	23.7	21.5	22.0	21.8	1	**WUSY** *Ctry*	*100.7 100kw*	1	1	1	1	1	1	99	COLONIAL	NBC	KATZ
8.6	10.1	8.8	9.6	12.2	2	**WDEF-FM** *B/EZ*	*92.3 100kw*	2	11	8	6	2	2	99	PARK	CBS	MMR
10.0	8.4	7.6	10.4	7.7	3	**WJTT** *UC*	*94.3 3kw*	6	2	2	2	4	6	90	JETTCOM	CBS	HNWH
4.7	6.6	5.3	4.6	6.3	4	**WDOD-FM** *Ctry*	*96.5 100kw*	5	5	9	8	8	3	66	BAHAKEL	UNIU	BAN
6.4	8.6	6.0	5.1	6.0	5	**WLMX** *AC*	*105.5 3kw*	4	6	5	4	3	4	58	CHATTANOOGA	ABC	EAST
5.9	5.6	9.4	6.9	5.8	6	**WSKZ** *AOR*	*106.5 100kw*	3	4	3	3	5	8	53	BLOOMINGTON	---	CHR
3.0	3.0	3.5	3.3	4.9	7	**WGOW** *N/T*	*1150 5(1)kw*	8	18	10	7	7	5	85	BLOOMINGTON	SUN	CHR
5.4	5.3	6.1	4.7	4.8	8	**WFXS** *CR*	*102.3 3kw*	7	7	4	5	6	9	80	TENNESSEE COMM.	---	BAN
2.4	2.8	2.8	3.4	3.2	9	**WNOO** *Rel*	*1260 5kw*	11	9	11	12	12	7	89	TENNESSEE COMM.	AURN	BAN
1.9	2.0	3.5	3.6	2.4	10	**WJRX** *CC*	*107.9 3kw*	10	8	6	9	11	16	52	VIRGINIA SAT.	AP	---

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#97 ROANOKE-LYNCHBURG

ROANOKE

12+ POPULATION: **367,400** (Black: 14.4; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.8	14.8	18.8	17.4	16.2	1	**WYYD** *Ctry*	*107.9 20.5kw*	1	3	2	1	1	1	105	WINFAS OF VIR.	MBS	MCG
8.5	8.0	8.6	7.7	10.0	2	**WROV-FM** *AOR*	*96.3 14kw*	5	2	1	2	2	7	104	JOYNER	ABC	HNWH
10.7	9.7	8.3	10.3	9.5	3	**WPVR** *B/EZ*	*94.9 100kw*	3	13	6	6	5	3	85	JIM GIBBONS	---	TOR
14.5	14.6	14.3	12.1	9.3	4	**WLYK/WXLK** *CHR*	*100.1/92.3 20kw/93kw*	2	1	3	4	4	5	68	CEBE INVEST.	UNIP	MCG
9.7	8.5	4.7	7.2	8.3	5	**WSLQ** *AC*	*99.1 200kw*	4	4	5	3	3	2	81	MEL WHEELER	ABC	KATZ
5.9	5.1	6.0	5.3	6.3	6	**WJLM** *Ctry*	*93.5 6kw*	7	8	4	5	6	6	86	WRIS	MBS	TOR
5.4	5.1	4.6	3.9	5.1	7	**WFIR** *AC*	*960 5kw*	6	12	10	8	7	4	69	JIM GIBBONS	CBS	TOR
1.0	5.9	5.3	4.7	4.2	8	**WJJS** *UC*	*101.7 3.4kw*	8	6	7	7	8	9	87	CRS COM.	ABC	K&P
2.9	2.6	3.9	3.5	4.1	9	**WSLC** *AC*	*610 5(1)kw*	9	17	12	11	9	8	85	MEL WHEELER	NBC	KATZ
1.7	0.5	0.8	4.3	3.6	10	**WVLR/WVRV** *UC*	*102.7/105.3 22kw/3kw*	10	5	8	9	12	12	68	LNR RADIO GROUP	---	---

#98 MELBOURNE-TITUSVILLE-COCOA, FL

MEL-TITUS-COCOA

12+ POPULATION: **363,900** (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.8	7.8	11.3	1	**WWKA** *Ctry*	*92.3 100kw*	1	20	2	1	1	1	91	NEWCITY	---	KATZ
10.5	10.0	8.5	2	**WMMB** *BBnd*	*1240 1kw*	4	17	21	17	14	2	95	CITY BR.	MBS	TOR
8.6	7.3	8.2	3	**WLRQ** *AC*	*99.3 50kw*	3	7	3	3	2	3	90	EZ	---	EAST
8.6	7.8	7.1	4	**WHTQ** *CR*	*96.5 100kw*	2	3	1	2	3	14	71	TK	SOU	TOR
4.0	4.8	4.8	5	**WAOA** *CHR*	*107.1 100kw*	5	2	4	4	5	12	58	SILICON EAST	---	MCG
4.5	5.0	4.1	6	**WHKR** *Ctry*	*102.7 50kw*	8	10	8	8	6	6	75	ROPER BR.	---	K&P
0.5	3.9	3.9	7	**WTAI** *Talk*	*1560 5kw*	14	23	14	16	12	7	94	SILICON EAST	ABC	MCG
3.1	5.0	3.7	8	**WGGD** *Gold*	*102.3 3kw*	11	12	10	5	4	4	76	CITY BR.	---	TOR
2.9	2.3	3.4	9	**WOMX-A/F** *AC*	*950/105.1 5kw/100kw*	7	4	7	7	8	9	59	NATIONWIDE	---	MCG
3.1	3.6	3.0	10	**WJHM** *UC*	*101.9 28kw*	9	1	6	10	17	25	56	BEASLEY	---	HNWH
0.9	2.8	3.0	10	**WMGF** *AC*	*107.7 100kw*	12	13	19	13	10	5	66	METROPLEX	NBC	BAN

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LANCASTER, PA #99

12+ POPULATION: **362,600** (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.3	10.2	12.8	1	**WARM-FM** *AC*	*103.3 6.4kw*	1	28	2	1	1	1	92	SUSQUEHANNA	---	EAST
8.6	10.0	9.8	2	**WIOV** *Ctry*	*105.1 50kw*	3	8	4	3	3	2	86	BRILL MEDIA	ABC	BAN
8.6	7.4	8.1	3	**WROZ*** *AC*	*101.3 1kw/17kw*	5	19	6	6	4	4	87	HALL	---	MMR
0.4	2.6	7.1	4	**WKBO/WRVV** *AC*	*1230/97.3 17kw*	4	11	1	2	2	5	75	PENN. BR. ASSOC.	---	MMR
6.7	5.8	6.0	5	**WLAN-FM** *CHR*	*96.9 50kw*	2	1	3	4	6	8	45	ALTDOERFFER GR.	ABC	HNWH
6.7	8.0	5.9	6	**WDAC** *Rel*	*94.5 19kw*	7	24	12	8	8	6	84	WDAC RADIO IC.	---	SAV
7.0	6.3	5.0	7	**WRKZ** *Ctry*	*106.7 14kw*	8	17	7	7	5	3	78	TELE MEDIA	ABC	TOR
6.8	6.5	4.1	8	**WHTF** *CR*	*92.7 1.4kw*	6	4	5	5	7	9	53	STARVIE MEDIA	SOU	MCG
1.4	0.9	2.2	9	**WHP** *N/T*	*580 5kw*	16	20	16	15	15	10	71	PENN. BR. ASSOC.	CNN	MMR
2.5	3.9	2.2	9	**WWKL** *Gold*	*94.9 25kw*	10	5	20	9	9	7	53	BARNSTABLE	ULTI	KATZ

*Formerly **WNCE**.

LANSING-EAST LANSING #100

12+ POPULATION: **361,600** (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.1	18.9	18.0	18.1	16.2	1	**WITL-FM** *Ctry*	*100.7 26.5kw*	1	2	1	2	1	1	99	MSP	ABC	BAN
9.7	10.7	10.9	12.0	11.6	2	**WJXQ** *AOR*	*106.1 50kw*	3	4	2	1	2	7	103	REGIONAL HIT	ABC	DUR
10.4	12.2	11.6	11.6	8.5	3	**WVIC-FM** *CHR*	*94.9 49kw*	2	1	3	3	4	6	60	GOODRICH BR.	UNIP	KATZ
5.8	6.4	6.3	6.5	7.9	4	**WJIM-FM** *AC*	*97.5 28kw*	4	20	7	6	5	2	74	DOUBLE L	---	MCG
8.8	5.6	8.3	5.5	6.4	5	**WFMK** *AC*	*99.1 28kw*	5	7	4	4	3	4	66	LIGGETT	---	EAST
5.1	5.6	5.5	4.3	5.9	6	**WJR** *Talk*	*760 50kw*	8	21	9	10	8	5	86	CAP CITIES/ABC	ABC	KATZ
5.3	5.1	5.6	4.8	4.6	7	**WIBM-FM** *Gold*	*94.1 40kw*	6	6	10	5	6	3	54	CR BROAD.	---	CHR
3.7	3.6	3.5	4.2	3.9	8	**WMMQ** *CR*	*92.7 1.5kw*	7	10	6	7	7	10	51	OTTAWAY COMM.	SOU	HNWH
2.5	2.1	1.6	4.0	3.6	9	**WQHH** *UC*	*96.5 3kw*	11	3	5	8	12	14	86	MID-MICH. BR.	---	PATT
1.6	1.5	2.5	4.5	3.1	10	**WILS-FM** *Ctry*	*101.7 2.1kw*	9	8	8	9	9	8	61	MacDONALD	---	HNWH

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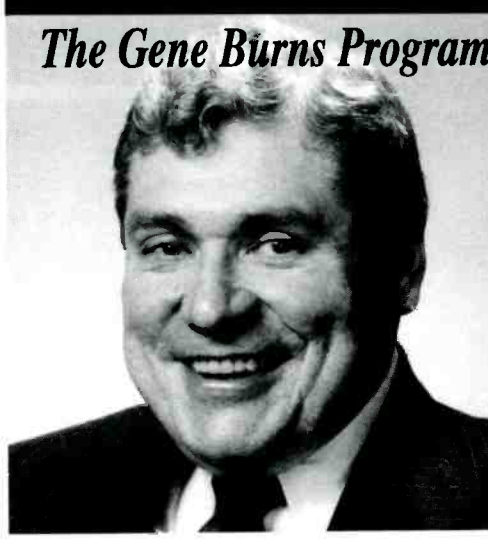

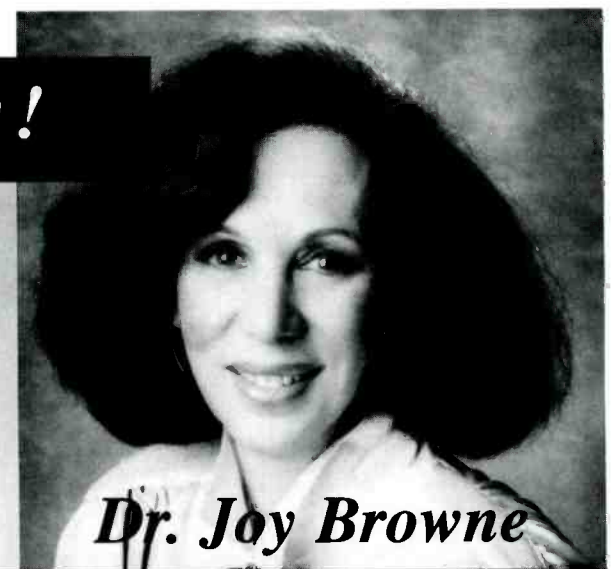

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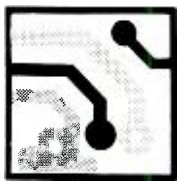
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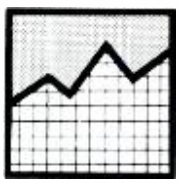
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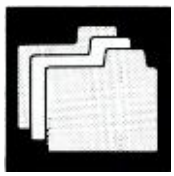
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FAX: (206) 589-5797
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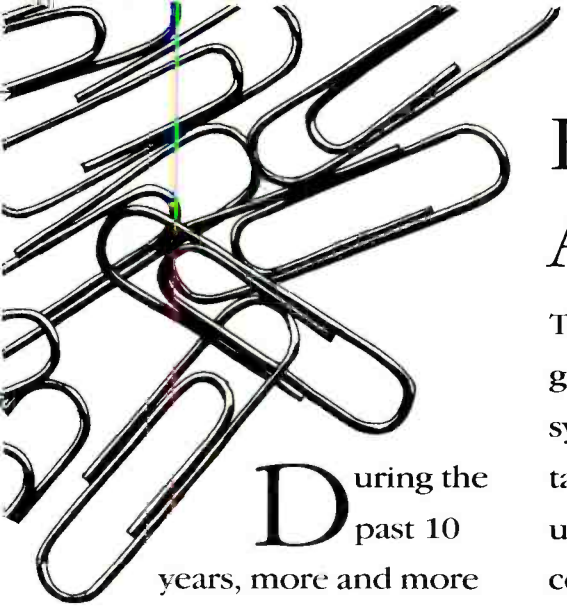

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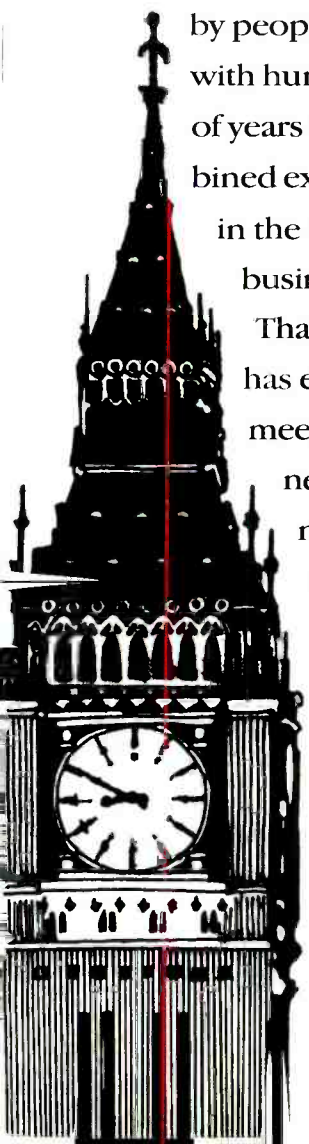

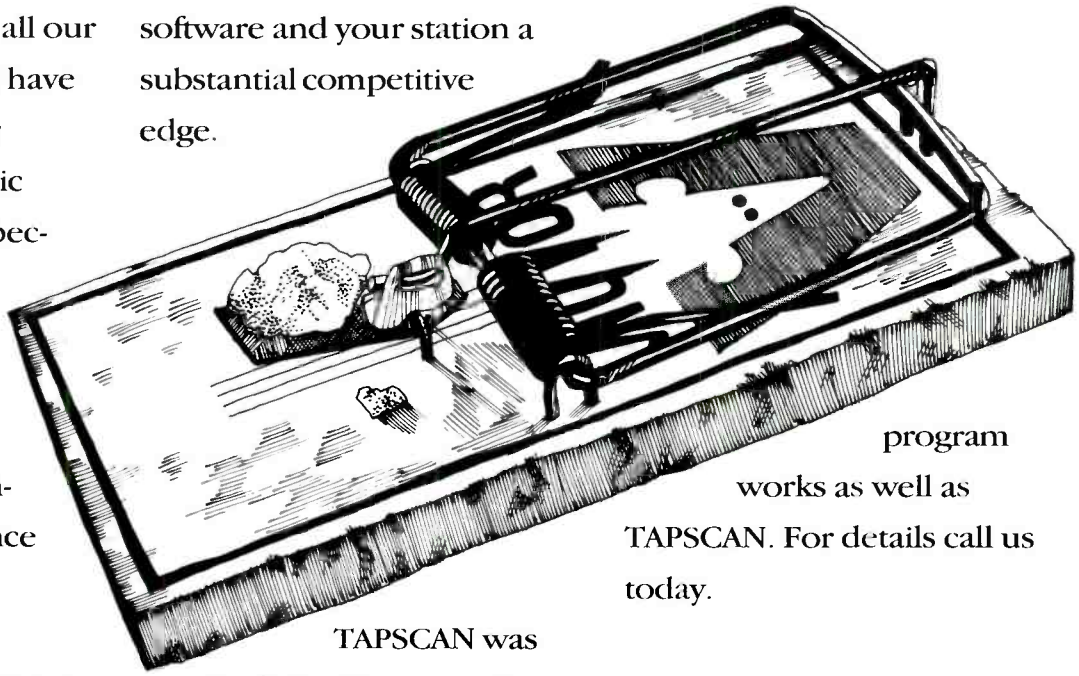

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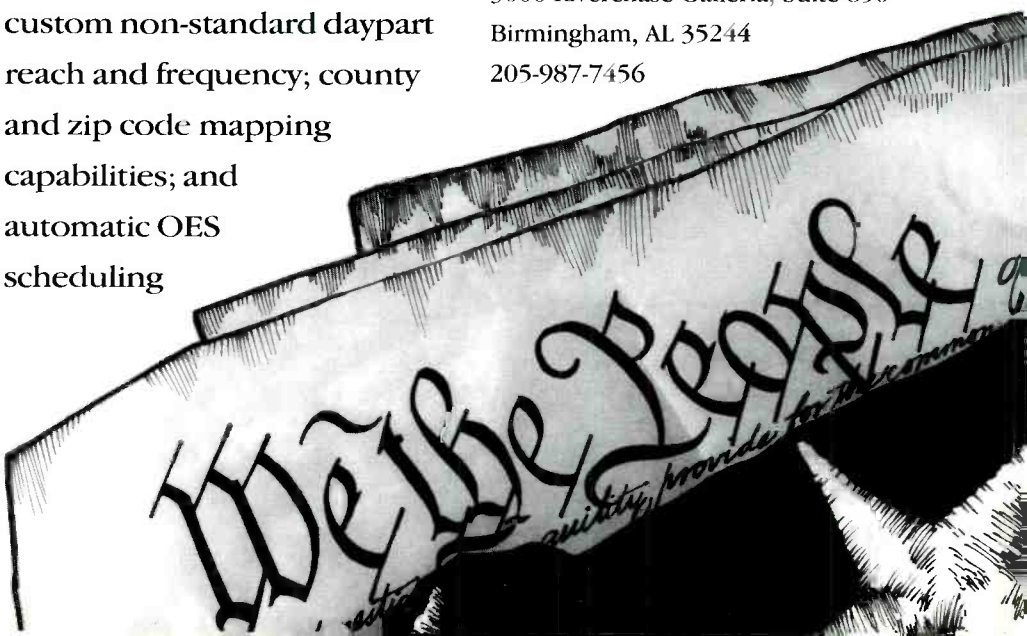

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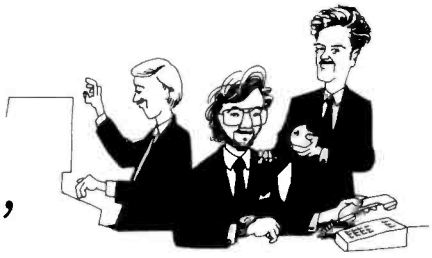

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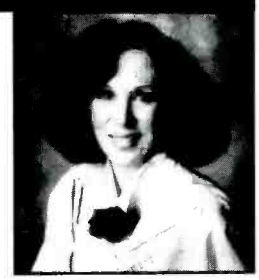

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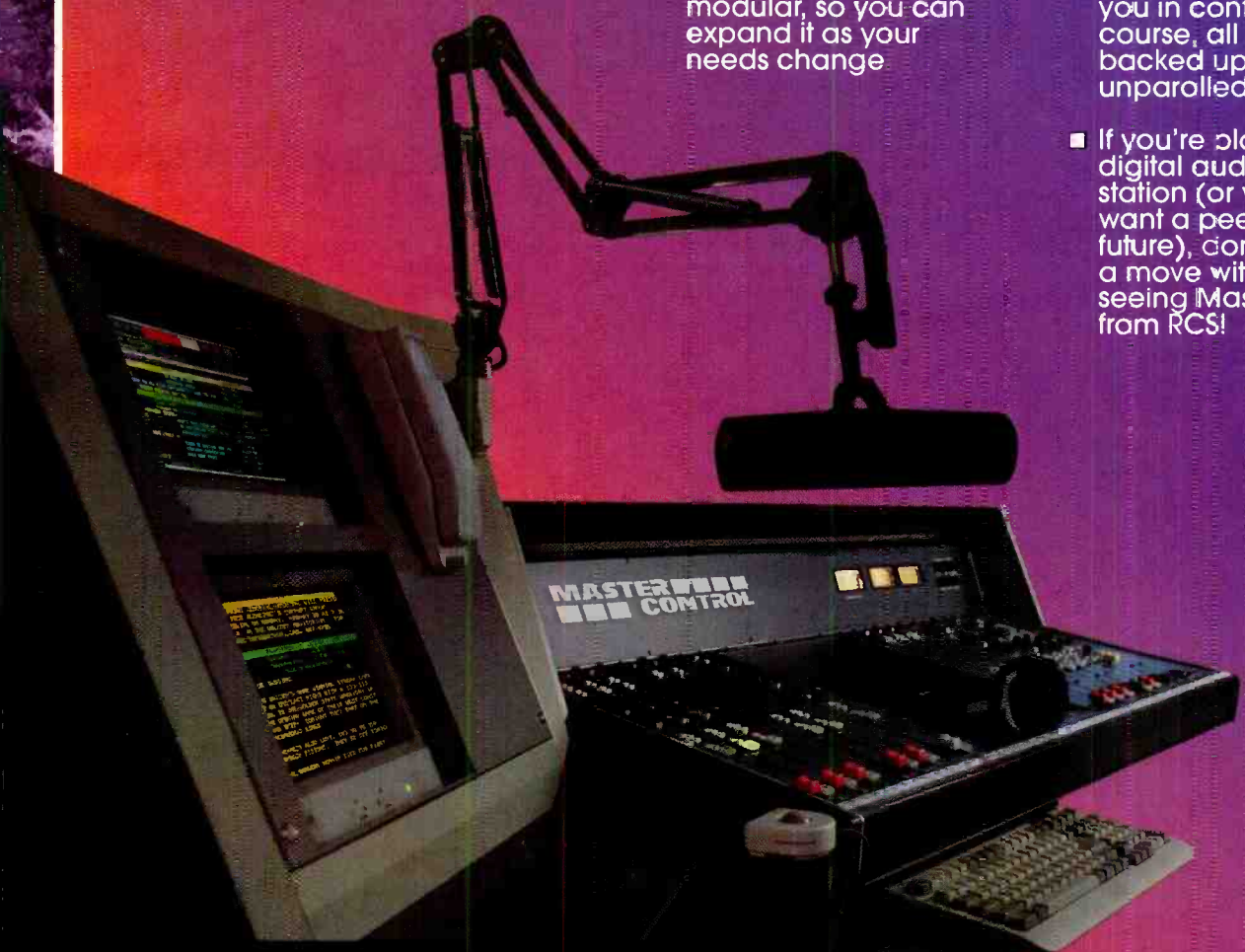

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D

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DW

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P

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D

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D

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(800) 678-1357
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CO P S

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Rodman/Brown & Associates
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Naperville, IL 60565
(708) 983-0977
Tom Rodman, *President*
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Doug Thompson, *Sales Manager*
A C S

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Roland Pro Audio/Video Group
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(213) 685-5141, ext. 337
FAX: (213) 722-0911
Bob Todrank
Albert Dugas
DW P S

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A C CD DW

Schafer World Communications Corp.
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Marion, VA 24354
(703) 783-2000
FAX: (703) 783-2064
Bob Dix, *President*
A C CD CO CR D S T TD

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Scientific-Atlanta
Broadcast Radio & Data Systems
420 N. Wickham Road
Melbourne, FL 32935
(407) 255-3030, (407) 255-3053
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Virginia Lee, *Sales & Marketing Administrator*
P T

●

Dave Scott Studios
4125 Keller Springs Road
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FAX: (214) 931-0707
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A C CD

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107 Harrison Road
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FAX: (207) 647-8273
Jon Clark, *Marketing Manager*
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Evanston, IL 60202-3696
(708) 866-2200
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Betty Pawlowski, *Consumer Products*
S

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Siemens Audio Inc.
Corporate Headquarters
7 Parklawn Drive
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(203) 744-6230
FAX: (203) 792-7863
John Gluck, *President*
Gerhard G. Gruber, *President/Neve & AMS Audio Products*
Anthony H. Langley, *Director/Sales-Broadcast Products*
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Smarts Broadcast Systems
Box 293
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(712) 852-4047
FAX: (712) 852-3061
John Schad

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1891 E. Francisco Blvd.
San Rafael, CA 94901
(415) 485-4800
Mary Sauer
DW

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1833 W. Hovey Avenue
Normal, IL 61761
(309) 452-5313
FAX: (309) 452-2521
Jon Housour, *VP*
A CR TD

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Sony Business & Professional Group
3 Paragon Drive
Montvale, NJ 07645
(201) 930-1000
FAX: (201) 358-4907
Courtney Spencer, *VP/Audio Products*
CO P S

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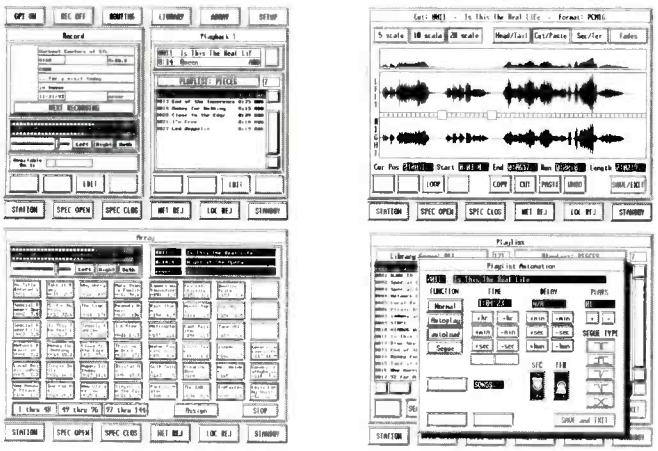

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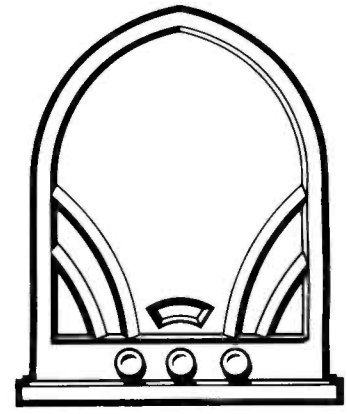

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Raleigh, NC 27609
(919) 870-8400
Paul H. Rothfuss, *President*
William R. Rice, *CEO*

Davenport, IA	KMJC
Utica-Rome, NY	WFRG-AM & FM
Tuscaloosa, AL	WTNW & WFFX
Lima, OH	WZOQ

●

Astor Broadcast Group
1623 Fifth Avenue
Building D
San Rafael, CA 94901
(415) 456-1510
FAX: (415) 456-7261
N. Arthur Astor, *President*

San Rafael, CA	KTID-AM & FM
Orange, CA	KIKF
Escondido, CA	KSPA & KOW

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Atlantic Radio Corporation
40 Beach Street
Suite 200
Manchester, MA 01944
(508) 526-8132
FAX: (508) 526-8106
Steven B. Dodge, *Chairman/CEO*
Joseph L. Winn, *President/COO*

Boston, MA	WRKO, WBMX &
Rochester, NY	WRMM-AM & FM

B

Bahakel Communications
P.O. Box 32488
Charlotte, NC 28232
(704) 372-4434
FAX: (704) 335-9904
Cy N. Bahakel, *President*
Steve Bahakel, *VP/Radio*

Chattanooga, TN	WDOD-AM & FM
Colorado Springs, CO	KILO
Waterloo, IA	KXEL & KOKZ
Greenwood, MS	WABG
Greensboro, NC	WPET & WKSI

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Bakke Communications
2911 LaForce Blvd.
Midland, TX 79711
(915) 563-5636
FAX: (915) 563-3823
Dennis Elam, *Trustee*

Midland, TX	KMND &
Lubbock, TX	KXTQ &

B

B

Barnstable Broadcasting, Inc.
P.O. Box 9042
125 Technology Drive
Waltham, MA 02254-9042
(617) 647-0608
FAX: (617) 647-2621
David S. Gingold, *President/COO*
Albert J. Kaneb, *Group Owner/Chairman/CEO*
James L. Paglia, *VP/Finance*

Memphis, TN	WGKX
Mt. Washington, NH	WHOM
Akron, OH	WSLR & WKDD
Hempstead, NY	WHLI & WKJY
Harrisburg, PA	WWKL
Albany, NY	WGNA-AM & FM

●

Beacon Broadcasting Corporation
475 South Avenue
P.O. Box 511
Beacon, NY 12508
(914) 831-8000
FAX: (914) 838-2109
Robert E. Lessner, *Chairman/CEO*
Alford H. Lessner, *President*
Robert A. Outer, *Executive VP*

Beacon-Newburgh, NY	WBNR
Poughkeepsie, NY	WSPK
Endicott-Binghamton, NY	WMRV AM & FM
Portland, ME	WTHT

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Beasley Broadcast Group
3033 Riviera Drive
Suite 200
Naples, FL 33940
(813) 263-5000
FAX: (813) 263-8191
George Beasley, *Chairman/CEO*
Simon T, *President/COO*

Philadelphia, PA	WXTU & WTEL
Orlando, FL	WJHM
Los Angeles, CA	KRTH
Greensboro, NC	WJMH
Fayetteville, NC	WKML
New Orleans, LA	KQLD
Miami, FL	WPOW
Ft. Myers, FL	WWCN & WRXK
Aurora, IL	WBIG & WYSY
Little Rock, AK	KAAY

BECK-ROSS COMMUNICATIONS, INC.

Beck-Ross Communications, Inc.
100 Merrick Road
P.O. Box 256
Rockville Centre, NY 11570
(516) 764-8999,
(718) 343-1234
FAX: (516) 764-7759
James E. Champlin,
President/CEO

Long Island, NY	WBLI-FM
Hartford, CT	WHCN-FM
Providence, RI	WSNE-FM
Louisville, KY	WLRS-FM

Bible Broadcasting Network, Inc.
Charlotte, NC 28241-7300
(704) 523-5555
Lowell Davey, *President*

Amarillo, TX	KYFA
Pine Bluff, AR	KYFB
Alexandria, LA	KYFE
Monroe, LA	KYFL
Columbus, GA	WYFK
High Point, NC	WHPE
Waynesboro, GA	WYFA
Gainsville, FL	WYFB
Clinton, TN	WYFC
Decatur, AL	WYFD
Tarpon Springs, FL	WYFE
Gaffney, SC	WYFG
North Charleston, SC	WYFH
Norfolk, VA	WYFI
Ashland, VA	WYFJ
Henderson, NC	WYFL
Nashville, TN	WYFN
Lakeland, FL	WYFO
Savannah, GA	WYFS
Luray, VA	WYFT
Cayce, SC	WYFV
Wichita, KS	WYFW
Evans, GA	WYFZ
Fisher, WV	WYFY
Lafayette, LA	KYFI
Charlotte, NC	KYFQ
San Antonio, TX	KYFS

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Bloomington Broadcasting Corp.
236 Greenwood Avenue
Bloomington, IL 61704
(309) 829-1221
FAX: (309) 827-8071
Timothy R. Ives, *President*

Columbia, SC	WTCB
Grand Rapids, MI	WKLQ
Chattanooga, TN	WGOW & WSKZ
Johnson City, TN	WJCW & WQUT WKIN & WKUS
Bloomington-Normal, IL	WJBC & WBNQ
Charleston, SC	WXLY

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Bonneville International Corporation
Broadcast House
P.O. Box 1160
Salt Lake City, UT 84110-1160
(801) 575-7500
FAX: (801) 575-7548
Rodney H. Brady, *President/CEO*

New York, NY	WMXV
Los Angeles, CA	KBIG
Chicago, IL	WTMX
San Francisco, CA	KOIT-AM & FM
Dallas, TX	KAAM & KZPS
Seattle, WA	KIRO & KWMX
Kansas City, MO	KMBZ & KLTH
Salt Lake City, UT	KSL
Phoenix, AZ	KIDR & KSPN

Booth Broadcasting
(a division of Booth American)
333 W. Fort Street
Detroit, MI 48226-3134
(313) 965-3360
FAX: (313) 965-1160
John L. Booth II, *President*

Detroit, MI	WJLB
Cleveland, OH	WWWE & WLTF
Cincinnati, OH	WSAI & WWNK
Toledo, OH	WTOD & WKKO
Saginaw, MI	WSGW & WIOG
South Bend, IN	WRBR
Indianapolis, IN	WZPL

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Brill Media Co., Inc.
420 N.W. 5th Street, Suite 3B
P.O. Box 3353
Evansville, IN 47732
(812) 423-6200
FAX: (812) 428-4021
Alan Brill, *President*
Alan Beck, *VP*

Duluth, MN	WEBC & WAVC
Fargo-Moorehead, ND	KQWB-AM & FM
Lancaster, PA	WIOV & WAGO
Jefferson City, MO	KLIK & KKFA
Windsor, CO	KUAD

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Bristol Broadcasting Co., Inc.
P.O. Box 1389
Bristol, VA 24203
(703) 669-8112
FAX: (703) 669-0541
W.L. Nininger, *President*

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

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Broadcast Alchemy, L.P.
600 Vine Street
Suite 1808
Cincinnati, OH 45202
(513) 621-1600
FAX: (513) 621-3299
Frank E. Wood, *President/CEO*

Pittsburgh, PA	WDVE
Indianapolis, IN	WNDE & WFBQ

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Broadcasting Partners, Inc.
150 W. 55th Street
New York, NY 10019
(212) 581-3210
FAX: (212) 399-9117
Lee Simonson, *Executive VP/COO*
Barry Mayo, *President*
Nathan W. Pearson Jr, **VP/Finance**

Dallas, TX	KSKY
Chicago, IL	WVAZ
Charlotte, NC	WGIV & WPEG
Detroit, MI	WKQI

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Broadco of Texas, Inc.
1421 Great Plains Blvd.
Suite C
Lawton, OK 73506-1953
(405) 536-9530
FAX: (405) 536-FAXX
Chuck Morgan, *President*

Lawton, OK	KMGZ

B

The Brown Organization
Brown Broadcasting Division
5700 Wilshire Blvd., Suite 480
Los Angeles, CA 90036
(310) 274-8411
FAX: (310) 954-8940
Willet H. Brown, *Chairman*
Michael J. Brown, *President*
Phil Melrose, *President/Radio*

Sacramento, CA	KXOA-AM & FM
Seattle, WA	KRWM
Fresno, CA	KYNO & KJFX
San Francisco, CA	KKSF
San Diego, CA	KPOP & KGB

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Buckley Broadcasting
166 W. Putnam Avenue
Greenwich, CT 06830
(203) 661-4307
FAX: (203) 622-7341
Richard Buckley Jr., *President*

San Fernando, CA	KMGX
San Francisco, CA	KKHI-AM & FM
Hartford, CT	WDRC-AM & FM
Syracuse, NY	WSEN-AM & FM
Modesto-Merced, CA	KUBB
Monterey-Salinas, CA	KWAV
Portland, ME	WYNZ-AM & FM
Bakersfield, CA	KNZR & KLLY
Fresno, CA	KSEQ
New York, NY	WOR

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Burbach Broadcasting Company
One PPG Place
Suite 2350
Pittsburgh, PA 15222
(412) 263-6725
FAX: (412) 263-6737
Nicholas Galli, *President*

Erie, PA	WEYZ & WMXE
Parkersburg, WV	WXIL
Marion, OH	WMRN-AM & FM
Wheeling, WV	WEGW & WBBD
St. College, PA	WMAJ & WBHV

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Cape Fear Broadcasting Co.
1009 Drayton Road
Fayetteville, NC 28303
(919) 864-5222
FAX: (919) 864-3065
Victor Dawson, *President*
Ann Highsmith, *VP*

Fayetteville, NC	WFNC & WQSM
Wilmington, NC	WGNI & WMNX

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Capitol Broadcasting Co.
711 Hillsborough Street
Raleigh, NC 27603
(919) 890-6000
Jim Goodmon, *President*

Maitland, FL	WVRI
Baltimore, MD	WWMX
Richmond, VA	WRNL & WRXL
Raleigh, NC	WRAL

Capital Cities/ABC, Inc.
77 West 66th Street
21st Floor
New York, NY 10023
(212) 456-6079
FAX: (212) 456-6089
James Arcara, *Radio President*

New York, NY	WABC & WPLJ
Los Angeles, CA	KABC & KLOS
Chicago, IL	WLS-AM & FM
San Francisco, CA	KGO
Washington, DC	WMAL & WRQX
Detroit, MI	WJR & WHYT
Atlanta, GA	WKHX-AM & FM
Providence, RI	WPRO-AM & FM
Minneapolis, MN	KQRS-AM & FM
Dallas, TX	WBAP & KSCS

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Capstar Communications
600 Congress Avenue
Suite 1270
Austin, TX 78701
(512) 477-7338
FAX: (512) 477-7389
R. Steven Hicks, *President/CEO*

Jackson, MI	WMSI & WJDS
Nashville, TN	WSIX
Greenville, SC	WSSL-AM & FM

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Caravelle Broadcast Group
1913 Marion Street
Suite 100
Columbia, SC 29201
(803) 771-4838
Jack M. Quick, *VP*

Kokomo, IN	WIOU & WZWZ

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Cariboo Central Interior Radio
1940 Third Avenue
Prince George, British Columbia
Canada, V2M 1G7
(604) 564-2524
FAX: (604) 562-6611
R.A. East, *President*

Burns Lake, BC	CFLD
Ft. St. James, BC	CIFJ
Fraser Lake, BC	CIFL
Gransile, BC	CHLD
Hazelton, BC	CKBV
Houston, BC	CHBV
100 Mile House, BC	CKBX & CFFM-2
Prince George, BC	CJCI & CIRX
Smithers, BC	CFBV
Quesnel, BC	CKCQ & CFFM-1
Williams Lake, BC	CKWL & CFFM
Vanderhoof, BC	CIVH & CIRX

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Carlson Communications International
P.O. Box 57040
Salt Lake City, UT 84157
(801) 268-8181
FAX: (801) 268-8497
Ralph J. Carlson, *President*

Salt Lake City, UT	KKDS & KRSP
Elko, NV	KRJC

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Century Broadcasting
875 N. Michigan Avenue
Suite 3650
Chicago, IL 60611
(312) 922-1000
George A. Collias, *President*

Chicago, IL	WPNT
Denver, CO	KYBG-AM & FM

CBS Radio Division
51 W. 52nd Street
New York, NY 10019
(212) 975-3976
FAX: (212) 975-7355
Nancy C. Widmann, *President*
CBS Radio Division

New York, NY	WCBS-AM & FM
Los Angeles, CA	KNX & KCBS-FM
Chicago, IL	WBBM-AM & FM
San Francisco, CA	KCBS & KRQR
Boston, MA	WODS
Houston, TX	KLTR
Washington, DC	WLTT
Dallas, TX	KTXQ
Philadelphia, PA	WOGL-AM & FM
Detroit, MI	WWJ & WJOI
St. Louis, MO	KMOX & KLOU
Tampa, FL	WYNF
Minneapolis, MN	WCCO & WLTE

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Chase Communications
One Corporate Center
Hartford, CT 06103
(203) 527-6161
FAX: (203) 727-0158
Ed Karlik, *President*

Hartford, CT	WTIC-AM & FM

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Citadel Communications
1255 W. Baseline Road
Suite 191
Mesa, AZ 85202
(602) 730-6663
FAX: (602) 820-0037
Larry Wilson, *President*

Billings, MT	KCTR-AM & FM
Colorado Springs, CO	KKFM
Bozeman, MT	KBOZ-AM & FM
Salt Lake City, UT	KLZX & KCNR
Boise, ID	KHEZ
Modesto, CA	KATM & KBEE
Spokane, WA	KDRK & KEA
Reno, NV	KROW-AM
Carson City, NV	KBUL-FM

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Classic Radio, Inc.
333 Dexter Avenue N
Suite 400
Seattle, WA 98109
(206) 448-3666
FAX: (206) 448-0928
Pricilla Collins, *President*
Jack Swanson, *VP/GM*

Seattle, WA	KING-AM & FM

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Coast Broadcasting
500 Washington Street
San Francisco, CA 94111
(415) 986-6100
FAX: (415) 391-9576
Brent Osborne, *VP/GM*

Honolulu, HI	KSSK-AM & FM
San Francisco, CA	KFRC-AM & FM

C

C

Clear Channel Communications, Inc.
7710 Jones-Maltsberger Road
Suite 600
San Antonio, TX 78216
(512) 822-2828
FAX: (512) 822-2299
L. Lowry Mays, *President/CEO*

New Orleans, LA	WQUE-AM & FM, WYLD-AM & FM
San Antonio, TX	WOAI, KAJA & KQXT
Oklahoma City, OK	KTOK & KJYO
Tulsa, OK	KAKC & KMOD
Austin, TX	KPEZ & KHFI
New Haven, CT	WELI, WKCI & WAVZ
Port Arthur, TX	KALO
Louisville, KY	WHAS & WAMZ
Houston, TX	KHYS
Bryan-College Station, PA	KORA & KTAM
Richmond, VA	WRVA & WRVQ
Tampa, FL	WRBQ-AM & FM
Wichita, KS	KQAM & KEYN

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Colfax Communications Inc.
3033 Excelsior Blvd.
Suite 300
Minneapolis, MN 55416
(612) 924-2334
Steven Goldstein, *President*

Minneapolis, MN	KQQL
Washington, DC	WTEM & WGMS

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Colonial Broadcasting, Inc.
One Commerce Street
Suite 300
Montgomery, AL 36104
(205) 240-9274
FAX: (205) 240-9219
Robert Lowder, *Chairman*
David Coppock, *President/CEO*
Carson James, *Group Program Director*

Montgomery, AL	WLWI-AM & FM
Chattanooga, TN	WUSY

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Command Communications, Inc.
150 E. 58th Street
New York, NY 10155
(212) 486-1330
FAX: (212) 486-1394
Carl C. Brazell Jr., *President/CEO*

Houston, TX	KODA
Dallas, TX	KRLD
San Diego, CA	KJQY

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Commonwealth Broadcasting of Northern California
2550 Fifth Avenue
11th Floor
San Diego, CA 92103
(619) 236-9599
FAX: (619) 233-6517
Dex Allen, *General Partner*

Yuma, AZ	KYXI
Las Vegas, NV	KMZQ
Albuquerque, NM	KRZY & KRST

Communications Investment Corp.
2185 S. 360 West
Salt Lake City, UT 84119
(801) 973-3000
FAX: (801) 973-3387
George Hatch, *President*

Vernal, UT	KVEL & KLCY

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Communications Properties, Inc.
P.O. Box 1280
5490 Saratoga Road
Dubuque, IA 52002
(319) 583-6471
FAX: (319) 583-4535
Philip Kelly, *President*
Kevin Kelly, *GM*

Albert Lea, MN	KATE & KRGR
Dubuque, IA	WDBQ & KLYV
LaCrosse, WI	WLXR
Martha's Vinyard, MA	WMVY

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Community Pacific Broadcasting Company L.P.
P.O. Box 80011
Salinas, CA 93912
(408) 424-1428
FAX: (408) 757-8610
David J. Benjamin, *President/CEO*

Modesto, CA	KFIV & KJSN
Anchorage, AK	KKSD & KASH

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Community Service Radio, Inc.
P.O. Box 3335
Peoria, IL 61612
(309) 694-6262
FAX: (309) 694-2233
Jim Glassman, *President*

Peoria, IL	WIRL & WSWT
Quad Cities, IL-IA	KRVR

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Contemporary Media Broadcast Inc.
222 Indacom Drive
St. Peters, MO 63376
(314) 928-6569
FAX: (314) 928-6525
Mike Rice, *President*
Janet Cox, *VP*

Columbia, MO	KFMZ
Terre Haute, IN	WBOW & WZZQ

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Cook Inlet Radio Partners
6301 Ivy Lane
Greenbelt, MD 20770
(301) 441-3500
FAX: (301) 982-0981
Dan Mason, *President*

Houston, TX	KBXX
Seattle, WA	KUBE
Washington, DC	WPGC-AM & FM

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Cox Enterprises, Inc.
1400 Lake Hearn Drive NE
Atlanta, GA 30319
(404) 843-5245
FAX: (404) 843-5586
Robert F. Neal, *Executive VP/Radio*

Los Angeles, CA	KFI & KOST
Chicago, IL	WCKG
Miami, FL	WIOD, WFLC & WHQT
Atlanta, GA	WSB-AM & FM
Dayton, OH	WHIO & WHKO
Tampa, FL	WSUN & WWRM
Dallas, TX	KLRX

Crawford Broadcasting
P.O. Box 3003
Blue Bell, PA 19422-0735
(215) 628-3500
Don Crawford, *President*

Avalon-Los Angeles, CA	KBRT
Hammond-Chicago, IL	WYCA
Detroit, MI	WMUZ
Garland, TX	KPBC
Buffalo, NY	WDCX
Homewood, AL	WDJC
Portland, OR	KPHP
Denver, CO	KLZ
Webster, NY	WDCZ

●

CRB Broadcasting Corporation
630 Fifth Avenue
Room 2930
New York, NY 10111
(212) 581-7550
FAX: (212) 969-9102
Henry W. Stein, *President/CEO*

Allentown-Bethlehem	WAEB-AM & FM
Wilmington, DE	WJBR-AM & FM
Ft. Pierce, FL	WZZR
Huntington, WV	WTCR-AM & FM
White Plains, NY	WFAS-AM & FM
Norwalk, CT	WNLK & WEFX

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Cromwell Group, Inc.
P.O. Box 171097
Nashville, TN 37217
(615) 361-7560
FAX: (615) 366-4313
Bayard Walters, *President*
Larry Trimmer, *Senior VP*

Peoria, IL	WGLO & WVEL
Decatur, IL	WEJT
Mattoon, IL	WMCI
Shelbyville, IL	WSHY
Shelbyville, TN	WYCQ & WHAL
Clarksville, TN	WCTZ
Hawesville, KY	WKCM-AM & FM
Dickson, TN	WQZQ

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Crown Broadcasting, Inc.
8401 Old Courthouse Road
Suite 140
Vienna, VA 22182
(703) 506-0990
Thomas Gammon, *President*

Ft. Collins, CO	KTRR
Victorville, CA	KIXA & KZXY-AM & FM
Chillicothe, OH	WBEX & WKKJ

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Curtis Media Group
3012 Highwoods Blvd.
Suite 201
Raleigh, NC 27604
(919) 876-0674
FAX: (919) 790-6457
Donald W. Curtis, *President*

Burlington-Greensboro, NC	WPCM & WBBB
Fayetteville-Laurinburg, NC	WMXF & WEWO
Goldsboro-Wilson, NC	WKTC & WGBR
Raleigh, NC	WQDR & WPTF
Tabor City-Whiteville, NC	WYNA & WTAB
Tarboro-Rocky Mount, NC	WCPS

D

Dame Media
P.O. Box 6477
Harrisburg, PA 17112-0477
(717) 540-8800
FAX: (717) 540-9268
John Dame, *VP/GM*

Harrisburg, PA	WHP, WRVV & WKBO
Johnstown, PA	WKQZ & WNTJ
Williamsport, PA	WRAK & WKSB

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Deer River Group
2000 L Street NW
Suite 200
Washington, DC 20036
(202) 659-3331
Robin Martin, *President*
Jay Williams, *COO*

Burlington, VT	WIZN
Fitchburg, MA	WFGL
Worcester, MA	WXLO

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Demarree Media, Inc.
P.O. Box 878
1780 Holly Street
Fayetteville, AR 72702
(501) 521-5566
FAX: (501) 521-0751
Levoy Demarree, *President*

Springfield, MO	KXUS
Fayetteville, AR	KFAY & KKEG
Searcy, AR	KWCK-AM & FM
Hot Springs, AR	KZNG & KQUS
Bentonville, AR	KOLZ

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Diamond Broadcasting, Inc.
4949 W. Belmont Avenue
Chicago, IL 60641
(312) 777-1700
FAX: (312) 777-5031
Daniel Lee, *President*
Seth Mason, *VP*

Chicago, IL	WSBC, WXRT & WSCR
Oklahoma City, OK	KOMA & KRXO
Memphis, TN	WPYR

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Dick Broadcasting, Inc.
6711 Kingston Pike
Knoxville, TN 37919
(615) 588-6511
FAX: (615) 588-3725
James A. Dick, *Chairman*
James A. Dick Jr., *President*

Knoxville, TN	WIVK-AM & FM
Nashville, TN	WKDA & WKDF
Greensboro, NC	WKRR
Birmingham, AL	WVOK & WZRR
Colorado Springs, CO	KSSS & KVYE

The Dittman Group
1551 Springhill Avenue
Mobile, AL 36604
(205) 432-5572
FAX: (205) 438-4044
Bernard S. Dittman, *President*
Bernie Barker, *VP*
Mark St. John, *VP/Programming*

Birmingham, AL	WAPI-AM & FM
Mobile, AL	WABB-AM & FM

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Double L Broadcasting
Box 99
Madison, WI 53701
(608) 274-5450
FAX: (608) 274-5421
Lee Leicinger, *President*

Lansing, MI	WJIM-AM & FM
Madison, WI	WIBA-AM & FM

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Duchossois Communications Co.
845 Larch Avenue
Elmhurst, IL 60126
(708) 279-3600
FAX: (708) 530-6057
Rolland C. Johnson, *President/CEO*

Sacramento, CA	KQPT
Ft. Collins, CO	KGLL & KTRR
Annapolis, MD	WHFS

E

Eagle Communications
2703 Hall Street
P.O. Box 817
Hays, KS 67601
(913) 625-4000
FAX: (913) 625-8030
Bob Schmidt, *President*
Gary Shorman, *VP/Radio*

Alliance, NE	KCOW & KAAQ
Goodland, KS	KLOE & KKCI
Hays, KS	KAYS & KHAZ
Great Bend, KS	KHOK
North Platte, NE	KOOQ & KELN
Plainview, TX	KVOP & KATX
St. Joseph, MO	KFEQ
Hutchinson, KS	KWBW & KHUT
Chadron, NE	KQSK

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Edens Broadcasting
840 N. Central Avenue
Phoenix, AZ 85004
(602) 258-5293
FAX: (602) 256-7821
Gary Edens, *Chairman/CEO*

Phoenix, AZ	KOY-AM & FM
San Diego, CA	KKLQ-AM & FM

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Emmis Broadcasting
950 N. Meridian Street
Suite 1200
Indianapolis, IN 46204
(317) 266-0100
FAX: (317) 631-3750
Jeff Smulyan, *CEO*
Steve Crane, *President*

New York, NY	WQHT
Los Angeles, CA	KPWR
St. Louis, MO	KSHE
Chicago, IL	WKQX
Indianapolis, IN	WENS

Empire Radio Partners, Ltd.
1430 Balltown Road
Schenectady, NY 12309
(518) 381-4800
FAX: (518) 381-4855
Guyon Turner, *President/CEO*
Gil Hoban, *Executive Vice President*

Albany-Schenectady, Troy, NY	WGY-AM & FM
Concord, NH	WJYY
Hillsboro, NH	WRCI

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Entertainment Communications, Inc.
(Entercom)
100 Presidential Blvd., Suite 10
Bala Cynwyd, PA 19004
(215) 667-1226
FAX: (215) 667-1326
Joseph M. Field, *President*

San Francisco, CA	KITS
Houston, TX	KLDE
Pittsburgh, PA	WDSY AM & FM
Seattle-Tacoma, WA	KMTT AM & FM
Minneapolis, MN	KMZZ & KRXX
Tampa, FL	WYUU
Gainsville-Ocala, FL	WKTK
Oklahoma City, OK	KOQL

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Eric/Chandler Communications
17835 Ventura Blvd.
Suite 206
Encino, CA 91316
(818) 881-4333
FAX: (818) 345-1829
Thomas Miserendino, *President*
Jeff Apregan, *VP*

Lancaster, CA	KHJJ & KGMX

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Evergreen Media Corporation
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Irving, TX 75039
(214) 869-9020
FAX: (214) 869-3671
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Los Angeles, CA	KKBT
Coral Gables, FL	WVCG
Chicago, IL	WLUP-AM & FM
Dallas, TX	KSNN
San Francisco, CA	KMEL
Washington, DC	WTOP & WASH

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EZ Communications
10800 Main Street
P.O. Box 10103
Fairfax, VA 22030
(703) 591-1000
FAX: (703) 934-1200
Alan Box, *President*

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St. Louis, MO	KYKY
New Orleans, LA	WEZB
Charlotte, NC	WMXC & WSOC
Seattle, WA	KMPS-AM & FM
Sacramento, CA	KRAK-AM & FM
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Fairbanks Communications, Inc.
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Suite 202-E
West Palm Beach, FL 33406
(407) 838-4370
FAX: (407) 689-9957
Richard Fairbanks, *President*

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Boston, MA	WCLB
West Palm Beach, FL	WJNO & WRMF & WRLX
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Old Brookville, NY 11545
(516) 676-2644
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Charleston, SC	WSSX
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(616) 385-2757
FAX: (616) 345-1436
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4th Floor
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FAX: (513) 381-2691
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Detroit, MI	WMTG & WNIC
Nashville, TN	WLAC-AM & FM
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Elkhart, IN 46515
(219) 295-2500
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Grand Rapids, MI	WCUZ-AM & FM
Tulsa, OK	KQLL-AM & FM
Ft. Wayne, IN	WQHK & WMEE
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South Bend, IN	WLTA
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Jacksonville, FL	WCTF
Okeechobee, FL	WWFR & WYFR
St. Petersburg, FL	WFTI
Vernon, CT	WCTF
Columbus, GA	WFRC
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Buffalo, NY	WFBF
Smithtown, NY	WFRS
Webster, NY	WFRW
Cuyahoga Falls, OH	WCUE
Toledo, OH	WOTL
Youngstown, OH	WYTN
Springfield, OR	KQFE
Erie, PA	WEFR
Johnstown, PA	WFRJ
Charleston, SC	WFCH
Beaumont, TX	KTXB
Salt Lake City, UT	KUFR
Kirkland, WA	KARR
Longview, WA	KJVH
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FAX: (415) 391-5464
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Waterbury, CT 06702
(203) 755-1829
FAX: (203) 754-3174
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Richmond, VA	WVGO
Phoenix, AZ	KGRX
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FAX: (301) 505-0374
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c/o Wexler General Management
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Malvern, PA 19355
(215) 640-4007
Larry Wexler, *Receiver*

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St. Louis, MO	KEZK-AM & FM
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FAX: (313) 569-9866
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Granite Bay, CA 95746
(916) 791-3522
FAX: (916) 791-4111
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Des Moines, IA	KKSO & KJJY
Sacramento, CA	KRCX, KRXQ & KSTE
Santa Rosa, CA	KSRO, KHTT & KXFX
Mariposa, CA	KHOV
Modesto-Stockton, CA	KHOP

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Gannett Radio
6255 Sunset Blvd.
11th Floor
Los Angeles, CA 90028
(213) 466-8381
FAX: (213) 465-8810
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Chicago, IL	WGCI-AM & FM
Houston, TX	KKBQ-AM & FM
St. Louis, MO	KUSA & KSD
Tampa, FL	WDAE & WUSA
San Diego, CA	KSDO & KCLX
Dallas, TX	KHKS
Kansas City, MO	KCMO-AM & FM

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2802 Opryland Drive
Nashville, TN 37214
(615) 871-6776
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1 S. Parker Drive
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(608) 754-3311
FAX: (608) 752-4438
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West Bend, WI	WBKV & WBWI
Wisconsin Rapids, WI	WFHR & WWRW

G

Gemini Broadcasting Corporation
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Harrisburg, PA 17105
(717) 763-7020
FAX: (717) 763-1978
Brian E. Danzis, *GM*

Harrisburg, PA	WIMX AM & FM

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FAX: (214) 987-2524
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FAX: (404) 875-1186
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Charlotte, NC	WHVN
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Florence, SC	WOLS
Lake City, SC	WRIP
Little Rock, AR	KURB-AM & FM
New Orleans, LA	WTIX
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Kalamazoo, MI 49007
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FAX: (616) 381-5326
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FAX: (213) 460-6620
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FAX: (616) 949-8395
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FAX: (212) 956-1049
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Orlando, FL	WMMO
Boston, MA	WBOS

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(513) 562-8000
FAX: (513) 721-8413
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Kansas City, MO	WDAF & KYYS
Cincinnati, OH	WKRC & WKRQ
Portland, OR	KEX & KKRZ
Columbus, OH	WTVN & WLVQ
Phoenix, AZ	KOPA & KSLX
Milwaukee, WI	WLZR-AM & FM
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(316) 663-4461
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Wichita, KS 67201
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FAX: (316) 838-3607
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Mike Oatman, *GM/CEO*

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(215) 326-4000
FAX: (215) 326-4809
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Auburn, NY	WMBO & WPCX
Ellwood City-New Castle, PA	WKST-AM & FM
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Pottstown, PA	WPAZ
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(513) 294-3333
FAX: (513) 297-5223
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FAX: (908) 247-0215
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GROUP W RADIO
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39th & 40th Floors
New York, NY 10106
(212) 307-3000
FAX: (212) 307-3184

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Los Angeles, CA	KFWB & KTWV
Philadelphia, PA	KYW & WMMR
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Pittsburgh, PA	KDKA
Detroit, MI	WLLZ
San Antonio, TX	KQZY
Sacramento, CA	KFBK & KGBY
Chicago, IL	WMAQ
Houston, TX	KILT-AM & FM

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P.O. Box 204
Grundy Center, IA 50638
(319) 824-6924
Dean Osmundson, *GM*

Grundy Center, IA	KGCI

Gulf Atlantic Media Group
7623 Little Road
Suite 100
New Port Richey, FL 34654
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FAX: (813) 841-7903
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Rutland, VT	WSYB & WZRT
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(203) 887-3511
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New Bedford, MA	WNBH & WCTK
Burlington, VT	WJOY & WOKO
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New York, NY 10019
(212) 649-2300
FAX: (212) 489-2314
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(712) 336-5800
FAX: (712) 336-1634
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FAX: (415) 285-3592
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Fresno, CA	KMJ & KSKS
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FAX: (704) 255-7850
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Gadsden, AL	WAAX & WQEN
Rock Springs, WY	KRKK & KQSW
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Daytona Beach, FL	WNFI
Gainesville, FL	WYGC

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Heritage Media Corporation
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13355 Noel Road
Dallas, TX 75240
(214) 702-7380
FAX: (214) 702-7382
Paul Fiddick, *President/Radio Group*

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Milwaukee, WI	WEMP & WMYX
St. Louis, MO	WRTH & WIL
Portland, OR	KKSN-AM & FM
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Kansas City, MO	KCFX
Cincinnati, OH	WOFX

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Suite 505
Spokane, WA 99202
(509) 536-5555
FAX: (509) 536-7622
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FAX: (215) 821-9504
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Pensacola, FL	WTKX-AM & FM
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Socorro, NM	KMXQ
Benton, PA	WZCC

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Kingsport, TN	WKPT & WTFM
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Minneapolis, MN 55114
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FAX: (709) 634-4081
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Wabush-Labrador, NF	CFLW
Port aux Basques, NF	CFGN
St. Andrews, NF	CFCV
Port Au Choix, NF	CFNW
St. Anthony, NF	CFNN
Stephenville, NF	CFSX
Goose Bay-Labrador	CFLN
Churchill Falls, LAB	CFLC

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Chicago, IL	WJJD, WJMK & WUSN
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Detroit, MI	WOMC
Boston, MA	WBCN & WZLX
Dallas, TX	KVIL-AM & FM
Washington, D.C.	WJFK-FM
Houston, TX	KXYZ
Tampa-St. Pete., FL	WQYK-AM & FM
Baltimore, MD	WJFK & WLIF
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P.O. Box 50005
Minneapolis, MN 55405
(612) 927-5566
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Sioux Falls, SD	KSOO & KPAT
Fargo, ND	KLTA
Iowa City, IA	KXIC & KKRQ
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Anchorage, AK	KPXR
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801 Second Avenue
New York, NY 10017
(212) 661-3344
FAX: (212) 972-2561, (212) 972-2486
Pierre Sutton, *Chairman/CEO*

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San Francisco, CA	KBLX-AM & FM
San Antonio, TX	KSJL & KSAQ

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FAX: (504) 826-7723
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New Orleans, LA	WYLD-AM & FM
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J

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201 E. Fifth Street
Cincinnati, OH 45202
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FAX: (513) 621-0090
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Randy Michaels, *Executive VP/Co-COO*

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Knoxville, TN	WMYU
Jacksonville, FL	WQIK-AM & FM
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Tampa, FL	WFLA & WFLZ
Atlanta, GA	WPCH & WGST

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Jefferson-Pilot Communications
c/o WSTR/WQXI
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Atlanta, GA 30326
(404) 261-2970
FAX: (404) 365-9026
Clarke R. Brown, Jr., *President/Radio Division*

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Atlanta, GA	WQXI & WSTR
San Diego, CA	KSON-AM & FM
Denver, CO	KYGO-AM & FM
Charlotte, NC	WBT-AM & FM

Jones Eastern Radio, Inc.
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Wilmington, NC 28402
(919) 763-6611
FAX: (919) 762-8746
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Bob Casey, *VP/Programming*
Gary S. Morris, *VP/Operations*

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Nags Head, NC	WRSF
Charleston, SC	WUJM-AM & FM
Myrtle Beach, SC	WYAK-AM & FM

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P.O. Box 2063
Goldsboro, NC 27533
(919) 734-1111
FAX: (919) 734-0877
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Martinsville-Roanoke, VA	WROV-AM & FM
Whiteville-Fayetteville, NC	WZFX

K

Kaye-Smith Enterprises
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Bellevue, WA 98009
(206) 455-0923
FAX: (206) 451-0294
Lester M. Smith, *Chairman/CEO*
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Portland, OR	KXL-AM & FM

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KEFFCO, Inc.
P.O. Box 2158
Santa Rosa, CA 95405
(707) 523-1369
FAX: (707) 571-1097
James Kefford, *President*

Santa Rosa, CA	KRRS

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Keymarket Communications
2743 Perimeter Parkway
Suite 250
Augusta, GA 30909
(706) 855-0555
FAX: (706) 855-1955
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Barry Drake, *President*
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Harrisburg, PA	WNNK-AM & FM
Memphis, TN	WEZI & WRVR
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Charlotte, NC	WEZC
Williamsburg, VA	WDCK

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KGOT Corporation
2800 E. Dowling Street
Anchorage, AK 99508
(907) 563-3311
Chuck Albrecht

Anchorage, AK	KYAK & KGOT

Knight Quality Group Stations
63 Bay State Road
Boston, MA 02215
(617) 262-1950
FAX: (617) 267-5160
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Tom Pierce, *Executive VP*

Worcester, MA	WTAG & WSRS
Portsmouth, NH	WHEB
Manchester, NH	WGIR-AM & FM
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KQRZ Corporation
P.O. Box 73410
Fairbanks, AK 99707
(970) 457-1921
Pete Van Nort

Fairbanks, AK	KIAK-AM & FM

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Kuiper Stations
399 Garfield SW
P.O. Box 1808
Grand Rapids, MI 49501
(616) 451-9387
FAX: (616) 451-8460
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Lake Broadcast, Inc.
222 Indacom Drive
St. Peters, MO 63376
(314) 928-6569
FAX: (314) 928-6525
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Lakeland Broadcasting Company
P.O. Box 838
Willmar, MN 56201
(612) 235-3535
FAX: (612) 235-9111
Steven Linder, *President*
Doug Loy, *GM*

Willmar, MN	KWLM & KQIC

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Lappin Communications
101 West Street
Springfield, MA 01104
(413) 737-1414
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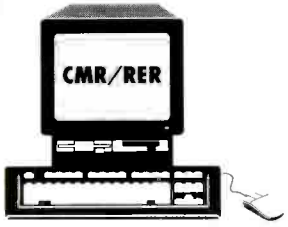

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(818) 845-4444
FAX: (818) 845-9718
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Detroit, MI	WWWW-AM & FM
Pittsburgh, PA	WWSW-AM & FM
Atlanta, GA	WFOX
Houston, TX	KZFX
Seattle, WA	KXRX
Kansas City, MO	WHB & KUDL
Denver, CO	KXKL-AM & FM
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149 Penn Avenue
Scranton, PA 18503
(717) 348-9108
FAX: (717) 348-9109
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Milwaukee, WI	WQFM
Orlando, FL	WDIZ
Tulsa, OK	KMYZ-AM & FM
Wilkes Barre-Scranton, PA	WEJL & WEZX
Austin, TX	KLTD
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Moberly, MO 65270
(816) 263-5800
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Farmington, MO	KREI & KTJJ
Lebanon, MO	KJEL & KIRK
Moberly, MO	KWIX & KRES
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Sheridan Broadcasting
411 Seventh Avenue
Suite 1500
Pittsburgh, PA 15219
(412) 456-4000
FAX: (412) 391-3559
Ronald Davenport, *Chairman*

Pittsburgh, PA	WYJZ & WAMO
Buffalo, NY	WUFO

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Sherman Broadcasting Corporation
17 Battery Place
25th Floor
New York, NY 10004
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FAX: (212) 709-9382
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H. Andrew Decker, *Chairman*

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Lincoln-Seward, NE	KZKX

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55 Horse Hill Road
Cedar Knolls, NJ 07927
(201) 538-1250, (201) 455-1055
FAX: (201) 538-3060

Morristown, NJ	WMTR & WDHA

Signature Broadcasting
2201 Northland Drive
Suite C
Austin, TX 78756
(512) 451-7966
FAX: (512) 451-2876
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Nashville, TN	WRMX
McAllen-Brownsville, TX	KFRQ
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Sioux Falls, SD 57104
(605) 334-1117
FAX: (605) 338-0326
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Pierre, SD	KCCR & KLXS
Red Wing, MN	KCUE & KWNG
Watertown, SD	KWAT & KIXX
Yankton, SD	KYNT & KKYA
Ft. Dodge, IA	KVFD & KUEL

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South Central Communications
P.O. Box 40506
Nashville, TN 37204
(615) 259-9393
FAX: (615) 259-4594
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Knoxville, TN	WEZK & WIMZ
Nashville, TN	WZEZ

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Southern Communications, Inc.
3029 S. Sherwood Forest Blvd.
Suite 200
Baton Rouge, LA 70816
(504) 292-9556
FAX: (504) 291-6420
Lew Campbell, *Co-Owner*
Don Nelson, *Co-Owner*

Baton Rouge, LA	WIBR & WKJN

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Southern Minnesota Broadcasting Co.
122 Fourth Street SW
Rochester, MN 55902
(507) 286-1010
FAX: (507) 286-9370
Greg Gentling, *President/GM*

Sioux Falls, SD	KXRB & KKLS-FM
Rapid City, SD	KKLS & KKMK
Rochester, MN	KROC-AM & FM

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Southern Skies Corporation
8114 Cantrell Road
3rd Floor
Little Rock, AR 72207
(501) 227-9696
FAX: (501) 228-9547
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JoAnne Scott, *VP/Operations*

Wichita, KS	KZSN-AM & FM
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Alexandria, VA 22314
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FAX: (703) 683-1496
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Titusville, FL	WGNE
Little Rock, AR	KOLL
Pascagoula, MS	WKNN

S

Spanish Broadcasting System
26 W. 56th Street
New York, NY 10019
(212) 541-9200
FAX: (212) 541-9236
Raul Alarcon Sr., *Chairman*
Raul Alarcon Jr., *President/CEO*

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Miami, FL	WCMQ-AM & FM
New York, NY	WSKQ-AM & FM
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SRO Broadcasting
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Bellevue, WA 98009
(206) 455-8100
FAX: (206) 455-8165
Fredric Danz, *President*

Richland, WA	KALE & KIOK

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St. Pe-Communications
916 Foley Street
Jackson, MS 39202
(601) 352-6673
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Yazoo City-Madison, MS	WJNS

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Standard Radio Inc.
2 St. Clair Avenue W
Toronto, Ontario
Canada, M4V 1L6
(416) 922-9999
FAX: (416) 323-6800
Allan Slaight, *President/CEO Standard Brdcstg. Corp.*
Gary Slaight, *President/Standard Radio Inc.*

Montreal, QB	CJAD & CJFM
Ottawa, ON	CJSB
St. Catharines, ON	CKTB & CHTZ
Toronto, ON	CFRB & CKFM
Edmonton, AL	CFRN & CJKE
Calgary, AL	CFCN & CJAY

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Stauffer Communications, Inc.
616 Jefferson
Topeka, KS 66607
(913) 295-1111
FAX: (913) 295-1144
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Robert Fromme, *VP/Radio*

Topeka, KS	WIBW-AM & FM
Amarillo, TX	KGNC & KLMT

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Stoner Broadcasting System, Inc.
410 Severn Avenue
Suite 309
Annapolis, MD 21403
(410) 263-1030
FAX: (410) 280-6765
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Glenn Bell, *President/COO*

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Rochester, NY	WCMF & WRMM
Dayton, OH	WWSN, WTUE & WONE
Knoxville, TN	WIMZ-AM & FM
Des Moines, IA	KGGO & KDMI
Louisville, KY	WDJX-AM & FM
Binghamton, NY	WNBF & WHWK

Suburban Radio Group
P.O. Box 888
Belmont, NC 28012
(704) 825-5272
FAX: (704) 825-4036
William R. Rollins, *President*

Blacksburg, VA	WVVV
Christiansburg, VA	WJJJ
Concord, NC	WEGO

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Sudbrink Broadcasting Co.
2001 Palm Beach Lakes Blvd.
Suite 303
West Palm Beach, FL 33409
(407) 684-7488
FAX: (407) 640-7699
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Jacksonville, FL	WXTL

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Sudbury Services Inc. &
Newport Broadcasting
P.O. Box 989
Blytheville, AR 72316
(501) 762-2093
FAX: (501) 763-8459
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Heber Springs, AR	KAWW-AM & FM
Hope, AR	KHPA
Newport, AR	KNBY & KOKR
Prescott, AR	KTPA
West Memphis, AR	KSUD

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Summit Communications Group, Inc.
115 Perimeter Center Place
Suite 1150
Atlanta, GA 30346
(404) 394-0707
FAX: (404) 394-9778, (404) 671-9213
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Mary Catherine Sneed, *VP/Operations*

New York, NY	WRKS
Dallas, TX	KHVN & KJMZ
Atlanta, GA	WAOK & WVEE
Baltimore, MD	WCAO & WXYV

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Sunbelt Radio Group, Inc.
448 E. Paces Ferry Road
Atlanta, GA 30305
(404) 240-0070
FAX: (404) 365-8209
Richard N. Lea, *CEO*

Brownsville, TX	KRGY & KRGE

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Sunbrook Communications
N. 1212 Washington
Suite 124
Spokane, WA 99201
(509) 326-9500
FAX: (509) 326-1560
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Great Falls, MT	KXGF & KAAK
Missoula, MT	KGRZ & KDXT
Butte, MT	KXTL & KQUY
Pueblo, CO	KCSJ & KGRQ
Wenatchee, WA	KXAA

Sundance Broadcasting
4745 N. Seventh Street
Suite 135
Phoenix, AZ 85014
(602) 234-1015
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Milwaukee, WI	WOKY & WMIL
Boise, ID	KIDO & KLTB
Phoenix, AZ	KMXX & KISP

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9102 N. Meridian
Suite 545
Indianapolis, IN 46260
(317) 844-7425
FAX: (317) 844-7427
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John E. Southwood Jr., *VP/Finance*

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Omaha, NE	KESY-AM & FM
Albuquerque-Santa Fe, NM	KKSS
Longview, TX	KYKX
Abilene, TX	KEAN-AM & FM
Bryan-College Station, TX	KKYS
Shreveport, LA	KMJJ

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Portland, ME 04101
(207) 774-5900
FAX: (207) 774-4952
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Surrey Broadcasting Co.
165 S. Union
Suite 570
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(303) 989-9980
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York, PA 17401
(717) 848-5500
FAX: (717) 771-1436
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Dallas-Ft. Worth, TX	KLIF & KPLX
Houston, TX	KRBE-AM & FM
Atlanta, GA	WNNX
Cincinnati, OH	WRRM
Norfolk, VA	WGH-AM & FM
Indianapolis, IN	WFMS
Wilkes Barre-Scranton, PA	WARM, WMGS & WYXY
York, PA	WSBA & WARM-FM

T

Taylor Communications
11780 U.S. Highway #1
Suite 204
North Palm Beach, FL 33408
(407) 775-1777
FAX: (407) 694-8387
John J. Taylor III, *President*

Hyannis, MA	WCOD
West Palm Beach, FL	WEAT-AM & FM
Jacksonville, FL	WIVY
Orlando, FL	WXXL

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Tele-Media Broadcasting Company
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Hershey-Harrisburg, PA	WRKZ
Providence, RI	WLKW & WWLI
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Telemedia Corp.
1010 Sherbrooke W, Suite 1610
Montreal, Quebec
Canada, H3A 2R7
(514) 845-6291
FAX: (514) 842-5591
Phillipe de Gaspe Beaubien, *Chairman/President/CEO*

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Midland, ON	CKMP
Montreal, QB	CKAC & CITE
North Bay, ON	CFCH & CKAT
Orilla, ON	CFOR
Quebec, QB	CKCV & CITF
Sault Ste. Marie, ON	CFYN & CHAS
Sherbrooke, QB	CHLT, CKTS & CITE-FM-1
Stratford, ON	CJCS
Timmins, ON	CKGB & CFTI
Toronto, ON	CJCL
Trois-Rivieres. QB	CHLN
Sudbury, ON	CIGM & CKSO
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Temple University Public Radio/Jazz FM
Annenberg Hall (011-00), Temple University
Diamond Street & Park Mall
Philadelphia, PA 19122
(215) 787-8405
Ted Eldredge, *GM*

Philidelphia, PA	WRTI
Mount Pocono, PA	WRTY
Harrisburg, PA	WJAZ

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100 Crescent Court
Suite 1777
Dallas, TX 75201
(214) 855-8882
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San Antonio, TX	KCOR & KSSR
Corpus Christi, TX	KUNO & KDOS
Harlingen, TX	KGBT & KIWW
El Paso, TX	KBNA-AM & FM
Chicago, IL	WIND & WOJO
New York, NY	WADO
Miami, FL	WQBA-AM & FM

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Bethesda, MD 20814
(301) 652-4144
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Michael Ferrel, *Executive VP*

Augusta, GA	WMME-AM & FM

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Tallahassee, FL 32302
(904) 224-4001
FAX: (904) 222-8688
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Tallahassee, FL	WANM & WGLF
Naples, FL	WSGL
Douglas, GA	WDMG-AM & FM
Warner Robins, GA	WRCC-AM & FM
Key West, FL	WOZN

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TK Communications, Inc.
110 Southeast Sixth Street
Suite 1601
Ft. Lauderdale, FL 33301
(305) 525-8500
FAX: (305) 462-4949
John F. Tenaglia, *Chairman/CEO*

Dallas, TX	KLUV
Ft. Lauderdale, FL	WSRF & WSHE
San Antonio, TX	KXTN & KZVE
Orlando, FL	WHOO & WHTQ

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Tribune Broadcasting
435 N. Michigan Avenue
Suite 1900
Chicago, IL 60611
(312) 222-3333
FAX: (312) 329-0611
Wayne Vriesman, *VP/Radio*

New York, NY	WQCD
Chicago, IL	WGN
Sacramento, CA	KYMX & KCTC
Denver, CO	KOSI & KEZW

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Trumper Communications, Inc.
900 Oakmont Lane
Suite 210
Westmont, IL 60559
(708) 789-0090
FAX: (708) 789-0102
Jeffrey E. Trumper, *President/CEO*

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Portland, OR	KKCW
Charlotte, NC	WTDR
Minneapolis-St. Paul, MN	KQQL

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United Broadcasting
4733 Bethesda Avenue
Suite 808
Bethesda, MD 20814
(301) 652-7706
FAX: (301) 652-4614
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Los Angeles, CA	KALI
San Francisco, CA	KSOL
Washington, DC	WJZE
Baltimore, MD	WERQ-AM & FM
Cleveland, OH	WJMO-AM & FM
Rockville, MD	WINX

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Suite 9-A
New York, NY 10026
(212) 316-6991
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Sandra Bell, *VP*

Philadelphia, PA	WDAS-AM & FM

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Universal Broadcasting
40 Roselle Street
Mineola, NY 11501
(516) 741-1200
FAX: (516) 741-1230
Howard Warshaw, *President*

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Los Angeles, CA	KPPC
St. Louis, MO	WCBW
Indianapolis, MO	WSYW-AM & FM

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University Broadcasting Company
135 N. Pennsylvania Street
Suite 2380
Indianapolis, IN 46204
(317) 635-5696
FAX: (317) 635-5699
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Bloomington, IN	WBWB
Ft. Collins, CO	KCOL & KIMN
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Uno Broadcasting Corp.
1 Uno Circle
Joliet, IL 60435
(815) 741-4000
FAX: (815) 741-4022
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1234 Market Street
Suite 1940
Philadelphia, PA 19107
(215) 563-2910
FAX: (215) 563-9947
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Independence, MO	KIDZ
Memphis, TN	WDIA & WHRK
Columbia, SC	WCOS-AM & FM
Detroit, MI	WDZR
Columbus, OH	WRZR
Raleigh, NC	WQOK
Wildwood, NJ	WCMC & WZXL
Spring, TX	KJOJ-AM & FM
Norfolk, VA	WBSK & WOWI
Akron, OH	WAKR & WONE
El Paso, TX	KHEY
Houston, TX	KKZR

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Verstandig Broadcasting
4850 Connecticut Avenue NW
Suite 103
Washington, DC 20008
(202) 244-1422
John Verstandig, *President*

Waynesboro, PA	WAYZ-AM & FM
Harrisonburg, VA	WSVA & WQPO
Cambridge, MD	WCEM-AM & FM

V

Viacom Broadcast Group
1515 Broadway
40th Floor
New York, NY 10036
(212) 258-7136
FAX: (212) 258-7154
Bill Figenshu, *President/Radio Division*

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New York, NY	WLTW
Chicago, IL	WLIT
Houston, TX	KIKK-AM & FM
Washington, DC	WMZQ-AM & FM
Detroit, MI	WLTI
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Santa Rosa, CA 95402
(707) 528-0339
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Kealakekua, HI	KKON & KAOY
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Raleigh, NC 27612
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Raleigh-Durham-Chapel Hill, NC	WRDU
Columbia, SC	WNOK & WOIC
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W

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Lincoln, NE 68510
(402) 475-4567
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Grand Junction, CO	KSTR-AM & FM
Canon City, CO	KRLN-AM & FM
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Wescom Media Group
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Las Vegas, NV 89104
(702) 796-4040
FAX: (702) 796-6347
Dale J. Matteson, *President*

Mobile, AL	WGCX
Las Vegas, NV	KRLV

Wesham Broadcasting Company
917 Western America Circle
Suite 500
Mobile, AL 36609
(205) 343-1000
FAX: (205) 344-6006
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Louisville, KY	WRKA
Charleston, WV	WCAW & WVAF
Mobile, AL	WKSJ-AM & FM

WESTWOOD ONE STATIONS GROUP

Westwood One Stations Group, Inc.
1700 Broadway
New York, NY 10019
(212) 237-2929
FAX: (212) 237-2500
Bob Moore, *Executive VP*

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Los Angeles, CA	KQLZ

Wilks/Schwartz Broadcasting
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FAX: (413) 781-1944
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Springfield, MA	WHYN-AM & FM
Sarasota, FL	WSRZ
Providence, RI	WWBB
Louisville, KY	WVEZ & WWKY
Norfolk, VA	WNVZ

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(804) 622-4600
FAX: (804) 624-6515
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Norfolk, VA	WPCE
Philadelphia, PA	WURD
Trenton, NJ	WIMG
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Bellhaven, NC	WKTA
Birmingham, AL	WAYE
Charlotte, NC	WGSP
Ferris-Dallas, TX	KDFT
Norfolk, VA	WMYK
Batesburg, SC	WKWQ
Durham, NC	WSRC
E.St. Louis, IL	WESL
East Point, GA	WTJH
N. Little Rock, AR	KMZX & KLRG
Memphis, TN	KFTH & WXSS
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Edenton, NC	WBXB

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4th Floor
Norwalk, CT 06854
(203) 857-5600
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Ray Edwards Jr., *VP/CFO*

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Indianapolis, IN	WCKN & WRZX
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Bridgeport, CT	WICC
Norfolk-Portsmouth, VA	WMXN
San Juan, PR	WUNO & WFID
Anaheim, CA	KEZY & KORG

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WinCom Radio Group
10 Mayland Villa
Lincolnshire, IL 60069
(708) 634-3282
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WI St. Joseph-Benton Harbor, MI	WHFB-AM & FM

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Winfas of Virginia, Inc.
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(804) 237-4700
FAX: (804) 237-8070
Roger Ingram, *President*

Jacksonville, NC	WKOO
Amherst, VA	WYYD

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Withers Broadcasting
P.O. Box 1508
Mount Vernon, IL 62864
(618) 242-3500
FAX: (618) 242-4444
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Cape Girardeau, MO	KAPE & KGMO
Mt. Vernon, IL	WMIX-AM & FM

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c/o WHBY/WAPL Radio
P.O. Box 1519, 2727 E. Radio Road
Appleton, WI 54913
(414) 733-6639
FAX: (414) 739-0494
Susan F. Knaack, *VP/Broadcast*

Dubuque, IA	KDTH & KATF
Appleton, WI	WHBY & WAPL

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WTMJ, Inc.
720 E. Capitol Drive
P.O. Box 693
Milwaukee, WI 53201
(414) 332-9611
FAX: (414) 223-5266
Steve Smith, *Vice Chairman*
Doug Kiel, *President*

Milwaukee, WI	WTMJ & WKTI
Wausau, WI	WSAU & WIFC
Kansas City, MO	KQRC

A

Academy Of Country Music
6255 Sunset Blvd.
Suite 923
Hollywood, CA 90028
(213) 462-2351
FAX: (213) 462-3253
Bill Boyd, *Executive Director*

•

The Academy of Radio Broadcasting
8907 Warner Avenue
Suite 115
Huntington Beach, CA 92647
(714) 842-0100
FAX: (714) 842-1858
Lindy Thurrell, *President*
Tom King, *VP*

4914 E. McDowell Road
Suite 107
Phoenix, AZ 85008
(602) 267-8001
FAX: (602) 273-6411
Donna Green

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Accuracy In Media
1275 K Street NW
Suite 1150
Washington, DC 20005
(202) 371-6710
FAX: (202) 371-9054
Deborah Lambert, *Public Affairs Director*

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American Federation of Television & Radio Artists (AFTRA)
6922 Hollywood Blvd., 8th Floor
Hollywood, CA 90028
(213) 461-9148
FAX: (213) 463-9041

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American Women in Radio & Television, Inc.
1101 Connecticut Avenue NW
Suite 700
Washington, DC 20036
(202) 429-5102
FAX: (202) 223-4579, (202) 857-1111
Donna Cantor, *Executive Director*

ASCAP

American Society of Composers, Authors, and Publishers (ASCAP)
1 Lincoln Plaza
New York, NY 10023
(212) 621-6000
FAX: (212) 595-3342

ASCAP Chicago
Kingsbury Center
350 W. Hubbard Street
Chicago, IL 60610
(312) 527-9775
FAX: (312) 527-9774

ASCAP London
52 Haymarket
Suites 10 & 11
London SW1Y4RP, England
011-44-71-973-0069
FAX: 011-44-71-973-0068

ASCAP Los Angeles
7920 Sunset Blvd.
Suite 300
Los Angeles, CA 90046
(213) 883-1000
FAX: (213) 883-1049

ASCAP Nashville
2 Music Square West
Nashville, TN 37203
(615) 742-5000
FAX: (615) 742-5020

ASCAP Puerto Rico
1519 Ponce de Leon Avenue
Suite 505
Santurce, PR 00910
(809) 725-1688
FAX: (809) 721-1190

B

BMI

BMI
320 W. 57th Street
New York, NY 10019
(212) 586-2000
FAX: (212) 246-2163
Frances W. Preston, *President/CEO*

8730 Sunset Blvd.
Third Floor West
Los Angeles, CA 90069
(310) 659-9109
FAX: (310) 657-6974

10 Music Square East
Nashville, TN 37203
(615) 291-6700
FAX: (615) 291-6707

79 Harley House
Marylebone Road
London NW1 5HN
England
011-4471-935-8517
FAX: 011-4471-487-5091

B

Broadcast Cable Credit Association
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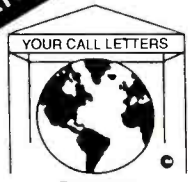

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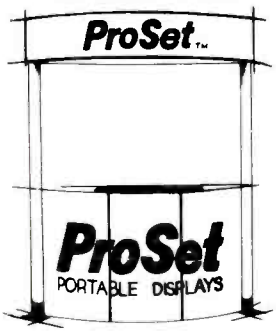

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- **CO = Costumes**
- **CR = Creative**
- **D = Displays & Vehicles**
- **DM = Direct Marketing**
- **E = Events**
- **M = Mailing Lists**
- **MP = Music Products**
- **P = Premiums & Incentives**
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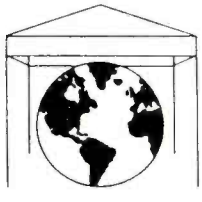

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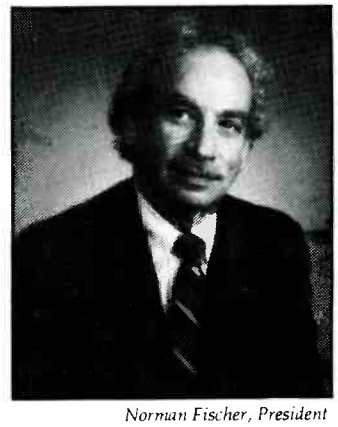
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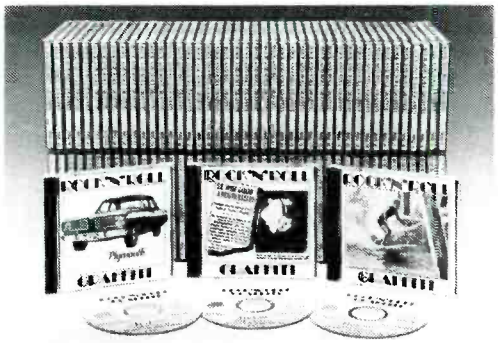

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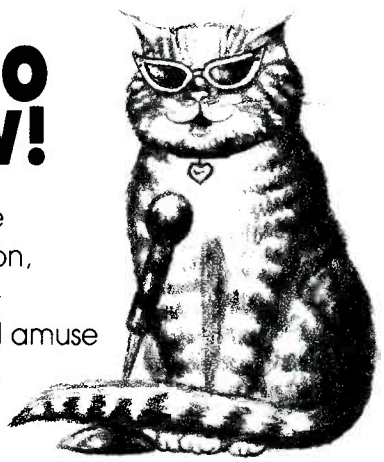

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New York, NY 10019
(212) 489-7095
FAX: (212) 265-5726
***Carl Strube**, President*

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Cruz
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Long Beach, CA 90807
(310) 430-2077
FAX: (310) 430-7286
***Ron Coleman**, Label Manager*

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CSI
P.O. Box 126
Buckingham, VA 23921
(804) 969-1663
FAX: (804) 969-1662
***Jay Scott Berry**, CEO*
***Mary Berry**, President*

Curb
(distributed by CEMA)
47 Music Square E
Nashville, TN 37203
(615) 321-5080
FAX: (615) 327-3003

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***Phil Gernhard**, Sr. VP/Label Promotion/GM*
***Mike Borchetta**, VP/Nat'l Country Promotion*
***Dennis Hannon**, VP/Marketing & Sales*

3907 W. Alameda Avenue
Burbank, CA 91505
(818) 843-2872
FAX: (818) 843-4659

***Dick Whitehouse**, President/A&R*

D

Def American Recordings
(distributed by WEA)
3500 West Olive Avenue,
Suite 1550
Burbank, CA 91505
(818) 973-4545
FAX: (818) 973-4571

***Rick Rubin**, President*
***Mark DiDia**, VP/GM*
Donna Chadwell
Dan Charnas
Phil Costello
Dale Demarco
Clarissa Garcia
Q
Todd Sievers

Def Jam Recordings, Inc.
652 Broadway
3rd Floor
New York, NY 10012
(212) 979-2610
FAX: (212) 979-2731

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Delicious Vinyl
(incl. Brass Recordings)
(distributed by Atlantic/WEA)
6607 Sunset Blvd.
Los Angeles, CA 90028
(213) 465-2700
FAX: (213) 465-8926
***Rick Ross**, GM*
***Paul Moshay**, Dir./Nat'l Marketing*

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Denon
135 W. 50th Street
Suite 1915
New York, NY 10020
(212) 581-2550
FAX: (212) 581-2591
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***Melanne Sacco**, Nat'l Promotion*
***Eric Lowenhar**, Marketing Mgr.*

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Discovery
(incl. Musicraft, Trend)
(distributed by FirstMedia)
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Santa Monica, CA 90404
(310) 828-1033
FAX: (310) 828-1584
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***Syd Birenbaum**, VP/Marketing & Sales*

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Doctor Dream Records
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FAX: (714) 997-0814
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***Neil Lowenthal**, Dir./Artist & Product Development*
***Bonnie Levetin**, Dir./Sales & Marketing*
***Nathan Nociar**, Dir./Radio Promotion*
***Mark Woodleif**, Dir./Publicity & Tour Promotion*

E

eastwest records america

EastWest America
(distributed by WEA)
75 Rockefeller Plaza
12th Floor
New York, NY 10019
(212) 275-2800
FAX: (212) 956-2270

Sylvia Rhone, *Chairman*
Craig Lambert, *Exec. VP/Promotion*
Margo Knesz, *VP/Operations*
Kevin Carroll, *VP/Promotion*
Matt Pollack, *VP/AOR Promotion*
Manny Bella, *VP/Urban Promotion*
Valerie Delong, *Sr. Dir./CHR Promotion*
Denise George, *Dir./CHR Promotion*
Pat Marsicano, *Dir./AC & NAC Promotion*
Jim McNeil, *Dir./Alternative Promotion*

9229 Sunset Blvd.
8th Floor
Los Angeles, CA 90069
(310) 205-7420
FAX: (310) 285-9834

Rick Nuhn, *Dir./Nat'l R&B Promotion & West Coast Operations Mgr.*

Elektra Entertainment

Elektra Entertainment
(distributed by WEA)
75 Rockefeller Plaza
15th Floor
New York, NY 10019
(212) 275-4000
FAX: (212) 974-9314

David Bither, *Sr. VP/GM*
Rick Alden, *Sr. VP/Promotion*
Suzanne Berg, *VP/AC Promotion*
Steve Schnur, *VP/AOR Promotion*
Joe Morrow, *VP/Urban Marketing & Promotion*
Lisa Frank, *Sr. Dir./Artist Marketing & Promotion*
Jon Leshay, *VP/Nat'l Alternative & Video Promotion*
Bob Catania, *VP/CHR Promotion*

345 N. Maple Drive
Suite 123
Beverly Hills, CA 90210
(213) 288-3800
FAX: (213) 274-9491

Del Williams, *Sr. Dir./Nat'l CHR Promotion*

EMI Records Group
North America

EMI Records Group North America
(incl. EMI, SBK, Chrysalis, Cooltempo, China, Ensign, Blue Guitar)
(distributed by CEMA)
1290 Avenue Of The Americas
42nd Floor
New York, NY 10104
(212) 492-1200
FAX: (212) 245-4115

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Greg Thompson, *VP/Promotion*
Michael Steele, *VP/CHR Promotion*
Norm Osborne, *VP/AOR Promotion*
Hilary Lerner, *Sr. Dir./Alternative Promotion & Marketing*
Glynice Coleman, *VP/R&B Promotion*
Laura Kuntz, *VP/AC & NAC Promotion*
Neil Lasher, *Sr. Dir./Nat'l AOR Promotion*

8730 Sunset Blvd.
5th Floor
Los Angeles, CA 90069
(213) 659-1700
FAX: (213) 659-9008

Kevin Knee, *VP/Promotion*

Evidence
1100 E. Hector Street
Suite 392
Conshohocken, PA 19428
(215) 832-0844
FAX: (215) 832-0807
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Jerry Gordon, *VP*

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F&L
(incl. Progress, W.T.M.)
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Nashville, TN 37212
(615) 292-3611
Bobby Fischer, *President*

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Berkeley, CA 94710
(510) 549-2500
FAX: (510) 486-2015
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7807 Ventnor Avenue
Margate, NJ 08402
(609) 823-2777
FAX: (609) 822-5122
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epic

Epic
(incl. Epic Associated, Pyramid, Solar, WTG)
(distributed by Sony Music)
550 Madison Avenue
New York, NY 10022-3211
(212) 833-7442

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Santa Monica, CA 90404
(310) 449-2100
FAX: (310) 449-2932

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Nashville, TN 37203
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FAX: (615) 742-4338

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Jack Lameier, *VP/Country Promotion*

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Flying Fish
(incl. Temple, Blind Pig, Earwig, Deluge, Atomic Theory, Rose Quartz, Omnium, Rooster Blues)
1304 West Schubert
Chicago, IL 60614
(312) 528-5455
FAX: (312) 528-8262
J. Seymour Guenther, *Promotion*
Mike Fleischer, *Promotion & PR*

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Frontier
(distributed by BMG)
P.O. Box 22
Sun Valley, CA 91353
(818) 506-6886
FAX: (818) 506-0723
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Futurist
(distributed by Relativity Entertainment)
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2nd Floor
New York, NY 10013
(212) 226-7272
FAX: (212) 941-9409
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Holly Lane, *VP*
Ray Godas, *Dir./Marketing*
John Butler, *Dir./Nat'l Radio Promotion*
Nancy Twomlow, *Promotion*

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GEFFEN

Geffen/DGC
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Los Angeles, CA 90069
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FAX: (310) 271-4563
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Alan Oreman, *Dir./Nat'l AOR Promotion*
Craig Coburn, *Nat'l CHR Promotion & Advertising*
Warren Christensen, *Nat'l AOR Promotion*
Mark Kates, *Dir./Alternative Music*
Steve Leavitt, *Dir./Nationa CHR Promotion*
Ted Volk, *Dir./National Alternative Promotion*
Tracy Skelly, *Dir./AC & NAC Promotion*

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New York, NY 10019
(212) 841-8600
FAX: (212) 247-8852

giant

Giant
(distributed by WEA)
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Suite 200
Beverly Hills, CA 90211
(310) 289-5500
FAX: (310) 289-7331
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Cassandra Mills, *President/Black Music Division*
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Ray Carlton, *VP/CHR Promotion*
Jean Johnson, *Sr. Dir./Nat'l CHR Promotion*
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Ardenia Brown, *Dir./Nat'l Urban Promotion*

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Nashville, TN 37203
(615) 256-3110
FAX: (615) 259-4011
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Nick Hunter, *GM/VP Promotion*

Global Pacific
270 Perkins Street
Sonoma, CA 95476
(707) 935-11767
FAX: (707) 996-2658
Neal Sapper, *President*

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GNP Crescendo
(incl. Creative World)
8400 Sunset Blvd., Suite 4A
Los Angeles, CA 90069
(213) 656-2614
FAX: (213) 656-0693
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Golden Gate Records
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Scotts Valley, CA 95067
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FAX: (408) 438-8796
Adrienne Biliske, *Dir./Promotions*
Forrest Meachen, *Dir./Nat'l Sales & Marketing*
Ken Lamb, *Asst. Dir./Promotions*
Sue Meachen, *Dir./Regional Sales*
Denise Davidson, *Dir./Advertising*
Sandy Shore, *Radio Promotions*

3211 Cahuenga Blvd. W
Hollywood, CA 90068
(213) 850-6675
FAX: (213) 850-6675
Joe Gershen, *Dir./Publishing*

Gold City Records, Inc.
P.O. Box 24
Armonk, NY 10504
(914) 273-6457
FAX: (914) 273-4207
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Margie Jasper, *VP & General Counsel*

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Grand Slamm
(partially distributed by CEMA)
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New York, NY 10012
(212) 334-2188
FAX: (212) 334-2178
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GRP
(distributed by MCA/UNI)
555 W. 57th Street
New York, NY 10019
(212) 424-1000
FAX: (212) 424-1007
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Doug Wilkins, *Sr. Dir./Nat'l Promotion*
Duke DuBois, *Dir./Nat'l Promotion*
Deborah Lewow, *Dir./Nat'l NAC Promotion*
Erica Linderholm, *Nat'l Promotion*

H

Hearts Of Space/World Class
P.O. Box 31321
San Francisco, CA 94131
(415) 759-1130
FAX: (415) 759-1166
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Higher Octave Music
(incl. Nightingale)
8033 Sunset Blvd., Suite 41
Los Angeles, CA 90046
(213) 856-0039
FAX: (213) 656-6490
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Scott Bergstein, *Sr. VP*

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Hightone
220 4th Street, Suite 101
Oakland, CA 94607
(510) 763-8500
FAX: (510) 763-8558
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Hollywood
(incl. Link, Hollywood Basic)
(distributed by Elektra/WEA)
500 South Buena Vista Blvd.
Burbank, CA 91521
(818) 560-5670
FAX: (818) 567-4837

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Brad Hunt, *Exec. VP/GM*
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Kyle Hetherington, *VP/CHR Promotion*
Art Phillips, *VP/Rock Promotion*
Chris Lopes, *Dir./Nat'l Promotion*
John Souchack, *Dir./Nat'l Rock Promotion*
Christina Anthony, *Dir./Nat'l AC & Video Promotion*
Michelle Robbins, *Mgr./Nat'l Alternative Promotion*
Dyana Kass, *Mgr./Nat'l Metal Promotion*

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Ichiban
(incl. Curtom, Wilbe, After Hours, Wrap, AEI, Powerhouse, Appaloosa, GEG, Urgent, Word)
P.O. Box 724677
Atlanta, GA 31139-1677
(404) 419-1414
FAX: (404) 419-1230
Ron Patterson, *Dir./Nat'l Urban Radio Promotion*
Jammin Jimmy, *Nat'l Rap Radio Promotion*
Randy Sadd, *Dir./Nat'l AOR/CHR/AC Radio Promotion*
Tim Tintle, *AOR/CHR/AC Promotion*
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Imago
(distributed by BMG)
152 West 57th Street
New York, NY 10019
(212) 246-6644
FAX: (212) 246-0404
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Tom Gorman, *VP/Promotion*
Ron Poore, *Dir./Nat'l Rock*

6363 Sunset Blvd.
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(213) 468-4116
FAX: (213) 468-4073
Pat Martine, *Dir./Nat'l Promotion*

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Inderock
9000 Sunset Blvd.
West Hollywood, CA 90069
(310) 278-2945
FAX: (310) 278-5068
David Gray, *Nat'l Director*

Interscope
(distributed by WEA)
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Suite 1230
Los Angeles, CA 90024
(310) 208-6547
FAX: (310) 208-7343

Ted Field
Jimmy Iovine
Marc Benesch
John McLain
Tom Whalley
Michael Papale
Billy Brill
Tim Burruss
David Cohen
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IRS
(incl. Nettwerk, Grand Slamm, Pangaea)
(distributed by CEMA)
3939 Lankershim Blvd.
Universal City, CA 91604
(818) 508-3130
FAX: (818) 373-7173
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(212) 334-2170
FAX: (212) 334-2178

Island
(incl. 4th & Broadway, Great Jones, Mango, Axiom)
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400 Lafayette Street
5th Floor
New York, NY 10003
(212) 995-7800
FAX: (212) 477-5918
Andy Allen, *Sr. VP/GM*

8920 Sunset Blvd., 2nd Floor
Los Angeles, CA 90069
(213) 276-4500
FAX: (213) 276-9267

Island Independent Labels
(incl. Mango, 4th & Broadway)
8920 Sunset Blvd., 2nd Floor
Los Angeles, CA 90069
(213) 276-4500
FAX: (213) 278-5862
Virgil Simms, *VP/Black Music Promotion*
Howie Miura, *Alternative Promotion/ Independent Labels*
Marthe Reynolds, *Dir./Nat'l Crossover Promotion*

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Jazzology
(incl. Audiophile, Circle, Southland, Solo Art, Progressive, American Music)
(distributed by GHB Jazz Foundation)
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New Orleans, LA 70116
(504) 525-1776
FAX: (504) 525-0690
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JEA
1725-B Madison Avenue
Suite 100
Memphis, TN 38104
(901) 774-2017
James Alexander, *President*
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Jerden
P.O. Box 4740
Seattle, WA 98104
(206) 447-9375
FAX: (206) 447-9351
Jerry Dennon, *President*

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Jive
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11th Floor
New York, NY 10001
(212) 727-0016
FAX: (212) 645-3783
Barry Weiss, *Sr. VP/GM*
Jack Satter, *Sr. VP/Pop Promotion*
Varnell Johnson, *VP/R&B Promotion*

6777 Hollywood Blvd., 6th Floor
Hollywood, CA 90028
(213) 464-7409
FAX: (213) 464-7144
Mark Kargol, *Sr. Dir./West Coast Pop Promotion*

165-167 Willesden High Road
London NW10 25G
England
(081) 459-8899
FAX: (081) 451-3900
Clive Calder, *Chairman*

J

JRS
(incl. BFE, Great Pyramid)
(distributed by BMG)
7758 Sunset Blvd.
Hollywood, CA 90046
(213) 850-1300
FAX: (213) 850-6118
Artie Mogull, *President/CEO*

152 W. 57th Street
New York, NY 10019
(212) 484-0607
FAX: (212) 484-0644
Stephen Swid, *Chairman*
Bill Cataldo, *VP/Promotion*

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Juggernaut
67-45E 190th Lane
Fresh Meadows, NY 11365
(718) 454-6593
Juggy Gayles

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Justice
3215 W. Alabama
Houston, TX 77098
(713) 520-6669
FAX: (713) 526-7045
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David Thompson, *COO*
Sharon Adams-Powell, *Radio Promotions*

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JVC Music
3800 Barham Blvd.
Suite 305
Los Angeles, CA 90068
(213) 878-0101
FAX: (213) 878-0202
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Denny Stilwell, *Label Manager*
Jeff Lunt, *Dir./Nat'l Promotion*

K

Kaupp
(distributed by Cal-Centron/ Merri-Webb Productions)
P.O. Box 5474
Stockton, CA 95205
(209) 948-8186
FAX: (209) 942-2163
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Robert Merrihew, *VP*
Rick L. Webb, *Production Manager*

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K-Tel International
(incl. K-Tel, K-Tel Country, Headfirst, Nouveau, AJK, ERA, Arrival, Dominion)
15535 Medina Road
Plymouth, MN 55447
(612) 559-6800
FAX: (612) 559-6848
Owen Husney, *VP/A&R & Marketing*
Dennis Hoefer, *VP/Sales*
Bill Hallquist, *Manager/ Entertainment Marketing*

L

LaFace
3500 Parkway Lane
Suite 240
Atlanta, GA 30092
(404) 416-6100
FAX: (404) 416-0014
Lamont Boles

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Laserlight
(distributed by Delta Music)
2500 Broadway Avenue
Santa Monica, CA 90404-3601
(310) 453-9504
FAX: (310) 828-2154
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Jerome Stine, *Dir./Promotion*

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Laurie
(incl. Nalli, Playback, Happy Hour, Order, Planetary Productions, TMG, Vision Quest, Connoisseur Records, Bonneville Communications)
1411 West Emily Court
Abingdon, MD 21009
(800) 344-8249
FAX: (410) 676-2003
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450 Livingston Street
Norwood, NJ 07648
(800) 421-1410
FAX: (201) 767-8977
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Ernest Maressa, *VP*

Liberty
3322 West End Avenue
11th Floor
Nashville, TN 37203
(615) 269-2000
FAX: (615) 269-2053

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Bill Catino, *VP/Promotion*
Sam Cerami, *Dir./Nat'l Promotion*

Living Music
(distributed by American Gramaphone)
P.O. Box 72
Litchfield, CT 06759
(203) 567-8796
FAX: (203) 567-4276
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LMR
(incl. Ecco, SHR&B)
(distributed by RCA, Virgin, Polydor)
40 West 57th Street
Suite 1510
New York, NY 10019
(212) 586-3600
FAX: (212) 307-7027
Randi Kantor, *VP/Promotion & Marketing*
Larry Moelis, *VP/Operations*

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Loud
1415 Magnolia Blvd.
Suite 201
Burbank, CA 91505
(818) 955-8050
FAX: (818) 955-9006
Rick Laudati, *Chairman*
Frank Loffarelli, *Dir./Radio Promotions*

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Luke
(incl. Effect)
8400 N.E. Second Avenue
Miami, FL 33138
(305) 757-1969
FAX: (305) 757-3456
Luther Campbell, *President*

M

Macola Record Group
(incl. Techno Hop, Ultra, Roadside)
8831 Sunset Blvd.
Suite 202
West Hollywood, CA 90069
(310) 659-6036
FAX: (310) 659-6039
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Lee Denton, *Dir./Operations*
Chris Andrew, *VP/A&R*

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Mammoth
(distributed by RED)
Carr Mill
2nd Floor
Carrboro, NC 27510
(919) 932-1882
FAX: (919) 932-1885
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Steve Balcom, *Label Manager*
Sean Maxon, *Dir./Radio & Video Promotion*
Julia-Carr Bayler, *Dir./Publicity*
Dan Gill, *Dir./Retail*
Chris Sawin, *Business Affairs & Finance*

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New York, NY 10013
(212) 226-7272
FAX: (212) 941-9409
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Holly Lane, *VP*
John Butler, *Dir./Radio Promotion*

M

M

MCA
(distributed by UNI)
70 Universal City Plaza
Universal City, CA 91608
(818) 777-4000
FAX: (818) 777-6435

Al Teller, *Chairman, MCA Music Group*
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Ernie Singleton, *President, Black Music Division*
Bruce Tenenbaum, *Sr. VP/Promotion*
A.D. Washington, *Sr. VP/Promotion & Marketing, Black Music*
Mark Gorlick, *VP/Promotion*
Gina Iorillo, *VP/Rock Promotion*
David Fleischman, *VP/Album Promotion*
Randy Hock, *VP/Album Promotion, East Coast*
Bobbie Shaw, *VP/Dance Music Promotion*
Sherri Trahan, *Dir./Nat'l Alternative Promotion*
Jan Teifeld-Krum, *Dir./Nat'l Pop Promotion*
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1755 Broadway
8th Floor
New York, NY 10019
(212) 841-8000
FAX: (212) 397-1403

1514 South Street
Nashville, TN 37212
(615) 244-8944
FAX: (615) 244-8047

Bruce Hinton, *Chairman, Nashville*
Tony Brown, *President, Nashville*
Shelia Shipley, *VP/Nat'l Country Promotion*
Scott Borchetta, *VP/Field Country Promotion*

Megaforce
(distributed by PGD)
210 Bridge Plaza Drive
Manalapan, NJ 07726
(908) 972-3456
FAX: (908) 972-3443

Jon Zazula, *CEO*
Marsha Zazula, *President*
Gary Waldman, *VP*
Missi Callazzo, *Nat'l Promotion*
Murray Richman, *CFO*
Maria Ferrero, *Publicity*

Mercury
(distributed by PGD)
825 Eighth Avenue
19th Floor
New York, NY 10019
(212) 333-8000

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Larry Stessel, *Sr. VP/GM*
David Leach, *Sr. VP/Promotion*
Andy Szulinski, *VP/Field Operations*
Kerry Wood, *VP/AC Promotion*
Tony Smith, *VP/Singles Promotion*
Drew Murray, *VP/Rock Promotion*
Daria Langford, *VP/R&B Promotion*
Tim Hyde, *Dir./Alternative Promotion*

3800 Alameda Avenue
Suite 1500
Burbank, CA 91505
(818) 955-5200
FAX: (818) 848-7530

Nashville
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Mercury/Nashville
66 Music Square W
Nashville, TN 37203
(615) 320-0110
FAX: (615) 329-9619

Luke Lewis, *President*
Anne Weaver, *VP/Nat'l Country Promotion*

Mesa/Bluemoon
(incl. Justin Time, Owl, Tomato)
(distributed by WEA)
209 East Alameda Blvd.
Suite 101
Burbank, CA 91502
(818) 841-8585
FAX: (818) 841-8581
Jim Snowden, *President*
George Nauful, *Exec. VP*
Bud Harner, *Dir./Nat'l Promotion*
Howard Alston, *Dir./Jazz & Urban Promotion*

METALBLADE RECORDS

Metal Blade
(incl. Epidemic)
(distributed by Warner Bros., R.E.D.)
2345 Erringer Road
Suite 108
Simi Valley, CA 93065
(805) 522-9111

Brian Slagel, *CEO*
Mike Faley, *President*
Mike Rittberg, *Dir./Nat'l Radio Promotions*
Tracy Vera, *VP/Operations*

Miramar
200 Second Avenue W
Seattle, WA 98119
(206) 284-4700
FAX: (206) 286-4433
Sean Gleason, *VP/GM*
Kathy Monahan, *Nat'l Media Promotion*
Kevin Schmidt, *Nat'l Retail Promotion*

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Mobile Fidelity
105 Morris Street
Sebastopol, CA 95472-3857
(707) 829-0134
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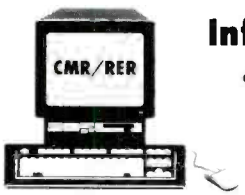

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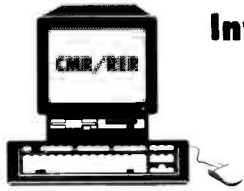

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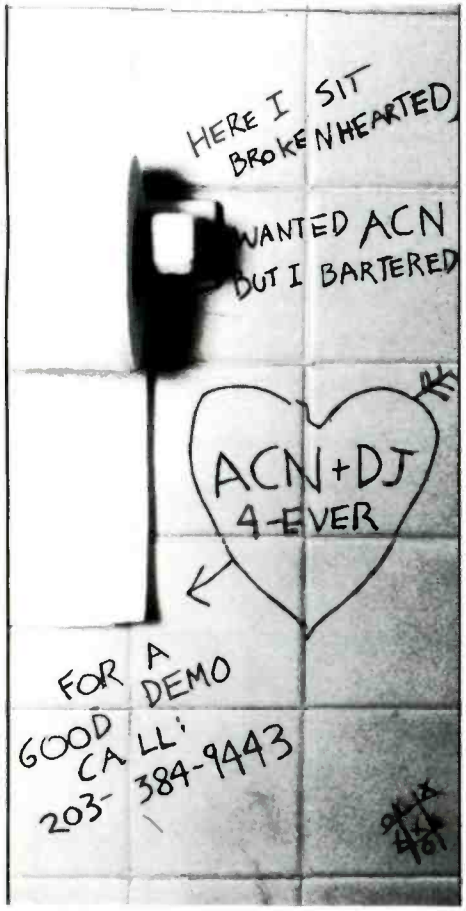

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