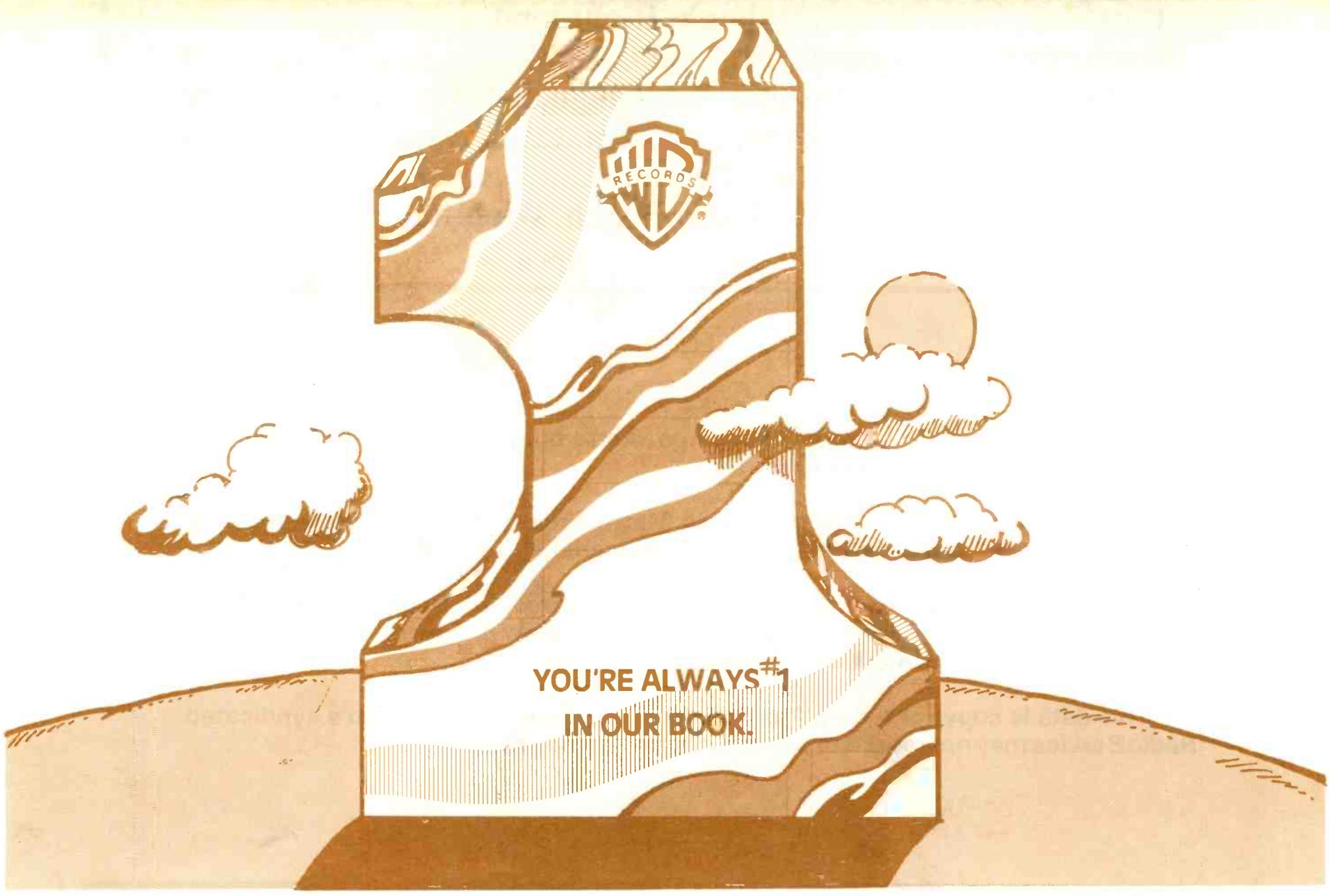
Radio & Records

SPECIAL EDITION

THE INDUSTRY'S *NEWS*PAPER

ARBITRON BREAKOUT

October / November '77



Index

Akron, Albany, Albuquerque..... 3
Anaheim, Anchorage, Atlanta, Baltimore..... 4
Birmingham, Boston, Buffalo..... 5
Charlotte, Chattanooga, Chicago, Cincinnati..... 6
Cleveland, Columbus, Dallas-Ft. Worth..... 7
Dayton, Denver, Des Moines, Detroit..... 8
El Paso, Eugene, Ft. Lauderdale..... 9
Ft. Wayne, Fresno, Grand Rapids, Hartford..... 10
Honolulu, Houston, Huntington, Indianapolis..... 11
Jacksonville, Kansas City, Las Vegas, Los Angeles..... 12
Louisville, Memphis, Miami..... 13
Miami-Ft. L-Hollywood, Milwaukee, Minneapolis..... 14
Nashville, New Haven, New Orleans, New York..... 15
Norfolk, Oklahoma City, Omaha, Orlando..... 16
Philadelphia, Phoenix, Pittsburgh..... 17
Portland, Providence, Raleigh, Richmond..... 18
Rochester, Sacramento, St. Louis..... 19
Salt Lake City, San Antonio, San Diego, San Francisco..... 20
San Jose, Seattle, Spokane..... 21
Syracuse, Tampa, Toledo, Tucson..... 22
Tulsa, Washington, West Palm Beach, Wichita..... 23

Both Average Quarter Hour Shares and Cume figures are all Monday-Sunday 6am-12midnight, Metro Survey Area.

Stations outside of the Arbitron Radio Metro Area, but that show significantly in the market breakdown are designated by an asterisk (*).

In the top 30 markets, top 10 rankings are listed for Quarter Hour Shares and Cume, top 5 breakdowns. Stations' rankings within the top 10 or 5 during the last survey period are listed to the left.

This data is copyrighted by Arbitron. Non-subscribers to Arbitron's syndicated Radio Service may not reprint or use this information in any form.

Arbitron Breakouts

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

AKRON

AKRON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAEZ (BM)	6.3	4.4	8.8	8.3	4.2
WAKR (PA)	15.0	13.9	18.5	22.5	13.8
WCUE (R)	5.7	6.7	4.7	4.1	4.4
WHLO (N)	3.2	3.4	3.0	1.8	3.1
WKDD (R)	**	**	2.7	2.4	2.9
WKNT (PA)	1.4	1.5	1.0	.6	1.5
WKNT-FM (PA)	1.7	2.7	2.1	1.0	3.3
WSLR (C)	10.1	8.7	7.7	6.4	9.9
WDBN-FM (PA) *	7.7	5.7	7.5	5.8	3.7
WGAR (PA)*	8.3	8.0	8.0	9.0	7.9
WMMS (A)*	8.5	8.7	5.7	3.6	9.0
WWWM (A)	2.2	3.6	4.3	3.3	4.1
WZZP (R)	**	**	**	3.5	5.8

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WAKR
4	2	WSLR
-	3	WMMS
2	4	WGAR
-	5	WZZP

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WAKR	2032
2	2	WGAR	1265
5	3	WSLR	1140
-	4	WMMS	939
-	5	WZZP	823

18-34 MEN

A/M'77	O/N'77	
3	1	WMMS
1	2	WGAR
2	3	WAKR
-	3	WSLR
-	3	WWWM
-	4	WZZP
5	5	WKDD

18-34 WOMEN

A/M'77	O/N'77	
4	1	WMMS
2	2	WGAR
5	3	WCUE
-	3	WKDD
1	4	WAKR
-	5	WDMT
-	5	WZZP

18-49 ADULTS

A/M'77	O/N'77	
-	1	WMMS
2	2	WAKR
4	2	WSLR
2	3	WGAR
-	4	WZZP
-	5	WKDD
-	5	WWWM

TEENS

A/M'77	O/N'77	
1	1	WZZP
3	2	WCUE
-	3	WWWM

ALBANY

ALBANY-SCHENECTADY-TROY 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WABY (N/T)	1.4	1.1	1.2	2.3	1.4
WCSS (CL)	1.9	1.4	1.4	1.0	1.2
WFLY (R)	1.2	2.6	1.7	3.6	2.8
WGFM (R)	10.7	9.5	10.4	8.8	9.4
WGNA (C)	2.5	1.8	1.7	1.1	2.7
WGY (PA)	15.1	15.9	17.6	14.3	17.6
WHRL (BM)	1.4	.4	.7	1.5	1.2
WHSH (BM)	3.0	3.8	3.6	2.4	2.9
WKOL (T)	**	2.2	**	**	1.2
WOKO (C)	4.7	4.2	4.1	5.0	3.4
WPTR (R)	6.7	7.7	6.3	6.4	5.1
WQBK (T)	3.8	5.2	7.3	4.7	4.4
WQBK-FM (A)	.7	1.9	1.9	2.2	3.1
WROW (BM)	15.1	11.7	13.7	12.3	14.2
WROW-FM (BM)	5.5	4.2	5.4	7.6	6.1
WTRY (R)	8.6	10.2	8.5	9.6	10.7
WWOM (BM)	5.3	2.5	3.1	2.3	2.7

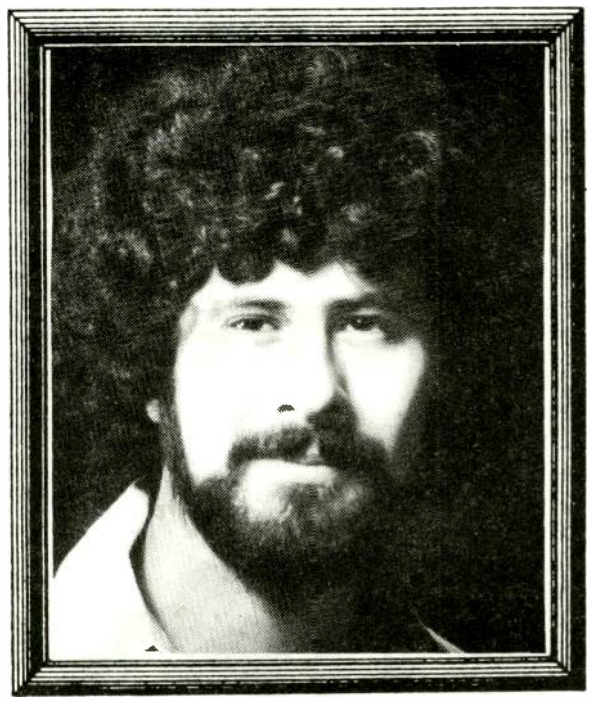
TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WGY
2	2	WROW
3	3	WTRY
4	4	WGFM
5	5	WROW-FM

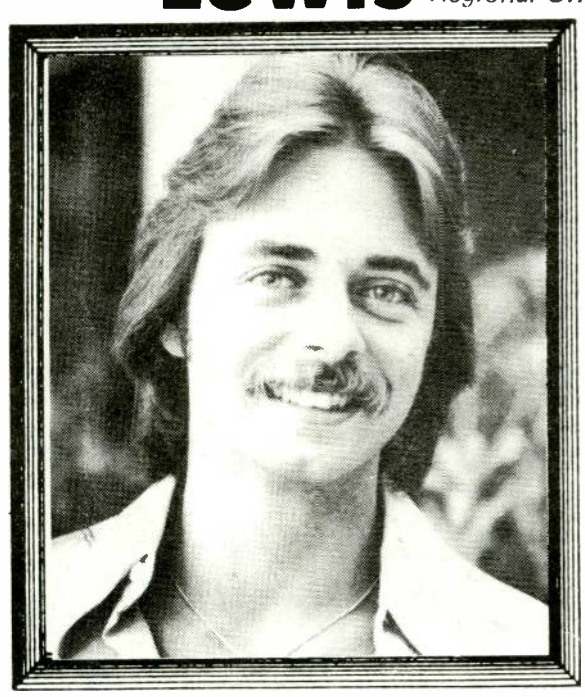
TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WGY	2426
2	2	WTRY	2112
3	3	WROW	1845
4	4	WGFM	1685
5	5	WPTR	1426

Murray Nagel *Regional SW*



James Lewis *Regional SW*



18-34 MEN

A/M'77	O/N'77	
1	1	WGFM
1	2	WTRY
3	3	WGY
4	3	WQBK-FM
2	4	WPTR
5	5	WFLY

18-34 WOMEN

A/M'77	O/N'77	
1	1	WGFM
2	2	WTRY
5	3	WGY
-	4	WWOM
4	5	WPTR

18-49 ADULTS

A/M'77	O/N'77	
3	1	WTRY
2	2	WGY
1	3	WGFM
5	4	WROW
4	5	WPTR

TEENS

A/M'77	O/N'77	
2	1	WGFM
1	1	WTRY
3	2	WPTR

ALBUQUERQUE

ALBUQUERQUE 4 BOOK TREND TOTAL PERSONS 12+

	A/M'76	O/N'76	A/M'77	O/N'77
KABQ (S)	3.6	10.2	4.7	8.0
KAMX (S)	10.0	3.4	3.1	6.2
KKIM (B)	1.5	1.5	3.1	1.4
KMYR (A)	1.5	2.6	3.0	4.5
KOB (PA)	12.3	13.5	12.4	14.2
KOB-FM (BM)	11.5	10.1	11.2	11.9
KPAR (BM)	2.5	1.9	1.2	1.0
KPAR-FM (BM)	4.7	3.4	5.1	2.2
KQEO (R)	8.7	11.1	11.2	8.1
KRKE (R)	9.2	9.0	11.9	9.3
KRKE-FM (A)	.8	.9	1.9	2.2
KRST 'A)	8.9	8.9	7.9	8.0
KRZY (C)	6.8	6.0	8.9	8.5
KUFF (C)	**	**	**	2.6
KZIA (T)	2.6	4.6	3.5	5.0

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KOB
3	2	KOB-FM
2	3	KRKE
4	4	KRZY
3	5	KQEO

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KOB	1230
2	2	KQEO	981
3	3	KRKE	973
4	4	KOB-FM	788
-	5	KRZY	627

18-34 MEN

A/M'77	O/N'77	
1	1	KRST
-	2	KOB-FM
4	3	KOB
2	4	KRKE
-	5	KABQ

18-34 WOMEN

A/M'77	O/N'77	
1	1	KOB
2	1	KQEO
1	2	KRKE
5	3	KOB-FM
-	4	KABQ
5	5	KMYR
4	5	KRST
-	5	KUFF

18-49 ADULTS

A/M'77	O/N'77	
1	1	KOB
3	2	KOB-FM
4	3	KRST
-	4	KABQ
-	5	KAMX

TEENS

A/M'77	O/N'77	
2	1	KRKE
1	2	KQEO
-	3	KMYR

LEGEND

R-Rock, **A**-AOR, **C**-Country, **PA**-Pop/Adult, **B**-Black, **BM**-Beautiful Music, **O**-Oldies, **N**-News, **T**-Talk, **S**-Spanish, **CL**-Classical, **RL**-Religious.

**Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).*

ANAHEIM

ANAHEIM 3 BOOK TREND TOTAL PERSONS 12+

	O/N'76	A/M'77	O/N'77
KEZY (R)	5.4	2.1	4.2
KWIZ (PA)	2.7	1.5	3.2
KWIZ-FM (PA)	1.6	1.2	1.3
KABC (T)*	4.3	6.0	4.7
KBIG (BM)*	7.5	8.2	9.1
KFI (R)*	3.1	3.7	3.9
KFWB (N)*	2.6	2.8	2.8
KGRB (PA)*	**	**	1.3
KHJ (R)*	4.8	3.2	3.3
KIIS-FM (R)*	2.1	2.7	2.0
KIQQ (R)*	3.5	2.3	1.5
KJOI (BM)*	4.9	5.7	3.8
KLAC (C)*	2.5	3.5	3.1
KLOS (A)*	4.2	3.4	5.0
KMET (A)*	3.7	4.5	4.9
KMPC (PA)*	4.4	5.4	3.6
KNOB (BM)*	2.2	1.2	1.0
KNX (N)*	4.9	3.9	2.9
KNX-FM (A)*	5.8	4.3	6.0
KOST (BM)*	2.2	2.8	2.7
KPOL-FM (A)*	.9	.8	1.5
KRLA (R/O)*	1.3	1.5	1.7
KRTH (R/O)*	1.9	3.0	4.3
KTNQ (R)*	**	2.0	1.7
KWST (A)*	2.0	1.9	1.8
XPRS (S)*	**	**	1.6
XTRA (BM)*	2.6	2.5	2.3

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	KBIG
6	2	KNX-FM
10	3	KLOS
5	4	KMET
2	5	KABC
-	6	KRTH
-	7	KEZY
8	8	KFI
3	9	KJOI
4	10	KMPC

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KBIG	2445
6	2	KEZY	2355
3	3	KHJ	2170
7	4	KFI	1951
9	5	KLOS	1911
-	6	KNX-FM	1865
2	7	KNX	1857
10	8	KMET	1761
8	9	KFWB	1673
4	10	KABC	1575

18-34 MEN

A/M'77	O/N'77	
1	1	KMET
2	2	KNX-FM
3	3	KLOS
4	4	KRTH
5	5	KWST

18-34 WOMEN

A/M'77	O/N'77	
2	1	KNX-FM
3	2	KRTH
5	3	KBIG
4	4	KLOS
-	5	KWIZ

18-49 ADULTS

A/M'77	O/N'77	
2	1	KNX-FM
1	2	KBIG
3	3	KMET
-	4	KLOS
-	5	KRTH

TEENS

A/M'77	O/N'77	
3	1	KEZY
1	2	KHJ
5	3	KLOS

ANCHORAGE

ANCHORAGE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KANC (R)	2.6	11.8	17.5	13.8	5.1
KBYR (PA)	4.7	5.0	5.7	5.8	5.1
KENI (R)	18.0	12.7	5.7	9.0	17.3
KFQD (PA)	17.6	13.6	14.7	15.3	23.9
KGOT (A)	13.7	7.2	6.2	7.4	6.3
KHAR (BM)	10.3	17.2	16.6	18.5	11.0
KJZZ (B)	.4	1.8	.5	2.1	1.6
KKLV (PA)	**	9.5	10.9	9.0	8.6
KNIK (BM)	1.3	4.1	5.7	6.9	3.5
KYAK (C)	12.0	14.0	14.2	10.1	14.5

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	KFQD
5	2	KENI
4	3	KYAK
1	4	KHAR
5	5	KKLV

TOP 5 CUME IN HUNDREDS

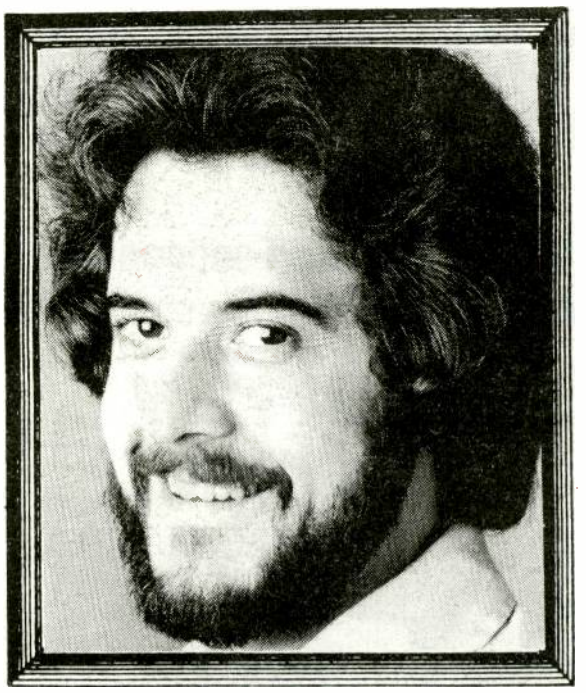
A/M'77	O/N'77		
2	1	KENI	583
4	2	KFQD	509
1	3	KANC	458
5	4	KYAK	344
3	5	KHAR	328

18-34 MEN

A/M'77	O/N'77	
1	1	KFQD
2	2	KGOT
3	3	KKLV
2	4	KENI
-	5	KYAK

18-34 WOMEN

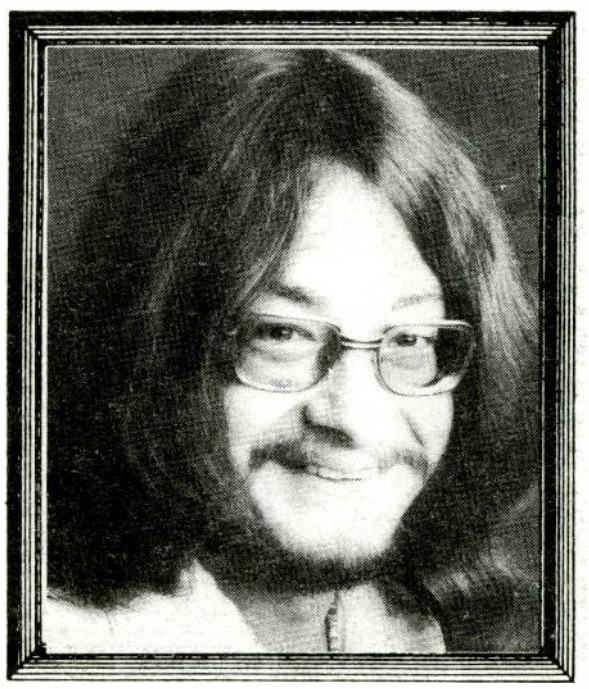
A/M'77	O/N'77	
1	1	KFQD
4	2	KENI
2	3	KKLV
3	4	KANC
-	5	KHAR



Ed Nuhfer

Danny Davenport

Regional SE



18-49 ADULTS

A/M'77	O/N'77	
1	1	KFQD
4	2	KYAK
-	3	KENI
3	3	KKLV
2	4	KHAR
5	5	KGOT

TEENS

A/M'77	O/N'77	
2	1	KENI
1	2	KANC

ATLANTA

ATLANTA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAOK (B)	7.1	8.6	6.0	6.1	5.4
WBIE (C)	.9	1.8	1.6	2.1	2.9
WGST (PA)	2.7	2.8	4.0	2.8	3.1
WIGO (B)	.9	.9	.8	1.0	1.4
WPCH (BM)	7.9	7.2	10.4	6.8	7.8
WKLS (A)	4.6	4.7	5.7	5.7	6.6
WLTA (PA)	2.1	2.8	4.0	2.2	2.9
WPLO(C)	4.7	4.2	5.0	5.1	6.7
WQXI (R)	8.0	6.2	4.8	5.9	4.4
WQXI-FM (R)	3.1	5.4	3.3	6.3	7.3
WRNG (T)	7.7	5.3	5.7	5.3	5.8
WSB (PA)	22.2	20.0	19.9	20.9	13.3
WSB-FM (BM)	5.0	4.1	5.2	4.3	4.8
WVEE (B)	**	**	2.5	1.8	3.9
WXAP (B)	1.6	1.5	1.2	1.2	1.5
WZGC (R)	7.3	7.6	8.3	12.4	10.7

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	WSB
2	2	WZGC
3	3	WPCH
4	4	WQXI-FM
9	5	WPLO
7	6	WKLS
8	7	WRNG
5	8	WAOK
10	9	WSB-FM
6	10	WQXI

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WSB	5031
2	2	WZGC	3829
3	3	WQXI	2744
6	4	WQXI-FM	2609
4	5	WPCH	2361
7	6	WPLO	2059
5	7	WKLS	2043
8	8	WAOK	2041
-	9	WGST	1985
10	10	WSB-FM	1947

18-34 MEN

A/M'77	O/N'77	
3	1	WQXI-FM
1	2	WKLS
2	3	WZGC
-	4	WPCH
4	5	WQXI

18-34 WOMEN

A/M'77	O/N'77	
1	1	WZGC
2	2	WQXI-FM
3	3	WKLS
4	4	WAOK
5	5	WQXI

18-49 ADULTS

A/M'77	O/N'77	
3	1	WQXI-FM
1	1	WSB
2	2	WZGC
4	3	WKLS
-	4	WPLO
-	5	WPCH

TEENS

A/M'77	O/N'77	
1	1	WZGC
3	2	WKLS
-	3	WQXI-FM

BALTIMORE

BALTIMORE 4 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	O/N'77
WAYE (A)	1.2	1.6	1.9	1.5
WBAL (PA)	14.1	15.1	15.4	14.0
WBKZ (R)	**	1.1	1.9	1.8
WCAO (R)	7.3	6.4	6.2	7.0
WXYV (R)	**	**	.7	4.3
WCBM (PA)	9.4	8.5	9.5	9.5
WFBR (PA)	4.7	5.8	4.5	3.3
WITH (BM)	1.9	.7	2.6	1.6
WIYY (A)	**	**	3.6	4.7
WKTK (A)	3.5	3.6	3.1	2.5
WLIF (BM)	9.8	9.1	9.5	10.2
WLPL (R)	5.9	7.0	4.9	5.2
WMAR (BM)	3.9	4.9	3.8	3.5
WPOC (C)	3.8	3.7	5.0	4.7
WSID (B)	4.3	1.9	3.0	3.5
WWIN (B)	5.1	2.9	4.4	3.5

LEGEND

R-Rock, **A**-AOR, **C**-Country, **PA**-Pop/Adult, **B**-Black, **BM**-Beautiful Music, **O**-Oldies, **N**-News, **T**-Talk, **S**-Spanish, **CL**-Classical, **RL**-Religious.

**Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).*

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	WBAL
2	2	WLIF
2	3	WCBM
3	4	WCAO
5	5	WLPL
9	6	WIYY
4	6	WPOC
-	7	WXYV
8	8	WMAR
-	8	WSID
7	8	WWIN
6	9	WFBR
10	10	WKTK

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WBAL	4899
3	2	WCBM	4136
2	3	WCAO	4075
4	4	WLIF	3365
6	5	WFBR	2680
5	6	WLPL	2642
-	7	WIYY	2068
7	8	WPOC	1745
-	9	WXYV	1657
8	10	WWIN	1568

18-34 MEN

A/M'77	O/N'77	
1	1	WCBM
-	2	WXYV
3	3	WIYY
5	4	WCAO
-	5	WAYE

18-34 WOMEN

A/M'77	O/N'77	
1	1	WCBM
3	2	WCAO
2	3	WWIN
-	4	WXYV
-	4	WIYY
5	5	WBKZ

18-49 ADULTS

A/M'77	O/N'77	
1	1	WCBM
3	2	WLIF
4	3	WCAO
2	4	WBAL
-	5	WXYV

TEENS

A/M'77	O/N'77	
1	1	WLPL
2	2	WCAO
3	3	WIYY

BIRMINGHAM

BIRMINGHAM 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAPI (PA)	8.8	7.3	4.7	4.6	5.3
WAPI-FM (O)	2.7	3.2	2.0	2.2	1.3
WATV (B)	1.9	10.5	11.4	11.4	12.9
WBUL (B)	5.1	5.5	4.1	8.7	5.8
WCRT (PA)	2.7	3.2	4.3	3.9	3.5
WDJC (RL)	2.3	2.1	2.7	1.4	1.7
WENN (B)	12.2	6.4	4.0	5.6	4.7
WENN-FM (B)	6.7	2.4	1.1	1.8	2.6
WERC (R)	13.0	10.1	11.6	7.2	11.1
WKXX (R)	**	**	**	6.1	5.6
WJLD (B)	4.9	5.2	5.2	3.8	3.9
WQEZ (BM)	3.7	4.8	7.0	4.8	5.7
WSGN (R)	7.6	8.9	11.4	9.2	11.0
WVOK (C)	3.6	4.0	4.2	3.5	5.1
WVOK-FM (A)	**	**	**	5.2	3.0
WYDE (C)	8.6	6.9	10.3	5.8	5.0
WZZK (C)	2.8	5.3	4.3	3.3	3.8

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WATV
4	2	WERC
2	3	WSGN
3	4	WBUL
-	5	WQEZ

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WERC	2228
2	2	WSGN	2090
4	3	WAPI	1248
3	4	WYDE	1072
5	5	WKXX	908

18-34 MEN

A/M'77	O/N'77	
5	1	WERC
1	2	WSGN
2	3	WVOK-FM
4	4	WATV
3	4	WKXX
4	5	WBUL
-	5	WYDE

18-34 WOMEN

A/M'77	O/N'77	
4	1	WERC
3	1	WSGN
2	2	WATV
1	3	WBUL
-	4	WKXX
5	5	WVOK-FM

18-49 ADULTS

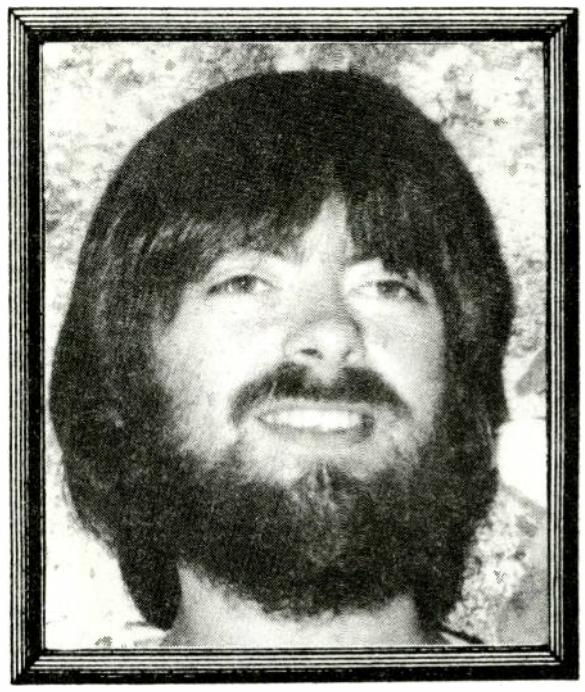
A/M'77	O/N'77	
2	1	WATV
4	2	WERC
2	3	WSGN
1	4	WBUL
-	5	WKXX

TEENS

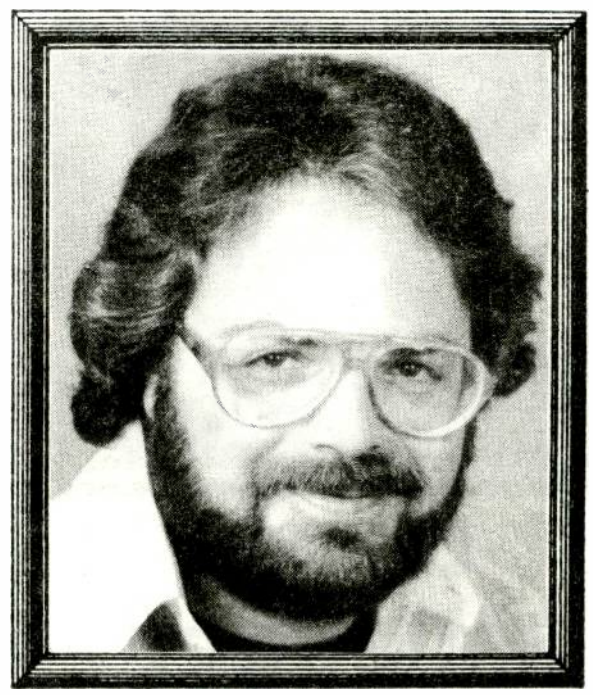
A/M'77	O/N'77	
5	1	WATV
2	1	WERC
1	2	WSGN
4	3	WKXX

LEGEND

R-Rock, **A**-AOR, **C**-Country, **PA**-Pop/Adult, **B**-Black, **BM**-Beautiful Music, **O**-Oldies, **N**-News, **T**-Talk, **S**-Spanish, **CL**-Classical, **RL**-Religious.



Mike Symonds



Richard Wolod

BOSTON

BOSTON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	J/A'77	O/N'77
WBCN (A)	3.5	2.2	3.3	1.7	2.6
WBZ (PA)	9.8	12.3	10.6	10.3	9.1
WBZ-FM (R)	1.4	1.2	1.5	1.3	1.3
WCAS (A)	.6	1.2	.9	1.3	1.3
WCGY (R)	1.6	1.1	1.9	1.6	1.8
WCOZ (A)	5.0	3.8	3.9	4.6	4.7
WEEI (N)	9.6	8.9	9.3	6.8	7.6
WEEI-FM (A)	1.9	2.1	2.7	2.5	3.3
WHDH (PA)	9.9	11.6	10.4	9.9	10.6
WCRB (CL)	1.1	1.1	1.4	.8	1.4
WILD (B)	1.0	.8	1.4	1.9	2.8
WJDA (BM)	2.5	.9	1.2	.6	2.5
WJIB (BM)	9.3	10.1	8.4	9.6	8.4
WMEX (T)	1.9	4.0	4.0	7.8	3.9
WRKO (R)	8.8	7.9	7.6	8.3	6.8
WROR (O)	3.1	2.9	3.7	3.2	3.3
WRYT (T)	1.1	.9	1.3	1.2	1.2
WSSH (BM)	2.6	2.3	3.1	2.0	3.3
WVBF (R)	5.8	5.2	4.9	5.1	5.7
WWEL (BM)	1.0	.8	.8	.8	1.1
WWEL-FM (BM)	2.6	2.4	2.6	2.7	3.1

TOP 10 QUARTER HOUR

J/A'77	O/N'77	
2	1	WHDH
1	2	WBZ
3	3	WJIB
6	4	WEEI
4	5	WRKO
7	6	WVBF
8	7	WCOZ
5	8	WMEX
-	9	WEEI-FM
9	9	WROR
-	9	WSSH
10	10	WWEL-FM

TOP 10 CUME IN HUNDREDS

J/A'77	O/N'77		
1	1	WBZ	8533
3	2	WHDH	7431
2	3	WRKO	7254
5	4	WEEI	5943
6	5	WJIB	5027
7	6	WVBF	4780
8	7	WROR	3373
9	8	WCOZ	3369
4	9	WMEX	3099
-	10	WEEI-FM	2741

18-34 MEN

J/A'77	O/N'77	
1	1	WCOZ
5	2	WBCN
4	3	WROR
-	4	WEEI-FM
3	5	WBZ

18-34 WOMEN

J/A'77	O/N'77	
1	1	WRKO
5	2	WROR
-	3	WEEI-FM
-	4	WHDH
2	4	WVBF
-	5	WILD

18-49 ADULTS

J/A'77	O/N'77	
1	1	WBZ
3	2	WHDH
2	3	WRKO
4	4	WJIB
5	5	WCOZ

TEENS

J/A'77	O/N'77	
2	1	WVBF
1	2	WRKO

BUFFALO

BUFFALO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WADV (BM)	3.2	5.2	4.3	4.5	2.7
WBEN (PA)	16.2	17.2	16.4	14.6	13.0
WBEN-FM (R)	4.3	4.5	4.9	4.5	5.6
WBLK (B)	3.3	3.9	2.5	3.0	3.4
WBNY (BM)	11.5	12.4	14.4	14.5	13.4
WBUF (A)	2.2	1.8	2.3	3.3	2.2
WGR (PA)	13.0	12.6	13.2	10.1	11.9
WGRQ (A)	4.5	4.7	3.1	4.3	4.7
WKBW (R)	14.5	12.0	12.1	14.1	14.7
WUFO (B)	2.5	1.3	1.5	1.1	1.6
WWOL (C)	1.8	2.5	2.2	3.0	3.4
WWOL-FM (C)	1.7	2.1	2.3	2.6	1.9
WXRL (C)	1.1	1.3	1.0	.7	1.3
WYSL (R)	2.6	1.8	3.7	2.8	3.1
WPHD (R)	**	**	**	5.8	3.6

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
3	1	WKBW
2	2	WBNY
1	3	WBEN
4	4	WGR
7	5	WBEN-FM
8	6	WGRQ
5	7	WPHD
10	8	WBLK
6	8	WWOL
-	9	WYSL
7	10	WADV

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WKBW	5086
3	2	WGR	3528
2	3	WBEN	3244
4	4	WBNY	2603
5	5	WBEN-FM	2072
7	6	WYSL	1521
9	7	WGRQ	1442
6	8	WPHD	1326
-	9	WBLK	705
10	10	WADV	675

18-34 MEN

A/M'77	O/N'77	
1	1	WKBW
5	2	WGR
2	3	WGRQ
-	4	WBNY
3	5	WBUF

18-34 WOMEN

A/M'77	O/N'77	
2	1	WKBW
1	2	WGR
5	3	WBEN-FM
4	4	WPHD
-	5	WBLK

18-49 ADULTS

A/M'77	O/N'77	
1	1	WKBW
2	2	WGR
3	3	WBNY
5	4	WBEN
-	5	WBEN-FM

TEENS

A/M'77	O/N'77	
1	1	WKBW
-	2	WBEN-FM
-	3	WGRQ
3	4	WYSL

CHARLOTTE

CHARLOTTE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAME (C)	6.6	4.3	2.8	3.3	5.4
WAYS (R)	13.1	12.6	14.8	14.8	17.1
WROQ (A)	7.8	7.1	8.0	7.1	9.5
WBT (PA)	18.8	20.6	20.2	23.6	24.9
WBT-FM (BM)	11.3	10.1	6.3	7.6	9.1
WEZC (BM)	5.0	6.2	5.4	5.7	4.7
WGIV (B)	7.6	10.5	10.3	10.0	5.1
WGNC (C)	.5	1.0	1.0	1.4	1.8
WGNC-FM (C)	.3		.6	.6	1.3
WHVN (PA)	1.3	1.8	3.0	1.2	1.0
WIXE (C)	2.4	1.6	.7	1.2	1.4
WLTC (B)	1.5	1.0	2.1	.8	1.0
WRPL (A)	1.8	2.2	1.1	.5	1.6
WSOC (N)	3.9	3.6	8.3	7.7	4.4
WSOC-FM (C)	4.5	5.2	6.2	5.7	4.7

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WBT
2	2	WAYS
-	3	WROQ
5	4	WBT-FM
-	5	WAME

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WBT	2205
2	2	WAYS	1919
4	3	WBT-FM	888
-	4	WROQ	786
3	5	WSOC	718

18-34 MEN

A/M'77	O/N'77	
2	1	WAYS
3	2	WROQ
1	3	WBT
4	4	WGIV
-	5	WEZC
-	5	WRPL

18-34 WOMEN

A/M'77	O/N'77	
1	1	WBT
5	2	WBT-FM
2	3	WAYS
4	4	WROQ
3	5	WGIV

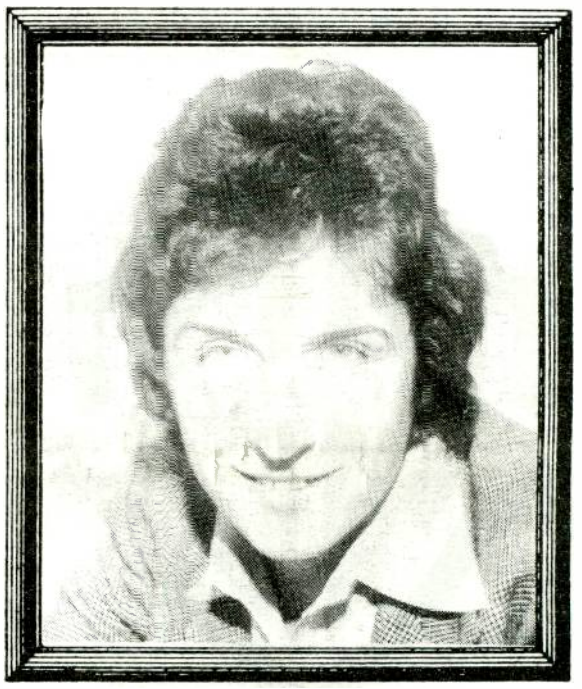
18-49 ADULTS

A/M'77	O/N'77	
1	1	WBT
2	2	WAYS
4	3	WROQ
-	4	WBT-FM
5	5	WSOC-FM

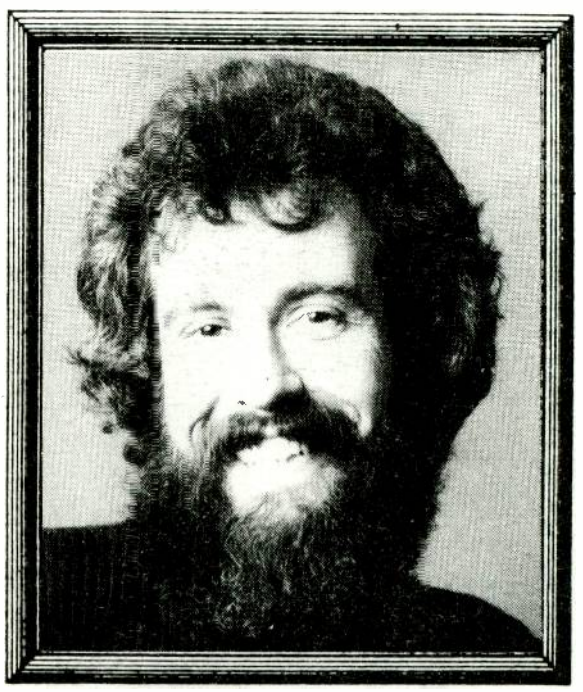
TEENS

A/M'77	O/N'77	
1	1	WAYS
-	2	WBT
-	3	WROQ

Patti Oates



Steve Goralski



Barry Ballenger

CHATTANOOGA

CHATTANOOGA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WDEF (PA)	19.6	17.2	19.5	16.3	15.6
WDEF-FM (BM)	4.6	9.7	7.7	9.3	10.5
WDOD (C)	7.7	10.3	9.7	10.5	9.9
WDOD-FM (B)	3.3	4.7	4.0	3.3	4.9
WDXB (PA)	2.7	2.6	2.7	3.8	1.6
WFLI (R)	8.5	12.2	10.4	15.5	11.8
WGOW (R)	9.8	8.3	6.6	7.5	5.1
WLFA (PA)	2.1	1.8	1.8	3.0	3.0
WMOC (PA)	2.9	2.8	5.1	3.0	3.7
WNOO (B)	7.1	6.7	7.1	7.3	7.5
WRIP (PA)	1.5	**	1.5	**	2.0
WSIM (A)	3.8	3.4	4.9	2.5	1.6
WYNQ (BM)	13.1	8.3	7.7	5.8	11.4
WZDQ (R)	**	**	**	**	4.5

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WDEF
2	2	WFLI
-	3	WYNQ
4	4	WDEF-FM
3	5	WDOD

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WFLI	1054
2	2	WDEF	961
3	3	WDOD	825
4	4	WGOW	797
5	5	WDEF-FM	623

18-34 MEN

A/M'77	O/N'77	
2	1	WFLI
1	2	WDOD
4	3	WYNQ
-	4	WNOO
3	4	WSIM
3	5	WGOW
-	5	WZDQ

18-34 WOMEN

A/M'77	O/N'77	
3	1	WDOD
-	2	WDEF-FM
1	3	WFLI
-	3	WYNQ
4	4	WGOW
3	5	WNOO

18-49 ADULTS

A/M'77	O/N'77	
2	1	WFLI
1	2	WDOD
5	3	WYNQ
4	4	WDEF-FM
3	5	WDEF

TEENS

A/M'77	O/N'77	
1	1	WFLI
2	2	WGOW
-	2	WZDQ
-	3	WNOO

CHICAGO

CHICAGO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	J/A'77	O/N'77
WAIT (BM)	2.8	1.6	1.4	.9	1.1
WBBM (N)	7.7	8.3	7.5	6.3	7.4
WBBM-FM (A)	2.8	2.0	2.3	2.2	2.3
WBMX (B)	2.5	2.8	2.9	3.2	3.3
WCFL (BM)	3.1	3.3	3.1	3.0	3.4
WCLR (PA)	2.9	2.7	3.6	3.1	2.4
WDAI (A)	4.4	2.5	2.9	2.8	2.2
WFMT (CL)	.1		.1	.1	.1
WFMT-FM (CL)	1.7	1.3	1.3	1.5	1.9
WFYR (PA)	2.4	1.9	2.5	2.4	3.7
WGCI (B)	3.0	3.3	3.8	3.7	1.8
WGN (PA)	13.0	13.8	11.3	13.7	10.7
WIND (PA)	3.9	3.9	4.1	3.6	3.8
WJEZ (C)	**	**	1.9	1.3	1.7
WJJD (C)	2.0	1.8	1.7	1.6	2.4
WKQX (A)	**	3.9	4.2	3.9	2.6
WLAK (BM)	4.8	4.9	4.4	5.1	5.9
WLOO (BM)	6.9	7.8	6.9	6.7	6.7
WLS (R)	7.9	7.9	8.3	7.8	8.7
WLUP (A)	**	**	.6	2.0	2.7
WMAQ (C)	4.3	4.1	5.2	5.9	4.7
WMET (R)	**	3.8	3.1	4.1	3.9
WVON (B)	2.7	2.7	2.5	2.9	3.4
WXRT (A)	1.7	1.0	1.5	1.1	1.2

TOP 10 QUARTER HOUR

J/A'77	O/N'77	
1	1	WGN
2	2	WLS
4	3	WBBM
3	4	WLOO
6	5	WLAK
5	6	WMAQ
7	7	WMET
10	8	WIND
-	9	WFYR
-	10	WCFL
-	10	WVON

TOP 10 CUME IN HUNDREDS

J/A'77	O/N'77	
2	1	WLS
1	2	WGN
3	3	WBBM
4	4	WMAQ
5	5	WIND
6	6	WLOO
7	7	WMET
8	8	WLAK
10	9	WCFL
.	10	WFYR

18-34 MEN

J/A'77	O/N'77	
1	1	WLS
-	2	WFYR
-	3	WLUP
2	4	WKQX
-	5	WDAI

18-34 WOMEN

J/A'77	O/N'77	
1	1	WLS
5	2	WFYR
-	3	WBMX
-	4	WLUP
4	5	WBBM-FM

18-49 ADULTS

J/A'77	O/N'77	
2	1	WLS
1	2	WGN
-	3	WFYR
-	4	WBBM
4	4	WLOO
-	5	WLAK

TEENS

J/A'77	O/N'77	
1	1	WLS
2	2	WMET

CINCINNATI

CINCINNATI 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WCIN (B)	4.8	3.9	2.6	3.8	4.2
WCKY (PA)	9.9	11.8	11.0	9.6	9.8
WEBN (A)	9.3	8.0	9.1	8.5	8.7
WKRC (PA)	8.6	6.8	8.2	7.4	8.1
WKRQ (R)	7.7	8.9	12.2	9.2	7.9
WLQA (BM)	2.9	4.4	5.2	4.6	4.7
WLW (PA)	16.2	18.0	15.7	17.3	12.0
WNOP (B)	1.5	.5	.9	1.6	1.5
WSAI (R)	9.5	8.7	9.8	8.1	9.2
WSAI-FM (R)	2.3	3.1	2.2	2.4	2.2
WUBE (C)	1.7	2.9	2.2	2.9	1.8
WUBE-FM (C)	2.8	2.7	2.4	4.3	5.7
WWEZ (BM)	9.8	9.1	7.8	8.4	9.3
WZIP (RL)	2.0	1.0	.5	.7	1.1

**Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).*

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	WLW
2	2	WCKY
5	3	WWEZ
6	4	WSAI
4	5	WEBN
7	6	WKRC
3	7	WKRQ
9	8	WUBE-FM
8	9	WLQA
10	10	WCIN

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WLW	3841
2	2	WSAI	3234
4	3	WKRC	2301
3	4	WKRQ	2290
5	5	WCKY	1944
6	6	WEBN	1811
7	7	WWEZ	1621
-	8	WLQA	1140
10	9	WUBE-FM	875
9	10	WSAI-FM	871

18-34 MEN

A/M'77	O/N'77	
1	1	WEBN
3	2	WLW
-	3	WUBE-FM
2	4	WKRQ
4	4	WSAI
-	5	WKRC

18-34 WOMEN

A/M'77	O/N'77	
1	1	WEBN
2	2	WSAI
3	3	WKRQ
5	4	WLW
-	5	WCIN

18-49 ADULTS

A/M'77	O/N'77	
1	1	WLW
2	2	WEBN
4	3	WSAI
-	4	WKRC
-	5	WUBE-FM

TEENS

A/M'77	O/N'77	
1	1	WKRQ
2	2	WSAI
-	3	WEBN

CLEVELAND

CLEVELAND 4 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	O/N'77
WABQ (B)	1.1	2.3	1.8	1.2
WCLV (CL)	2.8	2.9	1.3	2.1
WDBN (PA)	1.3	1.4	.6	1.9
WDMT (C)	2.6	2.2	2.1	2.5
WDOK (PA)	9.4	8.3	7.9	6.8
WERE (N)	5.9	6.1	7.1	5.4
WGAR (PA)	6.1	7.8	5.6	7.3
WGCL (R)	6.3	6.8	4.5	4.7
WHK (C)	6.9	8.0	10.8	8.7
WJMO (B)	4.7	4.6	3.6	4.3
WJW (PA)	5.6	6.3	5.5	3.2
WKSW (BM)	6.0	4.3	4.4	5.2
WLYT (R)	2.1	1.7	2.1	2.1
WMGC (PA)	2.8	1.8	2.4	1.2
WMMS (A)	6.4	6.0	7.5	10.6
WQAL (PA)	7.9	8.6	7.5	8.3
WWWE (PA)	5.6	6.8	5.5	4.4
WWWM (A)	3.6	4.3	6.0	5.0
WZAK (S)	.5	**	.8	1.1
WZZP (R)	**	**	3.8	3.0

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
3	1	WMMS
1	2	WHK
3	3	WQAL
6	4	WGAR
2	5	WDOK
4	6	WERE
9	7	WKSW
5	8	WWWM
8	9	WGCL
7	10	WWWE

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
3	1	WHK	3482
1	2	WGAR	2988
3	3	WMMS	2872
6	4	WQAL	2607
2	5	WDOK	2422
4	6	WERE	2386
9	7	WGCL	2340
5	8	WWWM	2134
8	9	WWWE	2131
7	10	WJW	1799

18-34 MEN

A/M'77	O/N'77	
1	1	WMMS
3	2	WGAR
2	3	WWWM
-	4	WHK
4	5	WGCL

18-34 WOMEN

A/M'77	O/N'77	
1	1	WMMS
2	2	WGAR
5	3	WGCL
-	4	WJMO
-	5	WDMT
-	5	WHK

18-49 ADULTS

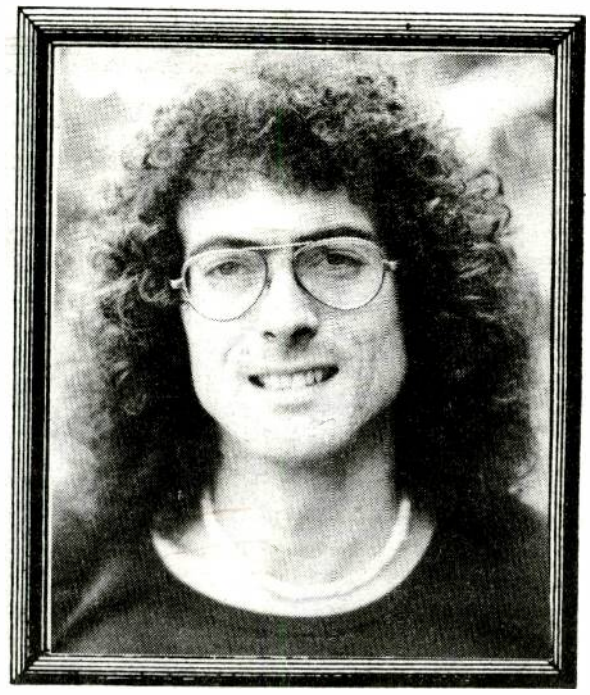
A/M'77	O/N'77	
1	1	WMMS
3	2	WGAR
4	3	WHK
-	4	WGCL
-	5	WWWE

TEENS

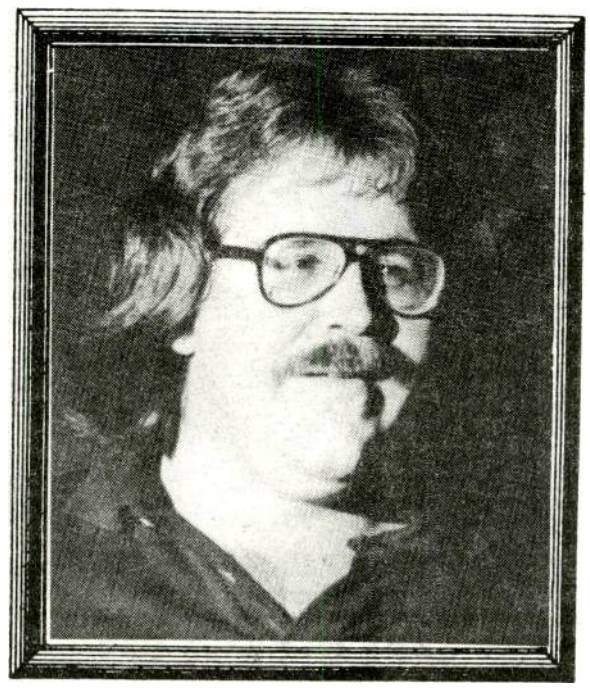
A/M'77	O/N'77	
3	1	WMMS
1	2	WWWM
2	3	WZZP
2	4	WGCL

LEGEND

R-Rock, **A**-AOR, **C**-Country, **PA**-Pop/Adult, **B**-Black, **BM**-Beautiful Music, **O**-Oldies, **N**-News, **T**-Talk, **S**-Spanish, **CL**-Classical, **RL**-Religious.



David Lucas



Jerry Barrett

COLUMBUS, OH

COLUMBUS, OH. 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WBNS (PA)	8.0	8.2	9.0	7.0	7.9
WBNS-FM (BM)	8.3	11.0	9.5	13.3	14.7
WCOL (R)	13.1	10.9	9.5	8.2	10.3
WCOL-FM (A)	5.6	5.8	7.8	5.4	4.5
WHOK (PA)	1.9	1.5	1.5	1.0	1.2
WHOK-FM (C)	1.6	1.3	2.9	2.8	1.3
WLVQ (A)	**	**	**	4.4	5.4
WMNI (C)	6.6	6.5	4.1	6.1	5.1
WNCI (R)	7.6	11.8	11.2	13.0	12.7
WRFD (PA)	3.4	1.8	2.9	1.9	1.3
WRMZ (BM)	**	**	**	**	1.8
WTVN (PA)	17.4	12.1	15.5	14.0	16.4
WVKO (B)	4.9	3.7	4.8	3.6	3.3
WVKO-FM (B)	.8	3.2	2.0	3.0	2.8

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WTVN
2	2	WBNS-FM
3	3	WNCI
4	4	WCOL
5	5	WBNS

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
2	1	WTVN	3431
1	2	WNCI	2882
3	3	WCOL	2854
5	4	WBNS	2140
4	5	WBNS-FM	2075

18-34 MEN

A/M'77	O/N'77	
2	1	WNCI
4	2	WCOL
3	2	WLVQ
1	3	WCOL-FM
-	4	WBNS-FM
5	4	WTVN
5	5	WBNS

18-34 WOMEN

A/M'77	O/N'77	
1	1	WNCI
3	2	WCOL
2	3	WTVN
4	4	WBNS
5	5	WBNS-FM

18-49 ADULTS

A/M'77	O/N'77	
1	1	WTVN
3	2	WBNS-FM
2	3	WNCI
4	4	WCOL
5	5	WBNS

TEENS

A/M'77	O/N'77	
1	1	WNCI
2	2	WCOL
-	3	WLVQ

DALLAS-FT. WORTH

DALLAS-FT. WORTH 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KAFM (A)	1.6	2.1	1.8	1.5	1.5
KBOX (C)	4.3	5.1	5.2	3.8	3.9
KFJZ (R)	2.2	2.1	2.1	2.1	2.4
KFJZ-FM (R)	**	**	1.2	4.6	5.1
KFWD (A)	2.4	3.0	3.7	3.1	2.7
KKDA (B)	4.5	2.8	1.6	2.4	1.5
KKDA-FM (B)	**	3.3	3.5	3.3	5.7
KLIF (R)	5.6	4.1	3.6	4.3	4.5
KMEZ (BM)	**	**	5.0	4.6	5.4
KMGC (A)	**	**	**	**	2.2
KNOK (B)	2.7	2.0	1.8	1.6	1.9
KNOK-FM (B)	3.2	2.1	2.3	2.5	2.2
KNUS (PA)	6.0	6.5	6.1	4.4	3.6
KOAX (BM)	5.7	7.1	5.6	5.9	6.1
KPBC (PA)	1.1	1.1	1.0	.9	1.8
KPLX (PA)	2.1	.9	1.8	3.9	2.6
KRLD (PA)	10.0	7.0	9.4	5.2	7.7
KSCS (C)	3.7	4.0	3.9	5.3	6.3
KSKY (RL)	.9	.8	1.1	.5	1.1
KVIL (PA)	.9	1.2	1.2	1.8	1.3
KVIL-FM (PA)	6.1	7.7	8.9	7.4	5.6
KZEW (A)	3.3	3.9	4.3	3.9	3.1
WBAP (C)	13.1	11.5	10.0	12.3	8.9
WFAA (N)	3.0	3.3	2.6	2.9	2.7
WRR (N)	1.6	2.3	2.1	1.8	1.4
WRR-FM (CL)	1.1	2.1	1.2	1.8	1.0

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	WBAP
5	2	KRLD
2	3	KVIL-AM-FM
4	4	KSCS
3	5	KOAX
-	6	KKDA-FM
6	7	KMEZ
6	8	KFJZ-FM
8	9	KLIF
10	10	KBOX

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WBAP	4733
4	2	KRLD	4588
2	3	KVIL-AM-FM	3509
3	4	KLIF	3466
7	5	KFJZ-FM	2834
8	6	KSCS	2769
6	7	KOAX	2410
9	8	KZEW	2203
10	9	KMEZ	2139
5	10	KNUS	2130

18-34 MEN

A/M'77	O/N'77	
1	1	KZEW
2	2	KVIL-AM-FM
-	3	KKDA-FM
-	4	KRLD
3	5	KFWD

18-34 WOMEN

A/M'77	O/N'77	
1	1	KVIL-AM-FM
-	2	KKDA-FM
2	3	KNUS
3	4	KSCS
-	5	KFJZ-FM

18-49 ADULTS

A/M'77	O/N'77	
1	1	KVIL-AM-FM
2	2	WBAP
3	3	KSCS
-	4	KKDA-FM
5	4	KRLD
-	5	KLIF

TEENS

A/M'77	O/N'77	
1	1	KFJZ-FM
-	2	KKDA-FM
2	3	KVIL-AM-FM
3	4	KNUS
4	5	KLIF

DAYTON

DAYTON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAVI (N)	8.7	6.8	10.3	8.9	8.4
WDAO (B)	6.1	7.8	5.1	7.9	6.1
WHIO (PA)	16.2	17.9	13.2	16.9	14.5
WHIO-FM (BM)	10.6	10.7	14.6	10.9	16.1
WING (R)	9.6	10.9	13.3	10.3	11.6
WONE (C)	9.1	10.1	9.5	11.1	11.1
WPTW-FM (PA)	1.6	1.1	2.2	2.4	1.5
WTUE (A)	6.1	5.7	6.8	6.7	7.5
WVUD (A)	8.9	7.1	6.8	3.5	5.0
WLW (PA)*	4.8	4.9	2.7	4.1	2.5

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
3	1	WHIO-FM
1	2	WHIO
4	3	WING
2	4	WONE
5	5	WAVI

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WHIO	2332
2	2	WING	2258
3	3	WHIO-FM	1564
4	4	WONE	1306
5	5	WTUE	1094

18-34 MEN

A/M'77	O/N'77	
1	1	WTUE
3	2	WING
4	3	WVUD
-	4	WHIO-FM
2	5	WDAO

18-34 WOMEN

A/M'77	O/N'77	
1	1	WING
4	2	WHIO
3	3	WONE
2	4	WDAO
5	5	WTUE

18-49 ADULTS

A/M'77	O/N'77	
-	1	WHIO-FM
2	2	WING
1	3	WHIO
3	4	WONE
5	5	WTUE

TEENS

A/M'77	O/N'77	
1	1	WING
2	2	WTUE
-	3	WDAO

DENVER

DENVER-BOULDER 5 BOOK TREND TOTAL PERSONS 12+

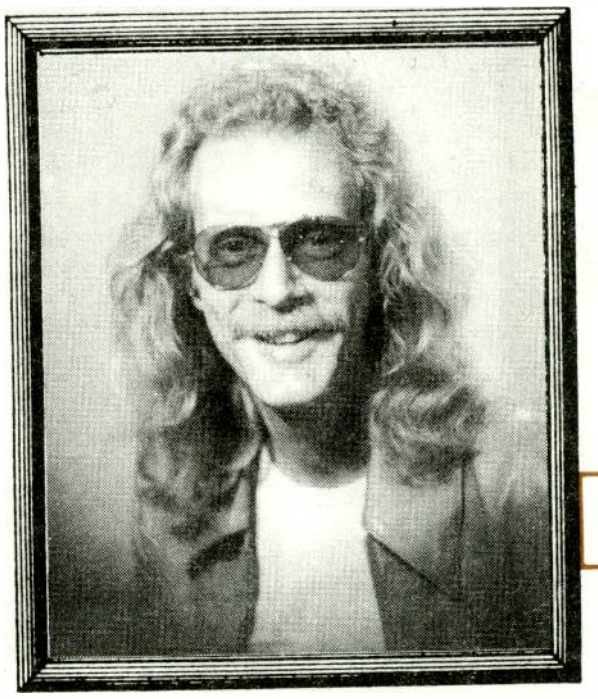
	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KADE (R)	.9	.5	1.1	1.4	1.0
KAZY (A)	**	**	2.9	3.4	3.1
KBPI (A)	3.7	3.6	4.3	6.8	10.0
KDEN (N/T)	2.5	3.3	1.9	2.7	2.8
KDKO (B)	.7	1.3	2.0	1.4	1.7
KERE (C)	4.8	3.1	2.9	3.4	3.8
KFML (A)	3.9	1.6	1.9	.7	1.4
KHOW (PA)	9.4	12.7	9.6	7.7	7.3
KIMN (R)	5.9	5.7	5.9	4.5	3.9
KIMN-FM (A)	2.0	1.9	3.6	2.8	3.0
KLAK (C)	3.1	3.1	3.9	4.1	3.3
KLIR (BM)	7.4	6.9	7.1	9.9	6.7
KLZ (PA)	3.4	3.2	3.7	2.8	2.6
KOA (PA)	9.2	8.3	9.7	7.4	9.8
KOAQ (R)	7.1	4.0	3.8	2.1	3.0
KOSI (BM)	5.3	5.0	3.6	5.4	5.0
KOSI-FM (BM)	4.9	5.7	4.8	6.4	4.7
KRKS (RL)	1.0	.8	1.1	1.1	1.2
KTLK (R)	5.3	3.8	4.6	5.6	4.8
KVOD (CL)	3.4	4.1	3.2	2.9	4.5
KWBZ (T)	1.2	2.2	1.8	2.8	2.8
KXKX (R)	**	8.2	6.9	5.0	4.6

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
4	1	KBPI
3	2	KOA
2	3	KHOW
1	4	KLIR
8	5	KOSI
7	6	KTLK
5	7	KOSI-FM
9	8	KXKX
-	9	KVOD
10	10	KIMN

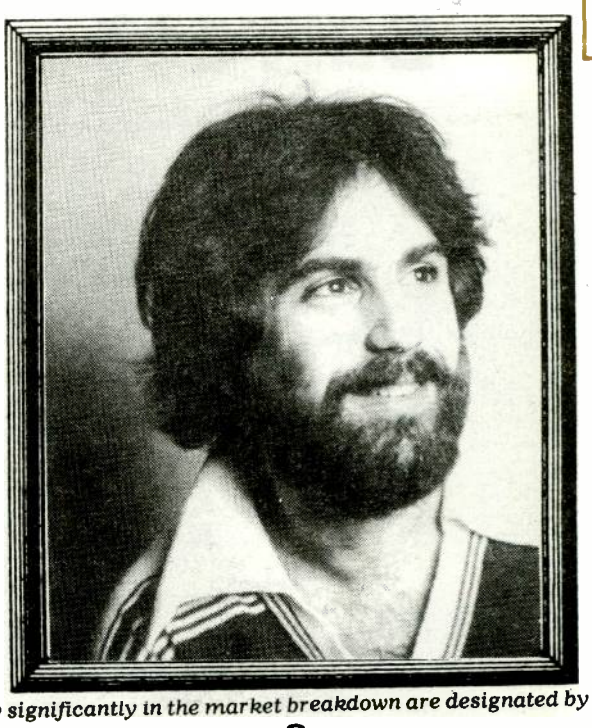
TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KOA	3512
4	2	KIMN	2368
3	3	KHOW	2168
2	4	KTLK	2009
5	5	KLIR	1822
10	6	KBPI	1820
7	7	KOSI-FM	1597
6	8	KXKX	1549
8	9	KOSI	1422
-	10	KIMN-FM	1251



Carl Walters

Mike Diamond



18-34 MEN

A/M'77	O/N'77	
1	1	KBPI
-	2	KTLK
2	3	KAZY
5	4	KIMN-FM
4	5	KIMN
-	5	KOA

18-34 WOMEN

A/M'77	O/N'77	
2	1	KBPI
1	2	KHOW
5	3	KIMN-FM
3	4	KIMN
-	5	KOAQ

18-49 ADULTS

A/M'77	O/N'77	
2	1	KBPI
1	2	KHOW
-	3	KOA
3	4	KLIR
-	5	KVOD

TEENS

A/M'77	O/N'77	
3	1	KBPI
2	2	KXKX
1	3	KTLK

DES MOINES

DES MOINES 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KCBC (PA)	3.4	5.3	4.3	5.3	4.7
KGGO (R)	6.3	8.7	6.6	9.0	5.8
KIOA (R)	14.9	12.9	12.2	10.1	9.2
KMGK (R)	**	4.2	3.2	6.4	5.8
KLYF (BM)	13.8	13.2	14.6	14.1	15.8
KRNQ (R)	5.7	7.3	7.2	4.8	5.5
KRNT (PA)	14.7	13.2	13.0	14.9	10.5
KSO (C)	11.8	9.2	12.8	11.2	16.6
KWKY (C)	1.4	1.7	1.1	**	1.1
WHO (PA/C)	14.7	12.9	14.4	15.7	15.0

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
4	1	KSO
3	2	KLYF
1	3	WHO
2	4	KRNT
5	5	KIOA

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
2	1	WHO	819
1	2	KIOA	746
3	3	KRNT	729
4	4	KLYF	726
5	5	KSO	711

18-34 MEN

A/M'77	O/N'77	
3	1	KSO
1	2	KCBC
4	3	KLYF
2	4	KIOA
5	5	KRNQ

18-34 WOMEN

A/M'77	O/N'77	
4	1	KRNQ
-	1	KSO
1	2	KIOA
3	3	KLYF
2	4	KGGO
5	5	KMGK

18-49 ADULTS

A/M'77	O/N'77	
2	1	KSO
1	2	KLYF
1	3	KIOA
5	4	WHO
-	5	KRNQ
1	5	KRNT

TEENS

A/M'77	O/N'77	
2	1	KIOA
1	2	KGGO
2	2	KMGK

DETROIT

DETROIT 5 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	J/A'77	O/N'77
CKLW (R)	5.9	5.9	4.7	5.6	5.8
CKLW-FM (C)	1.3	1.0	1.0	1.7	1.2
WABX (A)	3.4	3.6	2.6	2.7	3.3
WCAR (PA)	2.0	2.7	2.5	2.0	1.1
WCHB (B)	2.8	3.4	2.5	2.8	2.4
WDEE (C)	3.6	3.8	3.1	4.1	4.2
WDRQ (R)	6.5	3.6	5.8	3.7	3.9
WGPR (B)	1.6	1.7	1.1	1.6	1.5
WJLB (B)	3.7	3.9	4.1	6.2	3.5
WJR (PA)	14.4	13.4	14.1	14.0	12.7
WJR-FM (BM)	4.1	5.0	5.6	5.4	5.8
WJZZ (B)	1.5	2.2	2.1	1.9	2.0
WLDM (BM)	.8	.9	1.2	1.5	1.7
WMJC (PA)	3.3	3.6	4.2	3.2	4.5
WNIC (BM)	1.7	1.0	1.2	1.0	1.1
WNIC-FM (A)	3.6	3.6	3.2	4.1	4.9
WOMC (PA)	4.2	3.7	3.3	3.7	3.3
WRIF (A)	6.4	6.7	7.3	8.0	6.8
WWJ (N/T)	7.7	6.9	6.1	5.4	6.3
WWJ-FM (BM)	4.6	4.3	4.0	3.6	4.6
WWWW (A)	1.3	1.6	2.9	3.5	5.0
WXYZ (R)	5.5	6.7	5.5	4.1	3.8

Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).

TOP 10 QUARTER HOUR

J/A'77	O/N'77	
1	1	WJR
2	2	WRIF
5	3	WWJ
4	4	CKLW
5	4	WJR-FM
9	5	WWWW
6	6	WNIC-FM
8	7	WWJ-FM
10	8	WMJC
6	9	WDEE
7	10	WDRQ

TOP 10 CUME IN HUNDREDS

J/A'77	O/N'77		
1	1	WJR	10452
2	2	CKLW	8214
3	3	WRIF	6801
4	4	WXYZ	6479
5	5	WWJ	6255
8	6	WNIC-FM	5162
6	7	WDRQ	4885
7	8	WJR-FM	4581
-	9	WWWW	4155
-	10	WMJC	4110

18-34 MEN

J/A'77	O/N'77	
2	1	WWWW
1	2	WRIF
5	3	WNIC-FM
3	4	CKLW
-	4	WABX
5	5	WDRQ

18-34 WOMEN

J/A'77	O/N'77	
2	1	WMJC
1	2	WNIC-FM
3	3	WRIF
-	4	WWWW
5	5	CKLW

18-49 ADULTS

J/A'77	O/N'77	
1	1	WJR
5	2	WNIC-FM
-	3	WWWW
2	4	WRIF
-	5	WMJC

TEENS

J/A'77	O/N'77	
1	1	WRIF
2	2	WDRQ
3	3	CKLW

EL PASO

EL PASO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KAMA (S)	18.3	7.5	13.7	16.0	14.9
KAMA-FM (S)	**	3.1	3.7	4.2	5.2
KELP (R)	7.6	6.3	9.7	7.9	7.2
KEZB (BM)	6.2	5.8	3.7	7.3	6.6
KEHY (C)	12.5	11.5	9.9	10.7	12.8
KINT (R)	2.9	2.5	3.9	3.6	3.5
KINT-FM (R)	9.0	10.6	11.6	11.5	8.1
KISO (RL)	.6	.4	.5	**	1.4
KLOZ (C)	2.1	1.3	2.6	.4	2.1
KPAS (A)	**	**	2.8	2.2	4.8
KSET-FM (C)	3.5	.6	.7	1.6	1.7
KTSM (N)	4.9	2.7	5.1	5.9	3.5
KTSM-FM (R)	3.5	4.0	4.2	6.5	6.8
XEJ (PA)	1.2	5.8	1.8	1.4	1.2
XROK (R)	7.0	13.4	9.5	6.5	7.4

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KAMA
3	2	KHEY
2	3	KINT-FM
-	4	XROK
4	5	KELP

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
3	1	XROK	856
1	2	KINT-FM	826
2	3	KELP	718
5	4	KHEY	692
-	5	KTSM-FM	684

18-34 MEN

A/M'77	O/N'77	
5	1	KHEY
4	2	KTSM-FM
1	3	KINT-FM
5	3	XROK
1	4	KINT
5	4	KPAS
2	5	KELP

18-34 WOMEN

A/M'77	O/N'77	
2	1	KAMA
3	2	KELP
1	3	KINT-FM
4	3	XROK
2	4	KAMA-FM
5	4	KTSM-FM
	5	KPAS

18-49 ADULTS

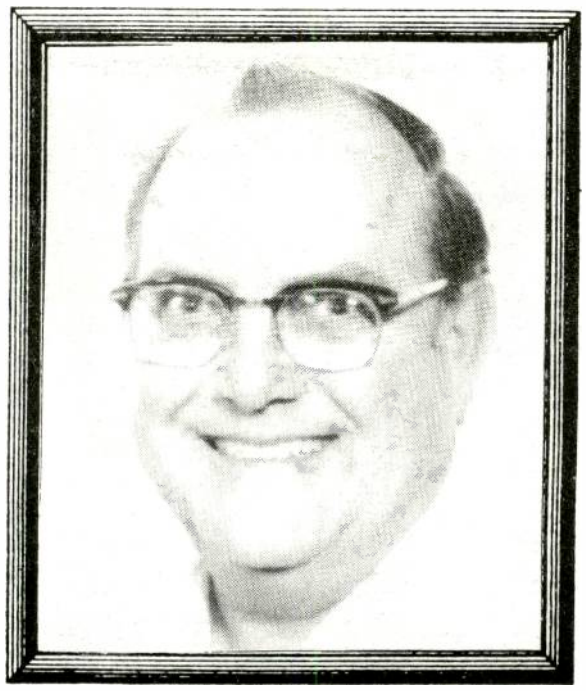
A/M'77	O/N'77	
1	1	KAMA
-	2	KHEY
4	3	KTSM-FM
-	4	KEZB
5	5	XROK

TEENS

A/M'77	O/N'77	
1	1	KINT
2	2	XROK
4	3	KELP
-	4	KPAS

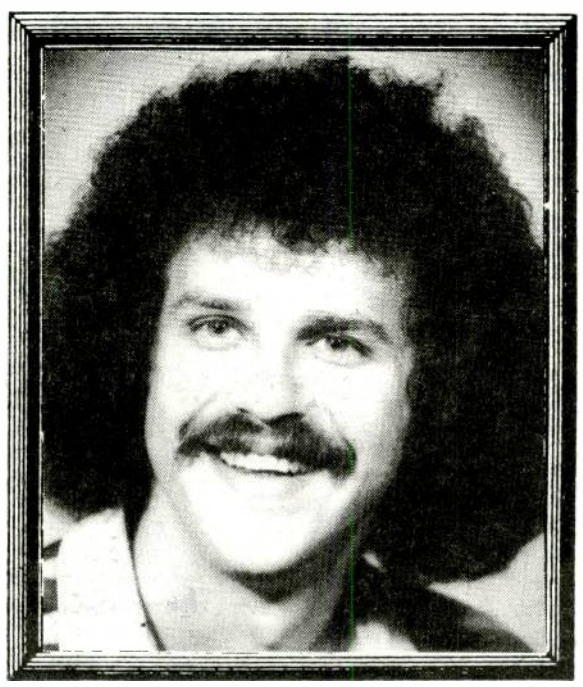
LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult, B-Black, BM-Beautiful Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious.



Frank Anderson

Regional SW



Dave Dannheisser

Regional SE

EUGENE

EUGENE-SPRINGFIELD 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KASH (N)	6.3	1.4	5.3	2.4	2.1
KATR (PA)	3.5	.7	1.1	3.8	4.5
KBDF (R)	9.0	15.0	16.0	18.2	11.8
KBMC (RL)	.7	**	1.4	**	1.0
KEED (C)	7.3	11.9	9.9	8.7	7.3
KFMY (BM)	2.1	4.5	3.2	2.8	2.8
KNND (PA)	2.4	.3	2.5	.7	1.0
KORE (PA)	3.1	2.1	1.1	3.5	1.4
KPNW (PA)	11.5	13.6	13.5	13.3	13.5
KPNW-FM (B M)	9.0	6.6	7.4	10.5	10.7
KSND (R)	2.8	2.8	3.2	3.1	5.9
KUGN (PA)	21.5	22.4	17.0	17.5	18.7
KZEL (A)	5.2	4.2	7.1	5.2	5.9

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	KUGN
3	2	KPNW
1	3	KBDF
4	4	KPNW-FM
5	5	KEED

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KUGN	903
2	2	KBDF	596
3	3	KPNW	549
5	4	KPNW-FM	390
-	5	KSND	373

18-34 MEN

A/M'77	O/N'77	
2	1	KUGN
3	2	KZEL
1	3	KBDF
-	4	KEED
4	4	KSND
4	5	KPNW

18-34 WOMEN

A/M'77	O/N'77	
1	1	KBDF
2	1	KUGN
3	2	KPNW
4	2	KZEL
-	3	KEED
-	4	KFMY
-	4	KSND
5	5	KPNW-FM

18-49 ADULTS

A/M'77	O/N'77	
1	1	KUGN
3	2	KPNW
2	3	KBDF
5	4	KEED
5	4	KZEL
4	5	KPNW-FM

TEENS

A/M'77	O/N'77	
1	1	KBDF
-	2	KSND

FT. LAUDERDALE

FT. LAUDERDALE-HOLLYWOOD 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAXY (O)	2.5	3.2	3.9	3.7	4.7
WFTL (PA)	5.0	7.3	6.1	8.4	9.1
WGLO (PA)	5.5	2.1	4.8	7.3	7.0
WGMA (C)	2.0	2.0	2.2	3.2	2.5
WHYI (R)	9.0	7.8	5.9	10.3	7.8
WLOD (BM)	2.8	2.9	3.1	1.0	2.2
WRBD (B)	3.7	5.4	3.5	4.0	2.1
WCKO (B)	2.8	.9	1.2	2.6	3.1
WSHE (A)	5.4	4.0	5.6	6.4	4.0
WAIA (BM)*	5.2	3.6	4.9	5.0	5.2
WGBS (PA) *	1.9	4.0	3.2	2.9	2.8
WINZ (N)*	3.7	4.4	4.9	5.0	6.1
WINZ-FM (A)*	3.7	2.6	5.3	4.0	2.4
WIOD (PA)*	7.5	5.4	4.6	3.6	6.0
WLYF (BM)*	12.4	15.9	13.1	11.5	12.3
WMJX (R)*	1.9	3.1	4.4	3.4	2.9
WQAM (R)*	3.9	3.5	3.9	1.2	2.1
WTMI (CL)*	2.0	1.7	1.3	1.7	1.8
WVCG (PA)*	.6	2.4	.8	1.0	1.8
WWOG (BM)	.6	1.2	3.0	.6	1.4
WWOK (C)*	**	2.6	.9	.3	1.4
WYOR (BM)*	**	3.2	3.1	3.5	3.1

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WLYF
3	2	WFTL
2	3	WHYI
4	4	WGLO
-	5	WINZ

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
2	1	WHYI	1822
-	2	WIOD	1603
1	3	WLYF	1508
5	4	WINZ	1454
4	5	WFTL	1194

18-34 MEN

A/M'77	O/N'77	
4	1	WAXY
-	2	WMJX
1	3	WSHE
-	4	WFTL
-	5	WQAM

18-34 WOMEN

A/M'77	O/N'77	
2	1	WAIA
1	2	WHYI
3	3	WAXY
-	4	WCKO
-	5	WLYF

18-49 ADULTS

A/M'77	O/N'77	
3	1	WAIA
5	2	WAXY
-	3	WFTL
2	4	WHYI
4	5	WLYF

TEENS

A/M'77	O/N'77	
1	1	WHYI
-	2	WSHE

FT. WAYNE

FT. WAYNE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WCMX (C)	1.2	.7	1.3	2.1	1.6
WFWR (C)	4.3	3.3	1.8	4.7	1.1
WGL (PA)	5.9	4.6	4.6	3.0	3.4
WIFF (N)	2.1	1.3	2.1	1.2	1.6
WLYV (C)	5.4	4.0	7.5	6.8	4.1
WMEE (R)	15.6	14.8	14.7	15.2	15.6
WMEF (PA)	17.7	21.7	17.5	18.9	21.0
WOWO (PA)	23.9	25.4	24.0	21.4	23.5
WPTH (R)	12.1	11.1	13.9	14.5	11.3
WXKE (R)	**	**	1.3	1.9	3.4

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WOWO
2	2	WMEF
3	3	WMEE
4	4	WPTH
5	5	WLYV

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WOWO	1586
2	2	WMEE	1177
4	3	WPTH	834
3	4	WMEF	828
5	5	WGL	448

18-34 MEN

A/M'77	O/N'77	
2	1	WMEE
1	2	WPTH
2	3	WOWO
4	4	WLYV
3	5	WMEF

18-34 WOMEN

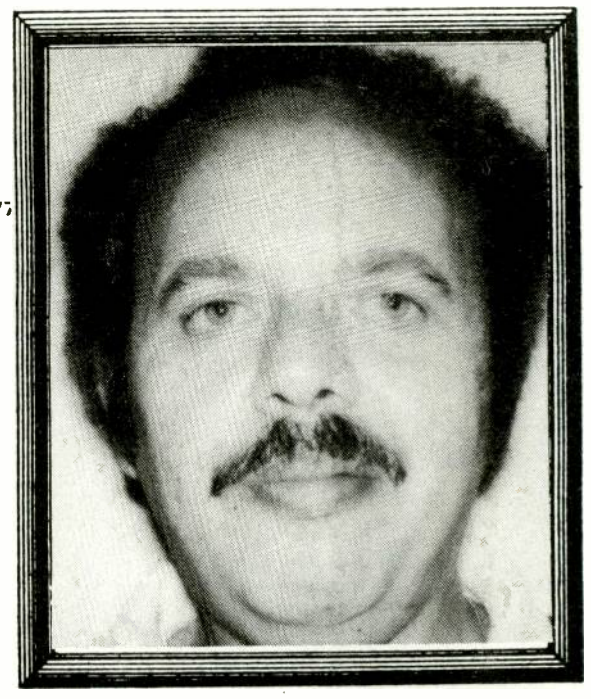
A/M'77	O/N'77	
2	1	WMEE
3	2	WMEF
4	2	WOWO
1	3	WPTH
-	4	WCMX
-	4	WXKE
-	5	WGL
5	5	WLYV

18-49 ADULTS

A/M'77	O/N'77	
1	1	WOWO
3	2	WMEF
2	3	WMEE
2	4	WPTH
-	5	WGL
5	5	WLYV

TEENS

A/M'77	O/N'77	
1	1	WMEE
2	2	WPTH
-	3	WOWO



Sam Cerami

Regional MW

GRAND RAPIDS

GRAND RAPIDS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WCUZ (C)	5.9	6.5	5.8	7.0	4.6
WFUR-FM (RL)	4.1	3.8	2.6	4.2	3.8
WGRD (R)	3.8	2.6	4.2	4.5	6.5
WGRD-FM (R)	6.7	8.5	11.8	9.2	12.9
WHTC (PA)	2.7	2.4	1.6	1.7	1.3
WJBL (RL)	2.8	2.7	1.6	.8	1.1
WJBL-FM (RL)	1.7	3.3	.4	1.9	1.4
WJFM (PA)	1.4	1.6	2.2	2.7	1.1
WLAV (PA)	5.5	3.3	2.9	3.7	2.9
WLAV-FM (A)	8.4	5.7	8.3	4.8	6.7
WMAX (N)	1.3	1.1	3.6	1.6	1.3
WMLW (PA)	**	**	**	4.1	4.0
WOOD (PA)	16.7	18.8	17.4	13.1	13.7
WOOD-FM (BM)	11.7	9.8	14.1	15.8	13.4
WZND (C)	**	.9	**	.6	1.1
WZZR (R)	**	**	**	6.9	6.7
WPLB-FM (C)*	1.1	1.6	.9	2.0	2.7

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	WGRD-AM-FM
3	2	WOOD
1	3	WOOD-FM
-	4	WLAV-FM
5	4	WZZR
4	5	WCUZ

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WGRD-AM-FM	1961
2	2	WOOD	1387
3	3	WOOD-FM	1177
-	4	WZZR	817
4	5	WLAV	764

18-34 MEN

A/M'77	O/N'77	
1	1	WGRD-AM-FM
3	2	WLAV-FM
4	3	WZZR
5	4	WOOD
5	5	WLAV

18-34 WOMEN

A/M'77	O/N'77	
1	1	WGRD-AM-FM
3	2	WOOD-FM
2	3	WOOD
5	4	WLAV-FM
3	4	WMLW
4	5	WZZR

18-49 ADULTS

A/M'77	O/N'77	
2	1	WGRD-AM-FM
1	2	WOOD-FM
3	3	WOOD
-	4	WLAV-FM
5	5	WZZR

TEENS

A/M'77	O/N'77	
1	1	WGRD-AM-FM
2	2	WZZR
3	3	WLAV-FM

FRESNO

FRESNO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KARM (C)	3.2	3.1	2.4	4.4	4.8
KBIF (RL)	.8	1.0	.3	1.1	1.9
KFIG (A)	5.8	5.0	3.8	5.6	3.9
KFRE (PA)	8.5	8.4	8.1	7.4	6.6
KFRY (BM)	1.7	3.1	2.2	1.9	1.0
KFYE (A)	6.0	5.5	5.0	3.9	10.0
KGST (S)	4.3	3.3	6.2	2.1	4.0
KKNU (BM)	12.5	13.8	13.9	8.9	8.2
KLIP (B)	2.7	2.1	5.2	3.5	1.8
KMAK (C)	7.0	12.8	8.3	5.3	6.8
KMJ (PA)	10.1	9.2	10.0	10.2	8.5
KXEX (S)	4.0	2.1	1.9	3.3	6.1
KXQR (PA)	**	**	**	**	1.5
KYNO (R)	14.0	14.3	12.6	16.3	12.3
KYNO-FM (A)	**	4.2	6.9	8.1	7.6
KIOY (R)*	**	**	**	6.0	3.5

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KYNO
-	2	KFYE
2	3	KMJ
3	4	KKNU
4	5	KYNO-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KYNO	1053
2	2	KMJ	854
3	3	KFRE	693
-	4	KFYE	679
5	5	KYNO-FM	639

18-34 MEN

A/M'77	O/N'77	
-	1	KFYE
1	2	KYNO
2	3	KYNO-FM
-	4	KFRE
3	5	KFIG

18-34 WOMEN

A/M'77	O/N'77	
1	1	KYNO
2	1	KYNO-FM
-	2	KFYE
-	3	KIOY
3	4	KFIG
4	4	KFRE
-	5	KXEX

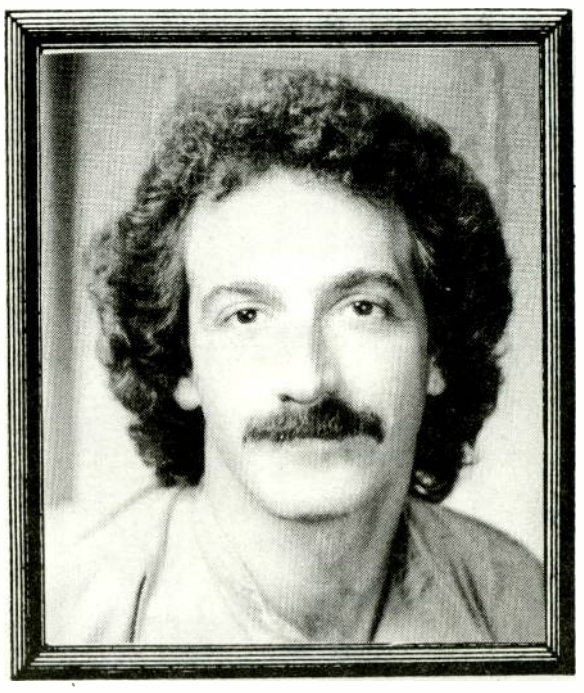
18-49 ADULTS

A/M'77	O/N'77	
-	1	KFYE
1	2	KYNO
-	3	KXEX
2	4	KYNO-FM
-	5	KMAK

TEENS

A/M'77	O/N'77	
1	1	KYNO
-	2	KFYE
3	3	KYNO-FM

Stuart Morrison



HARTFORD

HARTFORD 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WCCC (A)	1.2	.9	.8	2.6	1.0
WCCC-FM (A)	1.8	1.7	2.1	2.4	3.0
WDRC (R)	8.7	8.8	9.4	8.9	8.3
WDRC-FM (R)	7.8	6.7	4.4	4.8	2.2
WHCN (A)	3.3	3.2	2.2	2.3	2.7
WKND (B)	2.0	3.3	2.9	2.7	2.7
WKSS (B)	6.4	7.0	8.0	6.2	6.2
WMLB (C)	**	**	**	**	1.0
WPOP (N)	2.3	3.3	2.5	2.9	6.0
WRCH (BM)	8.3	9.0	7.9	9.4	10.1
WRCQ (R)	5.3	5.0	4.7	6.7	4.6
WTIC (PA)	26.6	26.6	28.2	25.6	24.5
WTIC-FM (R)	3.4	4.0	3.3	3.0	4.8
WWYZ (A)*	.6	.8	3.8	3.0	4.8

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WTIC
2	2	WRCH
3	3	WDRC
5	4	WKSS
-	5	WPOP

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WTIC	3380
2	2	WDRC	1737
-	3	WPOP	1258
-	4	WTIC-FM	1204
4	5	WRCH	1140

18-34 MEN

A/M'77	O/N'77	
3	1	WTIC
3	2	WDRC
4	3	WRCQ
-	3	WWYZ
-	4	WCCC-FM
-	5	WHCN
5	5	WRCH

18-34 WOMEN

A/M'77	O/N'77	
-	1	WWYZ
3	2	WDRC
4	3	WTIC
1	4	WRCQ
-	5	WRCH

18-49 ADULTS

A/M'77	O/N'77	
1	1	WTIC
3	2	WDRC
-	3	WRCH
-	4	WWYZ
2	5	WRCQ

TEENS

A/M'77	O/N'77	
1	1	WDRC
-	2	WTIC-FM
-	3	WHCN

Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).

HONOLULU

HONOLULU 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KAHU (C)	4.0	1.6	1.7	2.2	1.9
KAIM (RL)	**	.5	.4	.4	1.0
KCCN (PA)	4.9	6.8	4.2	5.3	7.7
KGMB (PA)	15.3	15.5	14.1	15.8	12.8
KGU (PA)	7.1	5.2	4.3	4.7	7.8
KHSS (A)	7.7	6.8	7.1	4.5	3.2
KHVH (N)	4.2	6.3	5.1	4.0	4.1
KIKI (R)	5.5	3.9	6.1	3.1	4.6
KIOE (R)	**	3.1	3.6	3.0	2.9
KISA (PA)	1.1	.7	3.1	2.6	1.8
KKUA (R)	11.5	12.2	16.4	19.6	18.4
KOHO (T)	2.2	2.9	4.7	3.2	2.0
KORL (R)	5.6	12.6	8.0	8.6	13.2
KPOI (R)	2.4	1.6	2.2	1.2	1.1
KQMQ (A)	**	5.7	5.0	3.4	3.7
KULA (R)	**	**	**	3.3	2.4
KUMU (BM)	6.7	2.4	4.3	3.3	4.5
KUMU-FM (BM)	5.2	6.0	5.1	5.2	3.3
KZOO (PA)	2.4	1.2	1.8	1.3	1.0

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KKUA
3	2	KORL
2	3	KGMB
-	4	KGU
4	5	KCCN

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KKUA	2612
3	2	KORL	2073
2	3	KGMB	1849
5	4	KGU	1159
4	5	KIKI	1044

18-34 MEN

A/M'77	O/N'77	
1	1	KKUA
4	2	KORL
-	3	KGU
-	4	KIKI
3	5	KQMQ

18-34 WOMEN

A/M'77	O/N'77	
1	1	KKUA
2	2	KORL
4	3	KGU
-	3	KIKI
-	4	KQMQ
3	5	KGMB

18-49 ADULTS

A/M'77	O/N'77	
1	1	KKUA
2	2	KGMB
3	3	KORL
5	4	KGU
-	5	KCCN

TEENS

A/M'77	O/N'77	
2	1	KORL
1	2	KKUA

HOUSTON

HOUSTON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KAUM (A)	3.6	3.3	3.9	1.7	3.1
KCOH (B)	3.4	3.5	2.8	1.3	1.5
KENR (C)	5.3	6.6	3.9	6.5	6.2
KIKK (C)	3.2	1.8	2.0	2.2	2.1
KIKK-FM (C)	3.9	3.3	4.5	6.0	5.1
KILT (R)	7.2	6.1	7.7	5.7	7.8
KILT-FM (R)	3.4	4.8	4.2	4.8	6.1
KLEF (CL)	2.9	1.8	2.2	1.3	1.2
KLOL (A)	3.1	5.5	3.3	2.7	4.7
KMJQ (B)	**	**	**	8.6	7.0
KNUZ (C)	3.1	1.4	2.1	1.8	1.5
KODA-(BM)	1.3	1.5	2.2	1.3	1.8
KODA-FM (BM)	3.4	2.9	3.1	2.9	4.5
KPRC (N/T)	5.8	4.8	4.4	5.7	5.0
KQUE (PA)	2.3	3.4	5.1	3.0	3.5
KRBE (R)	6.5	6.3	6.2	6.5	9.2
KRLY (R)	1.7	2.2	4.5	5.3	1.4
KTRH (N/T)	9.6	7.3	7.1	7.6	6.9
KULF (PA)	2.8	2.9	2.9	3.0	3.3
KXYZ (PA)	1.9	4.9	3.0	2.0	1.7
KYND (BM)	8.8	9.5	8.4	9.0	7.8

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
5	1	KRBE
6	2	KILT
1	2	KYND
3	3	KIKK-AM-FM
2	4	KMJQ
4	5	KTRH
5	6	KENR
8	7	KILT-FM
6	8	KPRC
-	9	KLOL
-	10	KODA-FM

TOP 10 CUME IN HUNDREDS

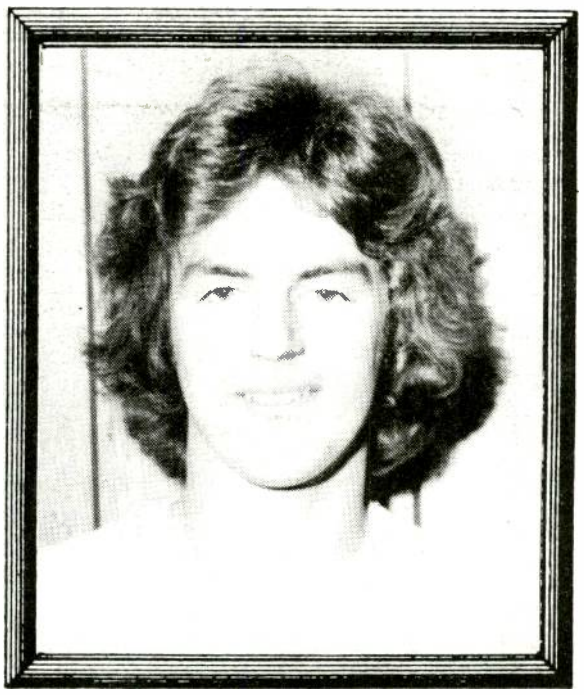
A/M' 77	O/N'77		
1	1	KILT	4428
3	2	KRBE	3834
2	3	KTRH	3259
6	4	KPRC	2887
9	5	KMJQ	2836
5	6	KYND	2700
4	7	KIKK-AM-FM	2638
10	8	KILT-FM	2503
7	9	KENR	2447
-	10	KULF	1987

18-34 MEN

A/M'77	O/N'77	
2	1	KILT-FM
4	2	KLOL
5	3	KRBE
-	4	KILT
3	5	KIKK-AM-FM

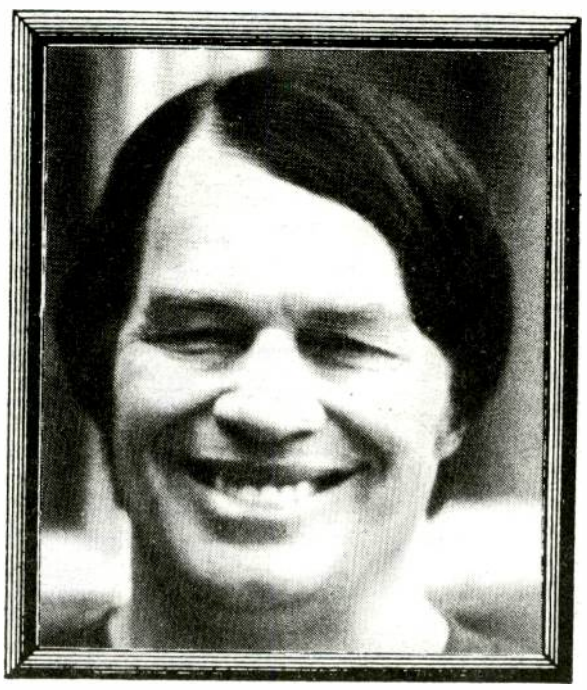
18-34 WOMEN

A/M'77	O/N'77	
-	1	KRBE
-	2	KMJQ
2	3	KILT
3	4	KILT-FM
4	5	KIKK-AM-FM



Rob Sides

Norris Green



18-49 ADULTS

A/M'77	O/N'77	
4	1	KILT
-	2	KRBE
4	3	KILT-FM
2	4	KIKK-AM-FM
1	4	KMJQ
-	5	KENR

TEENS

A/M'77	O/N'77	
1	1	KRBE
3	2	KILT
4	2	KMJQ

HUNTINGTON

HUNTINGTON-ASHLAND 4 BOOK TREND TOTAL PERSONS 12+

	A/M'76	O/N'76	A/M'77	O/N'77
WAMX (R)	4.8	8.7	9.7	12.3
WCMI (PA)	3.2	4.3	2.9	2.2
WEMM (PA)	2.9	4.1	4.3	4.2
WGNT (PA)	17.2	13.7	17.6	13.2
WHEZ (BM)	11.4	8.2	10.2	9.5
WIRO (PA)	4.2	5.0	2.1	2.0
WKEE (PA)	12.2	9.6	10.0	9.5
WKEE-FM (PA)	15.3	11.6	12.4	17.1
WNST (C)	.8	.7	**	1.7
WTCR (C)	14.0	18.9	14.3	15.4
WWHY (PA)	2.4	2.5	5.9	3.6

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WKEE-FM
3	2	WTCR
2	3	WGNT
5	4	WAMX
4	5	WHEZ
1	5	WKEE

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WKEE-FM	859
2	2	WGNT	782
1	3	WKEE	671
3	4	WAMX	618
4	5	WTCR	600

18-34 MEN

A/M'77	O/N'77	
1	1	WKEE-FM
2	2	WAMX
1	3	WKEE
3	4	WGNT
5	4	WTCR

18-34 WOMEN

A/M'77	O/N'77	
1	1	WKEE-FM
2	2	WTCR
1	3	WKEE
2	4	WGNT
3	5	WAMX
4	5	WHEZ

18-49 ADULTS

A/M'77	O/N'77	
1	1	WKEE-FM
3	2	WTCR
2	3	WGNT
1	3	WKEE
4	4	WAMX
5	5	WHEZ

TEENS

A/M'77	O/N'77	
1	1	WAMX
2	2	WKEE-FM
2	3	WKEE

INDIANAPOLIS

INDIANAPOLIS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WATI (PA)	4.8	2.8	5.1	4.5	3.8
WBRI (RL)	2.0	1.8	1.6	1.1	1.2
WCBK (N)	.4		.1	.2	.2
WCBK-FM (N)	.6	1.0	.6	.6	1.5
WFBQ (A)	3.8	4.4	5.3	5.0	3.9
WFMS (C)	1.5	1.4	4.1	5.2	7.0
WIBC (PA)	13.9	13.1	14.2	15.1	15.8
WIFE (R)	7.2	7.6	6.4	6.5	5.1
WIRE (C)	12.9	13.3	11.9	11.6	10.2
WNAP (R)	7.5	8.6	8.3	11.6	9.3
WNDE (R)	7.2	6.7	7.7	6.3	7.4
WTLC (B)	6.7	10.2	8.5	9.1	8.6
WXLW (PA)	4.1	3.8	3.8	4.0	3.0
WXTZ (BM)	9.8	10.4	13.2	12.3	15.0

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WIBC
2	2	WXTZ
3	3	WIRE
3	4	WNAP
4	5	WTLC

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WIBC	2947
2	2	WNDE	2088
5	3	WXTZ	2061
-	4	WIRE	2015
4	5	WNAP	1744

18-34 MEN

A/M'77	O/N'77	
1	1	WNAP
3	2	WIBC
2	3	WTLC
-	4	WFMS
-	4	WIRE
-	5	WNDE

18-34 WOMEN

A/M'77	O/N'77	
1	1	WNAP
-	2	WXTZ
3	3	WTLC
2	4	WIBC
4	5	WFBQ
-	5	WNDE

18-49 ADULTS			TEENS		
A/M'77	O/N'77		A/M'77	O/N'77	
1	1	WIBC	2	1	WNDE
2	2	WNAP	3	2	WTLC
3	3	WXTZ	1	3	WNAP
4	4	WIRE	3	4	WIFE
-	5	WFMS			

JACKSONVILLE

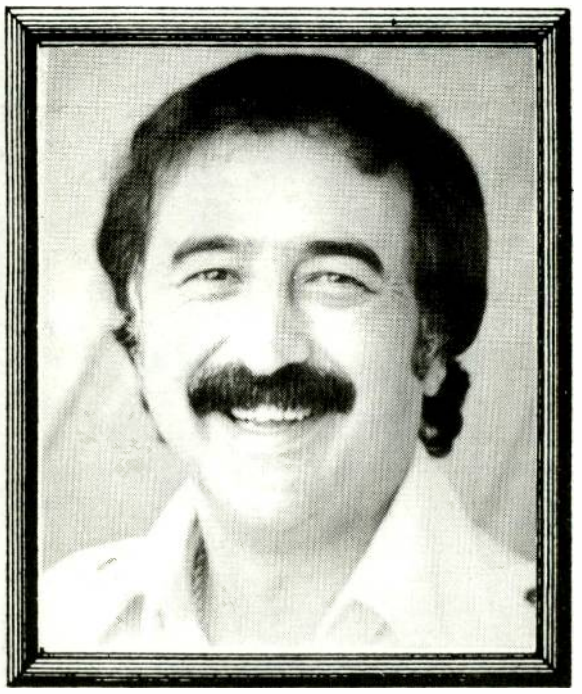
JACKSONVILLE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'7
WAIV (A)	7.3	5.1	8.3	8.0	4.0
WAPE (R)	8.2	13.9	11.2	12.0	7.5
WBIX (B)	1.8	1.0	1.3	1.0	2.1
WCMG (C)	**	3.5	5.0	4.4	3.9
WCRJ (B)	**	**	**	1.4	1.0
WERD (B)	2.3	2.9	2.8	1.9	3.4
WFOY (BM)	**	1.0	**	**	1.0
WIVY (R)	4.4	6.4	4.9	10.4	10.3
WJAX (PA)	4.0	4.9	3.3	7.8	3.9
WJAX-FM (A)	3.9	3.6	1.5	3.0	3.5
WKTZ (BM)	5.1	3.5	3.4	4.3	1.8
WKTZ-FM (BM)	12.6	18.8	16.1	13.2	13.9
WOZN (PA)	3.1	1.4	1.8	.9	2.4
WPDQ (B)	9.3	7.0	10.6	10.1	11.3
WQIK (C)	4.1	3.4	5.9	4.1	8.5
WSNY (PA)	**	**	**	**	3.9
WVOJ (C)	9.8	4.2	7.0	5.0	8.4

TOP 5 QUARTER HOUR			TOP 5 CUME IN HUNDREDS			
A/M'77	O/N'77		A/M'77	O/N'77		
1	1	WKTZ-FM	1	1	WAPE	1577
4	2	WPDQ	2	2	WKTZ-FM	1445
3	3	WIVY	3	3	WIVY	1143
-	4	WQIK	-	4	WPDQ	848
-	5	WVOJ	5	5	WVOJ	804

18-34 MEN			18-34 WOMEN		
A/M'77	O/N'77		A/M'77	O/N'77	
-	1	WQIK	4	1	WIVY
1	2	WAPE	-	2	WVOJ
5	3	WPDQ	1	3	WAPE
3	4	WAIV	5	4	WPDQ
-	5	WJAX-FM	-	5	WQIK

18-49 ADULTS			TEENS		
A/M'77	O/N'77		A/M'77	O/N'77	
2	1	WKTZ-FM	1	1	WIVY
4	2	WPDQ	2	2	WPDQ
-	2	WQIK	2	3	WAPE
1	3	WAPE			
3	4	WIVY			
-	5	WVOJ			



Chris Crist

KANSAS CITY

KANSAS CITY 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KBEQ (R)	6.6	8.4	9.2	6.7	8.1
KCEZ (BM)	5.7	5.9	4.7	4.9	5.8
KCKN (C)	5.5	2.7	4.1	2.9	2.7
KCKN-FM (C)	4.5	5.3	5.4	3.2	5.1
KCMO (PA)	8.2	6.3	8.2	9.0	7.3
KCNW (N)	**	**	**	2.5	2.6
KMBR (BM)	8.4	9.2	9.5	11.1	9.2
KMBZ (PA)	10.8	13.0	10.9	18.3	11.9
KPRS (B)	7.4	7.5	5.5	6.2	6.8
KPRT (B)	2.2	2.4	1.7	1.9	1.7
KUDL (N)	.8	.9	.6	2.2	2.2
KWKI (A)	1.8	2.1	1.7	1.7	1.5
KXTR (BM)	1.4	.6	1.1	1.1	1.3
KYYS (A)	4.5	5.8	9.6	6.6	6.9
WDAF (C)	6.8	6.7	5.1	7.3	11.1
WHB (R)	11.4	6.8	6.8	5.2	7.8

TOP 10 QUARTER HOUR			TOP 10 CUME IN HUNDREDS			
A/M'77	O/N'77		A/M'77	O/N'77		
1	1	KMBZ	2	1	KCMO	2770
4	2	WDAF	1	2	KMBZ	2629
2	3	KMBR	3	3	WHB	2546
5	4	KBEQ	5	4	WDAF	2429
8	5	WHB	4	5	KBEQ	1918
3	6	KCMO	7	6	KYYS	1765
6	7	KYYS	6	7	KMBR	1753
7	8	KPRS	8	8	KCEZ	1725
9	9	KCEZ	-	9	KPRS	1040
10	10	KCKN-FM	-	10	KCKN-FM	1015

18-34 MEN			18-34 WOMEN		
A/M'77	O/N'77		A/M'77	O/N'77	
1	1	KYYS	3	1	WHB
4	2	KPRS	-	2	KBEQ
-	3	WHB	2	3	KYYS
5	4	KBEQ	5	4	KPRS
2	5	KCMO	2	5	KMBZ

18-49 ADULTS			TEENS		
A/M'77	O/N'77		A/M'77	O/N'77	
1	1	KMBZ	1	1	KBEQ
4	2	WDAF	2	2	KYYS
-	3	WHB	3	3	KPRS
2	4	KMBR	4	4	WHB
-	5	KBEQ			
5	5	KYYS			

LAS VEGAS

LAS VEGAS 5 BOOK TREND TOTAL PERSONS 12+

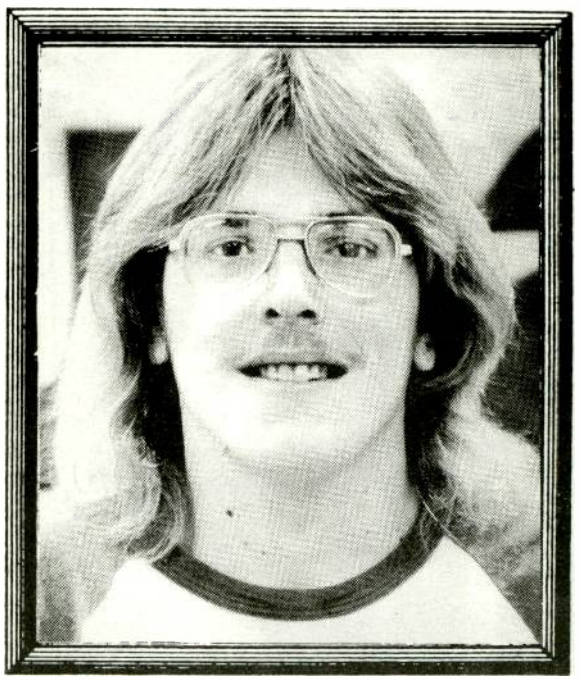
	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KBMI (R)	4.3	6.4	6.2	5.0	4.2
KDWN (PA)	5.6	8.9	7.9	7.0	4.9
KENO (R)	14.4	14.3	19.1	13.0	11.3
KENO-FM (A)	**	**	**	**	5.2
KFMS (A)	7.8	11.1	11.4	11.8	9.4
KLAV (PA)	3.5	3.2	3.2	1.8	2.6
KLUC (R)	3.8	3.4	2.7	5.3	4.2
KLUC-FM (R)	5.3	5.9	7.2	8.0	9.6
KNUU (N)	**	**	**	**	1.9
KORK (PA)	8.8	5.4	7.4	6.5	7.5
KORK-FM (BM)	15.7	14.8	11.2	10.8	14.3
KRAM (C)	10.6	10.3	6.2	10.3	12.4
KVOV (B)	2.5	4.2	3.7	3.5	1.2
KXTZ (BM)	3.0	1.5	4.0	6.8	6.3

TOP 5 QUARTER HOUR			TOP 5 CUME IN HUNDREDS			
A/M'77	O/N'77		A/M'77	O/N'77		
4	1	KORK-FM	2	1	KLUC-AM-FM	962
1	2	KLUC-AM-FM	1	2	KENO	913
5	3	KRAM	-	3	KORK-FM	652
2	4	KENO	3	4	KFMS	628
3	5	KFMS	4	5	KRAM	596

18-34 MEN			18-34 WOMEN		
A/M'77	O/N'77		A/M'77	O/N'77	
2	1	KFMS	1	1	KLUC-AM-FM
1	2	KLUC-AM-FM	2	2	KFMS
-	3	KENO-FM	3	3	KENO
3	4	KENO	4	4	KDWN
4	5	KBMI	-	4	KENO-FM
			-	5	KORK-FM
			5	5	KRAM

18-49 ADULTS			TEENS		
A/M'77	O/N'77		A/M'77	O/N'77	
1	1	KLUC-AM-FM	1	1	KENO
2	2	KFMS	2	2	KLUC-AM-FM
5	3	KORK-FM	3	3	KFMS
4	3	KRAM			
3	4	KENO			
-	5	KENO-FM			

Rick Brown



LOS ANGELES

LOS ANGELES 5 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	J/A'77	O/N'77
KABC (T)	6.7	5.7	7.8	8.5	5.8
KALI (S)	.8	2.0	1.2	1.5	1.3
KBCA (B)	1.2	1.1	.7	1.0	1.3
KBIG (BM)	5.9	6.9	6.4	6.8	6.8
KDAY (B)	3.3	2.1	2.5	2.5	2.6
KEZY (R)	1.5	.7	.6	.7	1.0
KFI (R)	2.9	3.4	2.8	2.5	3.1
KFWB (N)	3.9	4.7	3.4	3.5	3.9
KHJ (R)	5.3	4.0	4.3	3.9	3.5
KIIS (PA)	1.4	1.0	1.0	1.3	1.6
KIIS-FM (R)	1.8	1.7	2.9	2.7	2.7
KIQQ (R)	3.2	2.3	2.0	2.0	2.4
KJOI (BM)	4.9	6.2	5.4	5.0	4.4
KKTT (B)	**	**	**	1.0	1.0
KLAC (C)	2.3	2.7	3.1	2.4	2.9
KLOS (A)	3.8	3.3	2.8	3.0	3.6
KLVE (S)	1.2	1.0	2.2	1.8	1.5
KMET (A)	2.7	2.6	2.7	2.9	2.8
KMPC (PA)	3.6	3.8	3.9	3.0	3.5
KNX (N)	4.8	4.8	4.7	4.1	4.0
KNX-FM (A)	3.8	3.6	3.2	3.4	3.6
KOST (BM)	2.4	3.2	3.0	3.0	1.7
KPOL (BM)	2.4	2.3	2.0	1.9	1.8
KPOL-FM (A)	1.6	1.2	1.2	1.7	2.0
KRLA (R/O)	3.3	4.1	2.6	2.9	2.5
KRTH (R/O)	1.9	2.2	2.6	2.4	3.4
KTNQ (R)	**	1.6	2.4	2.9	2.1
KUTE (B)	1.3	1.4	1.0	1.1	1.1
KWKW (S)	1.0	1.1	.9	2.1	1.8
KWST (A)	1.7	1.4	1.8	2.0	1.8

**Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).*

TOP 10 QUARTER HOUR

J/A'77	O/N'77	
2	1	KBIG
1	2	KABC
3	3	KJOI
4	4	KNX
6	5	KFWB
8	6	KLOS
7	6	KNX-FM
5	7	KHJ
8	7	KMPC
-	8	KRTH
-	9	KFI
-	10	KLAC

TOP 10 CUME IN HUNDREDS

J/A'77	O/N'77		
2	1	KHJ	10718
4	2	KFWB	10198
3	3	KNX	9816
5	4	KBIG	9369
1	5	KABC	9014
-	6	KFI	8160
7	7	KLOS	7747
8	8	KMPC	7575
-	9	KRTH	7198
6	10	KJOI	6926

18-34 MEN

J/A'77	O/N'77	
1	1	KMET
3	2	KLOS
5	3	KNX-FM
-	4	KRTH
2	5	KWST

18-34 WOMEN

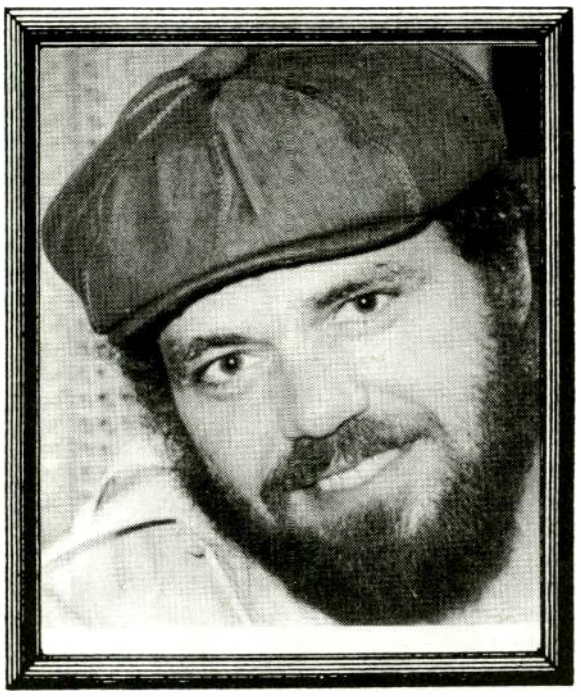
J/A'77	O/N'77	
1	1	KNX-FM
5	2	KRTH
-	3	KBIG
4	4	KLOS
2	5	KRLA

18-49 ADULTS

J/A'77	O/N'77	
2	1	KBIG
3	2	KNX-FM
5	3	KRTH
4	4	KLOS
4	5	KMET

TEENS

J/A'77	O/N'77	
2	1	KHJ
4	2	KDAY
3	3	KIIS-FM
-	4	KLOS
1	5	KTNQ



Chuck Browning

LOUISVILLE

LOUISVILLE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAKY (R)	12.8	11.0	10.0	8.9	9.2
WAMZ(C)	**	**	**	4.5	5.6
WAVE (PA)	16.1	12.4	10.7	12.0	10.0
WCSN (BM)	4.0	3.9	4.6	3.7	4.5
WHAS (PA)	11.4	12.1	11.9	9.9	10.2
WINN (C)	8.4	7.2	8.6	5.4	7.9
WKLO (R)	9.0	8.4	11.6	7.1	7.9
WLOU (B)	5.6	5.3	3.8	7.5	5.6
WLRS (A)	7.0	8.8	12.8	11.0	11.8
WQHI (A)	5.8	8.5	6.5	11.3	7.9
WSTM (B)	.8	.9	.9	2.5	2.0
WTMT (C)	2.9	2.6	1.4	2.3	2.8
WVEZ (BM)	7.5	7.6	7.7	8.0	8.4

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
3	1	WLRS
4	2	WHAS
1	3	WAVE
5	4	WAKY
-	5	WVEZ

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
2	1	WHAS	2065
1	2	WAKY	1850
3	3	WAVE	1702
4	4	WKLO	1682
-	5	WLRS	1447

18-34 MEN

A/M'77	O/N'77	
1	1	WLRS
3	2	WAKY
5	3	WKLO
-	4	WINN
2	5	WQHI

18-34 WOMEN

A/M'77	O/N'77	
2	1	WLRS
4	2	WKLO
1	3	WQHI
3	4	WAKY
-	4	WINN
5	5	WLOU

18-49 ADULTS

A/M'77	O/N'77	
2	1	WLRS
4	2	WKLO
3	3	WAKY
-	3	WINN
1	4	WQHI
5	5	WHAS

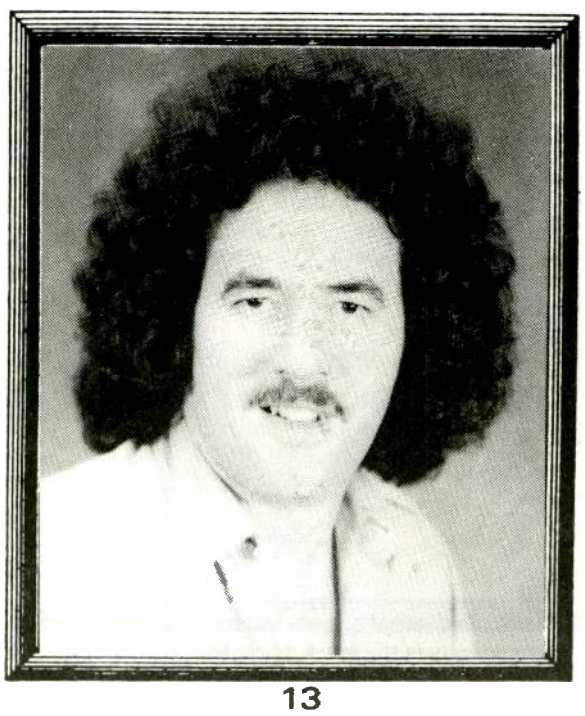
TEENS

A/M'77	O/N'77	
1	1	WLRS
2	2	WQHI
3	3	WAKY
4	4	WKLO
5	5	WLOU

MEMPHIS

MEMPHIS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KWAM (RL)	2.6	4.7	2.6	1.8	3.6
KWAM-FM (C)	.9	.6	.6	1.6	1.9
WDIA (B)	15.5	18.1	16.4	11.8	14.1
WEEF (BM)	**	**	**	**	2.4
WEZI (BM)	9.3	11.1	10.1	11.2	10.5
WHBQ (R)	6.1	6.3	10.7	13.7	12.3
WLOK (B)	9.7	6.6	6.2	11.6	5.9
WMC (C)	10.4	11.4	14.0	9.1	11.6
WMC-FM (A)	9.5	7.8	7.9	5.5	4.2
WMPS (PA)	11.9	10.7	5.1	6.6	4.6
WHRK (B)	**	**	1.8	4.5	5.1
WQUD (PA)	4.7	5.2	4.1	6.7	4.5
WREC (PA)	5.5	4.2	7.1	4.7	5.4
WWEE (N/T)	3.1	2.2	3.6	2.7	2.0
WZXR (A)	**	1.2	1.8	2.9	4.6



Frank Turner

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	WDIA
1	2	WHBQ
5	3	WMC
4	4	WEZI
3	5	WLOK

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WHBQ	2240
3	2	WMC	1675
2	3	WDIA	1652
4	4	WMPS	1460
5	5	WEZI	1241

18-34 MEN

A/M'77	O/N'77	
4	1	WDIA
2	2	WHBQ
3	3	WMC-FM
-	3	WZXR
3	4	WHRK
5	5	WQUD

18-34 WOMEN

A/M'77	O/N'77	
1	1	WHBQ
3	2	WDIA
5	3	WEZI
-	4	WMC
-	4	WHRK
2	4	WQUD
2	5	WLOK

18-49 ADULTS

A/M'77	O/N'77	
3	1	WDIA
1	2	WHBQ
5	3	WMC
3	4	WEZI
4	5	WQUD

TEENS

A/M'77	O/N'77	
1	1	WHBQ
-	2	WDIA
2	3	WLOK
-	3	WHRK

MIAMI

MIAMI 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAIA (BM)	1.8	1.9	1.7	1.7	2.3
WCMQ (S)	4.8	3.4	3.0	5.6	7.3
WCMQ-FM (S)	3.5	5.9	3.1	5.9	6.6
WEDR (B)	2.3	3.3	3.9	3.2	4.5
WGBS (PA)	3.2	3.8	3.7	3.1	2.2
WINZ (N)	3.5	3.7	4.8	5.0	4.6
WINZ-FM (A)	1.9	2.0	3.8	3.6	3.5
WIOD (PA)	4.8	3.4	4.2	2.6	3.8
WKAT (T)	2.6	2.8	3.1	3.8	4.6
WLYF (BM)	4.8	6.5	6.1	3.8	4.8
WMBM (B)	4.7	3.4	1.8	1.9	2.0
WMJX (R)	2.0	2.2	5.9	5.1	3.2
WOCN (PA)	1.3	1.4	2.3	2.4	2.0
WQAM (R)	6.5	5.5	4.4	3.8	3.2
WQBA (S)	16.1	15.7	14.4	17.7	12.6
WRHC (S)	1.2	**	.7	.9	3.3
WTMI (CL)	2.0	1.4	1.8	2.0	1.8
WVCG (PA)	4.2	5.3	2.8	2.7	4.0
WWOK (C)	3.7	2.5	2.6	2.8	3.1
WYOR (BM)	3.6	4.3	5.2	3.7	3.0
WAXY (O)*	2.2	1.5	2.2	2.2	2.7
WHYI (R)*	5.3	6.7	6.0	6.6	6.6

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	WQBA
4	2	WCMQ
3	3	WCMQ-FM
2	3	WHYI
7	4	WLYF
6	5	WINZ
7	5	WKAT
10	6	WEDR
-	7	WVCG
-	8	WIOD
9	9	WINZ-FM
5	10	WMJX
7	10	WQAM

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WHYI	2179
2	2	WQBA	2065
8	3	WIOD	1787
5	4	WINZ	1634
4	5	WQAM	1541
3	6	WMJX	1524
9	7	WGBS	1343
7	8	WCMQ-FM	1271
6	9	WLYF	1232
-	10	WINZ-FM	1030

18-34 MEN

A/M'77	O/N'77	
-	1	WEDR
3	2	WCMQ-FM
1	3	WINZ- FM
4	4	WQAM
2	5	WHYI

18-34 WOMEN

A/M'77	O/N'77	
1	1	WCMQ-FM
2	2	WHYI
-	3	WCMQ
-	4	WAIA
4	4	WEDR
5	4	WINZ-FM
4	4	WMJX
3	4	WQBA

18-49 ADULTS

A/M'77	O/N'77	
1	1	WQBA
4	2	WCMQ
2	3	WCMQ-FM
-	4	WEDR
3	5	WHYI

TEENS

A/M'77	O/N'77	
2	1	WHYI
1	2	WMJX
3	3	WEDR

LEGEND

R-Rock, **A**-AOR, **C**-Country, **PA**-Pop/Adult, **B**-Black, **BM**-Beautiful Music, **O**-Oldies, **N**-News, **T**-Talk, **S**-Spanish, **CL**-Classical, **RL**-Religious.

MIAMI-HOLLYWD

MIAMI-FT. LAUDERDALE-HOLLYWOOD 5 BOOK TREND
TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAIA (BM)	3.0	2.5	2.9	2.9	3.4
WAXY (O)	2.3	2.2	2.9	2.8	3.6
WCMQ (S)	3.0	2.2	1.9	3.5	4.3
WCMQ-FM (S)	2.2	3.7	2.0	3.7	4.0
WEDR (B)	1.4	2.1	2.5	2.0	2.7
WFTL (PA)	1.8	2.8	2.2	3.2	3.7
WGBS (PA)	2.8	3.9	3.5	3.0	2.4
WGLO (PA)	2.3	1.2	2.2	3.4	3.6
WGMA (C)	.8	.8	.9	1.2	1.1
WHYI (R)	6.6	7.1	6.0	8.0	7.1
WINZ (N)	3.6	3.9	4.9	5.0	5.2
WINZ-FM (A)	2.5	2.3	4.4	3.8	3.0
WIOD (PA)	5.8	4.1	4.3	2.9	4.7
WKAT (T)	2.8	2.2	2.2	3.0	3.0
WLYF (BM)	7.5	10.0	8.6	6.7	7.8
WMBM (B)	3.1	2.2	1.1	1.2	1.2
WMJX (R)	2.0	2.6	5.3	4.5	3.1
WOCN (PA)	.8	.9	1.4	1.5	1.2
WQAM (R)	5.5	4.8	4.2	2.9	2.8
WQBA (S)	10.3	9.8	9.4	11.0	7.4
WCKO (B)	1.7	1.0	.7	1.6	1.5
WRHC (S)	.7	**	.4	.6	1.9
WSHE (A)	3.3	3.3	3.1	3.6	2.2
WTMI (CL)	1.9	1.5	1.7	2.0	1.8
WVCG (PA)	3.0	4.2	2.0	2.0	3.1
WWOK (C)	2.4	2.5	1.9	1.9	2.4
WYOR (BM)	2.4	3.9	4.5	3.6	3.0

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
3	1	WLYF
1	2	WQBA
2	3	WHYI
4	4	WINZ
-	5	WIOD
9	6	WCMQ
7	7	WCMQ-FM
-	8	WFTL
-	9	WAXY
10	9	WGLO
-	10	WAIA

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WHYI	4002
4	2	WINZ	3089
7	3	WIOD	3390
2	4	WLYF	2738
3	5	WMJX	2318
5	6	WQAM	2166
6	7	WQBA	2103
8	8	WGBS	1896
9	9	WAXY	1709
-	10	WINZ-FM	1633

18-34 MEN

A/M'77	O/N'77	
4	1	WAXY
2	2	WINZ-FM
-	3	WCMQ-FM
-	3	WQAM
-	4	WEDR
3	4	WHYI
1	5	WSHE

18-34 WOMEN

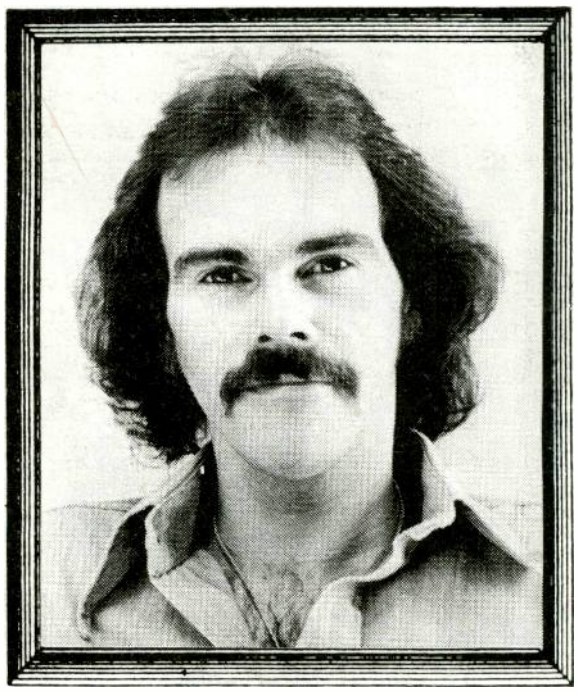
A/M'77	O/N'77	
3	1	WAIA
1	2	WHYI
2	3	WCMQ-FM
4	4	WINZ-FM
5	5	WMJX

18-49 ADULTS

A/M'77	O/N'77	
2	1	WHYI
-	2	WCMQ
1	2	WQBA
-	3	WAXY
4	4	WCMQ-FM
-	5	WAIA

TEENS

A/M'77	O/N'77	
1	1	WHYI
2	2	WMJX



Marc Biondich

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	WTMJ
2	2	WISN
3	3	WOKY
5	4	WZUU-AM-FM
4	5	WEZW
-	6	WRIT-WBCS
7	7	WQFM
6	8	WEMP
10	8	WISN-FM
9	9	WKTI
9	10	WZMF

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WTMJ	3952
3	2	WISN	3820
2	3	WOKY	3520
4	4	WZUU-AM-FM	3380
5	5	WEZW	2047
10	6	WRIT-WBCS	1673
9	7	WQFM	1552
6	8	WEMP	1462
7	9	WKTI	1457
8	10	WISN-FM	1366

18-34 MEN

A/M'77	O/N'77	
3	1	WISN
1	2	WZUU-AM-FM
2	3	WQFM
-	4	WOKY
-	4	WTMJ
-	5	WRIT-WBCS

18-34 WOMEN

A/M'77	O/N'77	
1	1	WOKY
2	2	WZUU-AM-FM
3	3	WISN
-	4	WQFM
-	5	WISN-FM

18-49 ADULTS

A/M'77	O/N'77	
2	1	WISN
4	2	WOKY
1	3	WTMJ
3	4	WZUU-AM-FM
5	5	WEZW

TEENS

A/M'77	O/N'77	
2	1	WZUU-AM-FM
1	2	WOKY
-	3	WZMF
-	4	WQFM

MINNEAPOLIS

MINNEAPOLIS-ST. PAUL 3 BOOK TREND TOTAL PERSONS 12+

	O/N'76	A/M'77	O/N'77
KDWB (R)	5.9	6.2	5.6
KDWB-FM (R)	2.4	3.2	2.5
KEEY (BM)	1.6	1.6	1.7
KEEY-FM (BM)	5.4	5.7	4.8
KFMX (PA)	1.3	2.4	2.9
KQRS (A)	.8	1.5	1.8
KQRS-FM (A)	3.9	4.5	5.9
KRSI (C)	2.2	2.8	1.9
KSTP (R)	6.2	4.9	6.4
KSTP-FM (BM)	5.0	3.8	5.3
KTCR-FM (C)	1.2	1.7	1.2
WAYL (BM)	1.4	1.9	1.2
WAYL-FM (BM)	5.7	5.3	5.1
WCCO (PA)	30.8	27.9	28.8
WCCO-FM (PA)	6.4	6.2	5.0
WDGY (C)	3.5	3.1	4.7
WLOL (C)	1.4	2.7	1.0
WLOL-FM (BM)	1.5	1.4	1.8
WWTC (N)	2.1	1.3	1.6

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	WCCO
2	2	KDWB-AM-FM
5	3	KQRS-AM-FM
7	4	KSTP
3	5	WAYL-AM-FM
8	6	KSTP-FM
4	7	WCCO-FM
6	8	KEEY-FM
9	9	WDGY
-	10	KFMX

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WCCO	8632
2	2	KDWB-AM-FM	4747
3	3	KSTP	3906
4	4	WAYL-AM-FM	2724
5	5	WCCO-FM	2682
8	6	KQRS-AM-FM	2666
9	7	KSTP-FM	2206
7	8	WDGY	2087
6	9	KEEY-FM	1907
10	10	KRSI	1397

18-34 MEN

A/M'77	O/N'77	
1	1	KQRS-AM-FM
2	2	WCCO
3	3	KSTP
4	4	WCCO-FM
-	5	KFMX

18-34 WOMEN

A/M'77	O/N'77	
-	1	KQRS-AM-FM
4	2	KSTP-FM
3	3	KDWB-AM-FM
2	4	WCCO
5	5	KSTP

18-49 ADULTS

A/M'77	O/N'77	
1	1	WCCO
2	2	KQRS-AM-FM
-	3	KSTP-FM
-	4	KSTP
4	5	WCCO-FM

TEENS

A/M'77	O/N'77	
1	1	KDWB-AM-FM
2	2	KSTP
3	3	KQRS-AM-FM

MILWAUKEE

MILWAUKEE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAUK (BM)	.5	.7	.4	.2	.6
WMIL (BM)	**	**	.3	.4	1.2
WAWA (B)	3.1	3.0	2.1	3.4	2.0
WBKV-FM (BM)	1.4	1.4	1.6	1.5	1.3
WEMP (C)	6.4	3.0	4.6	5.0	4.4
WEZW (BM)	10.7	11.8	8.2	8.5	6.9
WFMR (CL)	2.5	1.1	3.4	2.3	2.5
WISN (PA)	8.0	7.8	8.0	11.8	12.6
WISN-FM (BM)	4.4	4.5	4.9	3.2	4.4
WKTI (R)	3.5	3.7	3.2	3.3	2.9
WNOV (PA)	1.7	.9	1.1	2.3	1.7
WNUW (BM)	1.6	1.6	2.6	2.0	2.0
WOKY (R)	10.5	9.7	8.3	9.0	9.5
WQFM (A)	3.4	5.5	5.2	3.9	5.3
WRIT (C)	1.2	1.9	2.6	1.9	.2
WBCS (C)	2.9	3.4	5.2	3.1	5.9
WTMJ (PA)	12.0	18.1	14.3	16.2	14.3
WYLO (N)	2.7	1.0	1.6	.9	1.1
WZMF (A)	3.3	3.4	2.6	3.3	2.8
WZUU (R)	2.1	1.5	1.6	2.2	2.0
WZUU-FM (R)	5.3	4.0	6.9	6.2	6.9

Ronn Leslie

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult, B-Black, BM-Beautiful Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious.

**Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).*

NASHVILLE

NASHVILLE-DAVIDSON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAMB (BM)	1.8	5.1	4.1	3.0	1.4
WBYQ (R)	5.6	5.0	5.4	5.3	8.0
WHIN-FM (PA)	3.0	1.3	1.2	1.4	3.1
WIZO (RL)	**	**	**	**	1.2
WKDA (C)	3.6	3.1	5.5	3.6	4.1
WKDF (A)	**	**	**	9.2	6.8
WLAC (R)	10.7	9.3	10.5	14.5	10.9
WLAC-FM (BM)	5.7	4.9	7.8	4.3	6.8
WMAK (R)	8.7	9.0	5.9	4.5	5.2
WMTS (C)	1.0	.9	.6	1.1	2.3
WSIX (PA)	5.6	4.8	3.1	3.2	3.5
WSIX-FM (C)	4.8	11.4	10.0	9.2	5.7
WSM (PA/C)	11.5	8.2	8.7	8.1	10.1
WSM-FM (PA)	5.6	5.7	6.5	7.3	5.4
WVOL (B)	7.0	6.2	5.6	9.2	11.1
WZEZ (BM)	**	3.4	5.0	5.2	5.2

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	WVOL
1	2	WLAC
3	3	WSM
5	4	WBYQ
2	5	WKDF
-	5	WLAC-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WLAC	2074
2	2	WSM	1834
5	3	WMAK	1163
-	4	WBYQ	1139
.	5	WVOL	934

18-34 MEN

A/M'77	O/N'77	
1	1	WKDF
2	2	WLAC
3	3	WVOL
-	4	WSM-FM
-	5	WLAC-FM

18-34 WOMEN

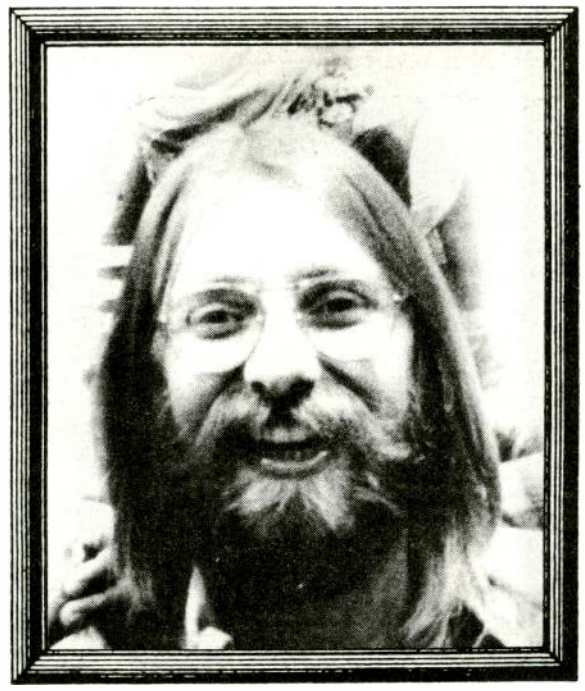
A/M'77	O/N'77	
2	1	WVOL
4	2	WBYQ
1	2	WLAC
5	3	WMAK
3	4	WSM-FM
.	5	WLAC-FM

18-49 ADULTS

A/M'77	O/N'77	
3	1	WVOL
1	2	WLAC
2	3	WKDF
-	4	WBYQ
5	4	WSM-FM
-	5	WLAC-FM

TEENS

A/M'77	O/N'77	
1	1	WLAC
3	2	WVOL
2	3	WBYQ



Jim White

NEW ORLEANS

NEW ORLEANS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WBOK (B)	3.9	8.3	4.1	5.0	3.5
WBYU (BM)	7.7	8.4	8.6	7.6	6.7
WEZB (BM)	2.6	4.2	5.7	3.9	2.7
WGSO (PA)	6.0	5.3	9.0	6.5	6.7
WNNR (B)	2.8	4.0	2.3	2.2	4.3
WNOE (R)	8.0	6.7	7.1	7.4	7.1
WNOE-FM (A)	7.8	6.8	6.5	5.7	5.2
WQUE (PA)	2.6	3.8	5.1	7.9	7.5
WRNO (A)	1.7	6.1	4.8	6.5	5.5
WSHO (C)	2.7	2.8	3.0	4.3	5.1
WSMB (PA)	10.7	10.3	10.5	9.0	7.4
WTIX (R)	9.5	6.2	6.0	6.5	8.6
WVOG (C)	2.0	1.5	1.2	.6	1.4
WWIW (PA/T)	**	**	**	**	1.9
WWL (PA)	8.2	4.9	8.3	5.1	6.3
WWL-FM (BM)	3.1	1.8	3.7	3.5	1.9
WXEL (B)	4.2	6.2	3.4	2.7	3.0
WYLD (B)	8.4	5.4	3.9	6.1	5.1
WYLD-FM (B)	.6	.8	1.0	2.4	3.2

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
5	1	WTIX
2	2	WQUE
1	3	WSMB
4	4	WNOE
3	5	WBYU
5	5	WGSO

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WTIX	2219
2	2	WNOE	1958
4	3	WGSO	1684
-	4	WWL	1503
3	5	WQUE	1445

18-34 MEN

A/M'77	O/N'77	
1	1	WNOE-FM
3	2	WTIX
2	3	WQUE
1	4	WRNO
4	5	WNOE

18-34 WOMEN

A/M'77	O/N'77	
1	1	WQUE
4	2	WRNO
4	3	WTIX
2	4	WNOE
3	5	WNOE-FM

18-49 ADULTS

A/M'77	O/N'77	
1	1	WQUE
5	2	WTIX
-	3	WSHO
4	4	WBYU
-	5	WNOE
3	5	WNOE-FM
-	5	WWL

TEENS

A/M'77	O/N'77	
1	1	WNOE
5	2	WTIX
3	3	WRNO
2	4	WYLD
4	5	WQUE

NEW HAVEN

NEW HAVEN 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAVZ (R)	10.1	10.3	8.9	9.7	7.7
WCDQ (R)	1.4	2.3	1.8	.9	2.0
WELI (PA)	19.6	19.8	24.1	17.3	19.4
WKCI (BM)	6.3	8.1	8.2	9.7	8.5
WNHC (PA)	3.9	3.3	2.7	2.2	1.5
WPLR (A)	5.8	9.1	6.6	9.0	8.3
WYBC (PA)	.5	.9	.9	1.1	1.5
WDRC-FM (R)*	6.3	8.8	4.3	5.2	2.7
WKSS (BM)*	7.2	5.4	5.5	7.0	3.0
WTIC (PA)*	3.2	3.2	3.2	2.5	2.8
WWYZ (A)*	.5	.5	4.6	5.2	6.8
WCBS (N)*	5.1	3.7	4.8	5.0	4.7
WEZN (PA)*	3.7	3.3	2.3	2.9	3.0
WNBC (R)*	3.9	2.8	2.3	4.7	5.2

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WELI
2	2	WKCI
3	3	WPLR
2	4	WAVZ
5	5	WWYZ

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WELI	1482
2	2	WAVZ	880
4	3	WNBC	616
3	4	WKCI	613
5	5	WPLR	596

18-34 MEN

A/M'77	O/N'77	
1	1	WPLR
2	2	WWYZ
5	3	WELI
4	4	WNBC
3	5	WAVZ
-	5	WNCN

18-34 WOMEN

A/M'77	O/N'77	
1	1	WAVZ
2	2	WWYZ
4	3	WNBC
3	4	WELI
1	4	WPLR
4	5	WDRC-FM

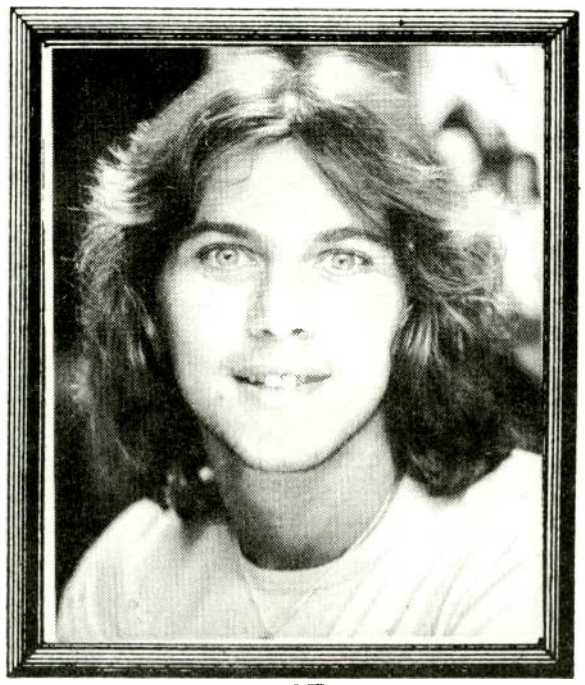
18-49 ADULTS

A/M'77	O/N'77	
3	1	WELI
4	2	WWYZ
1	3	WPLR
2	4	WAVZ
5	4	WKCI
-	5	WNBC

TEENS

A/M'77	O/N'77	
3	1	WPLR
1	2	WAVZ
-	3	WNBC

Kenny Puvogel



NEW YORK

NEW YORK 5 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	J/A'77	O/N'77
WABC (R)	7.8	7.3	8.1	8.5	8.4
WADO (S)	2.6	3.5	2.8	2.9	2.5
WBLS (B)	5.5	5.6	5.9	6.8	7.2
WCBS (N)	5.5	6.1	5.5	5.8	5.5
WCBS-FM (O)	3.3	2.4	3.5	2.9	3.2
WHN (C)	3.9	2.9	3.6	3.2	3.1
WINS (N)	5.7	5.7	5.1	4.9	5.1
WJIT (S)	1.5	1.8	1.7	1.4	2.4
WKTU (A)	2.4	2.0	1.7	1.6	1.7
WMCA (T)	3.0	3.0	3.8	2.9	2.6
WNBC (R)	1.9	1.8	2.2	2.3	3.2
WNCN (CL)	1.2	1.0	.8	.7	1.1
WNEW (PA)	2.7	2.6	3.8	3.1	2.3
WNEW-FM (A)	2.0	2.2	2.3	2.3	2.0
WOR (PA)	7.4	8.1	7.0	7.3	7.1
WPAT (BM)	3.0	3.5	3.0	2.6	3.6
WPAT-FM (BM)	2.9	3.1	2.8	2.6	3.2
WPIX (A)	1.6	1.6	1.6	1.4	1.6
WPLJ (A)	3.9	3.4	4.4	4.0	3.7
WQXR (CL)	.5	.6	.3	.5	.5
WQXR-FM (CL)	1.8	2.1	1.1	1.2	1.7
WRFM (BM)	4.8	4.3	4.0	4.1	3.2
WRVR (B)	.7	.8	.9	1.1	1.2
WTFM (PA)	1.6	1.6	1.6	1.6	1.4
WVNJ (BM)	.9	1.4	1.1	1.0	1.1
WVNJ-FM (BM)	2.0	2.0	1.8	1.7	2.0
WWRL (B)	1.8	2.4	1.5	2.2	1.4
WXLO (R)	2.9	3.1	2.8	3.2	2.9
WYNY (BM)	**	.4	.9	.7	1.2

TOP 10 QUARTER HOUR

J/A'77	O/N'77	
1	1	WABC
3	2	WBLS
2	3	WOR
4	4	WCBS
5	5	WINS
7	6	WPLJ
-	7	WPAT
10	8	WCBS-FM
-	8	WNBC
-	8	WPAT-FM
-	8	WRFM
8	9	WHN
8	10	WXLO

TOP 10 CUME IN HUNDREDS

J/A'77	O/N'77		
1	1	WABC	37986
4	2	WINS	25159
2	3	WCBS	23542
3	4	WOR	23343
8	5	WNBC	18993
5	6	WPLJ	15918
6	7	WBLS	15882
7	8	WXLO	14951
-	9	WPAT	14084
9	10	WCBS-FM	13666

18-34 MEN

J/A'77	O/N'77	
2	1	WBLS
1	2	WABC
5	3	WNEW-FM
3	4	WPLJ
-	5	WCBS-FM

18-34 WOMEN

J/A'77	O/N'77	
1	1	WBLS
2	2	WABC
4	3	WPLJ
3	4	WCBS-FM
-	5	WKTU

18-49 ADULTS

J/A'77	O/N'77	
1	1	WBLS
2	2	WABC
4	3	WCBS-FM
3	4	WPLJ
-	5	WNBC

TEENS

J/A'77	O/N'77	
1	1	WABC
4	2	WPLJ
2	3	WBLS
3	4	WXLO
-	5	WNBC

NORFOLK

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON

5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WBCI (PA)	1.5	.7	2.3	1.0	2.4
WCMS (PA)	3.2	2.5	2.6	1.4	2.8
WCMS-FM (PA)	7.7	10.4	7.7	8.0	7.7
WCPK (PA)	2.4	2.3	2.0	2.0	2.1
WFOG-FM (PA)	6.7	7.1	7.3	7.6	8.0
WGH (R)	7.9	6.6	7.2	8.3	7.7
WGH-FM (CL)	1.9	2.0	1.7	1.2	1.5
WHNE (PA)	**	**	**	**	4.4
WKEZ (PA)	**	5.2	7.6	7.5	6.3
WNOR (R)	3.7	3.7	3.6	2.7	1.2
WNOR-FM (A)	4.5	6.3	9.2	7.3	7.0
WOWI (PA)	3.2	3.8	3.2	7.5	4.8
WPCE (PA)	8.3	4.1	2.6	5.2	5.7
WQRK (R)	3.8	6.7	5.8	5.3	6.3
WRAP (R)	8.4	5.1	9.2	4.9	7.1
WTAR (PA)	10.8	9.3	8.9	11.4	9.0
WVEC (PA)	1.5	2.3	1.4	.7	1.4
WXRI (RL)	1.2	2.6	1.6	1.3	1.4
WZAM (C)	**	2.1	2.0	1.1	3.6
WMYK (R) *	3.7	4.6	3.1	5.3	2.9

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WTAR
4	2	WFOG-FM
3	3	WCMS-FM
2	3	WGH
-	4	WRAP
-	5	WNOR-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WGH	2239
2	2	WTAR	1943
3	3	WNOR-FM	1584
-	4	WQRK	1575
-	5	WRAP	1430

18-34 MEN

A/M'77	O/N'77	
1	1	WNOR-FM
-	2	WZAM
3	3	WGH
5	4	WQRK
5	5	WOWI

18-34 WOMEN

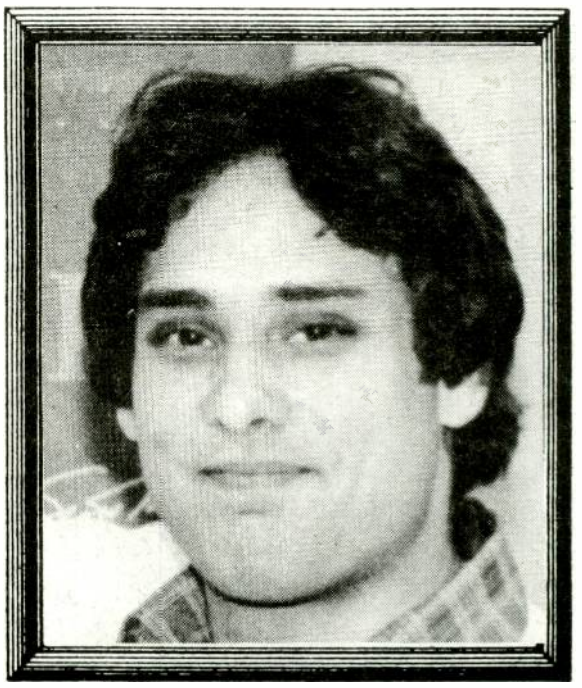
A/M'77	O/N'77	
-	1	WKEZ
4	2	WRAP
5	3	WGH
3	4	WPCE
2	4	WQRK
1	5	WNOR-FM

18-49 ADULTS

A/M'77	O/N'77	
2	1	WNOR-FM
5	2	WGH
3	3	WFOG-FM
-	4	WRAP
1	5	WTAR

TEENS

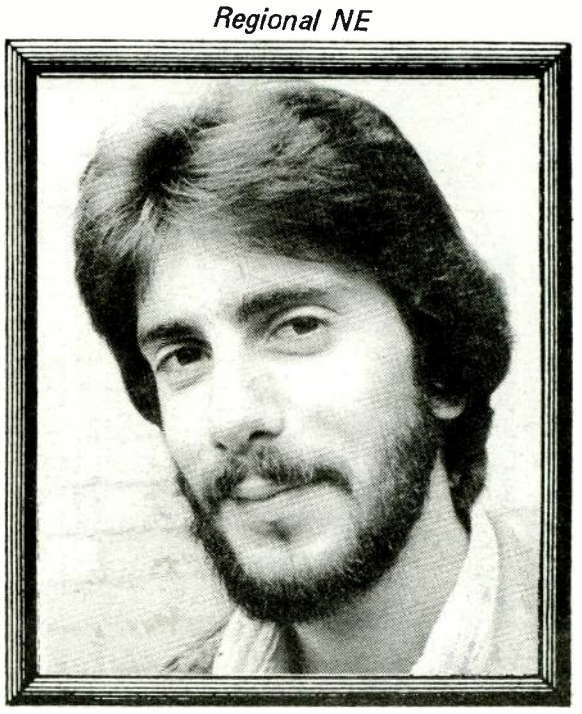
A/M'77	O/N'77	
1	1	WGH
3	2	WQRK
-	2	WRAP
3	3	WNOR-FM



Stewart Cohen

Michael Olivieri

Regional NE



TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KTOK
2	2	KATT AM-FM
5	3	KKNG
4	4	WKY
-	5	KEBC

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WKY	2133
2	2	KTOK	2012
3	3	KOMA	1396
4	4	KATT-AM-FM	1322
5	5	KKNG	1191

18-34 MEN

A/M'77	O/N'77	
1	1	KATT-AM-FM
5	2	WKY
-	3	KKNG
-	4	KTOK
4	5	KOFM

18-34 WOMEN

A/M'77	O/N'77	
1	1	KATT-AM-FM
2	2	WKY
5	3	KOFM
3	4	KOMA
-	5	KKNG
-	5	KZUE

18-49 ADULTS

A/M'77	O/N'77	
1	1	KATT-AM-FM
2	2	WKY
-	3	KKNG
4	4	KEBC
2	5	KTOK

TEENS

A/M'77	O/N'77	
-	1	KZUE
1	2	KOMA
2	3	WKY
4	4	KATT-AM-FM

OMAHA

OMAHA-COUNCIL BLUFFS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KEFM (BM)	1.1	1.9	**	3.1	3.9
KEZO (BM)	8.7	8.9	10.6	9.1	10.8
KFAB (PA)	27.7	27.6	26.9	23.1	29.4
KGOR (R)	9.0	10.6	10.3	8.1	6.9
KOIL (R)	7.5	8.0	**	9.4	6.3
KOOO (C)	3.5	3.1	2.3	4.1	1.2
KOOO-FM (C)	2.9	1.8	3.1	3.9	2.4
KQKQ (A)	5.9	6.0	5.6	8.9	6.3
KRCB (R)	1.6	.9	2.3	1.4	1.9
KYNN (C)	**	**	**	**	5.1
WOW (R)	18.2	17.9	22.7	15.3	15.0

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KFAB
2	2	WOW
4	3	KEZO
-	4	KGOR
3	5	KOIL
5	5	KQKQ

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KFAB	2520
2	2	WOW	1968
3	3	KOIL	1154
4	4	KGOR	1117
5	5	KEZO	955

18-34 MEN

A/M'77	O/N'77	
1	1	KQKQ
3	2	KGOR
2	2	WOW
-	3	KFAB
4	4	KOIL
5	5	KEZO

18-34 WOMEN

A/M'77	O/N'77	
1	1	WOW
3	2	KFAB
-	3	KEZO
2	4	KGOR
5	5	KQKQ

18-49 ADULTS

A/M'77	O/N'77	
2	1	KFAB
1	2	WOW
4	3	KEZO
3	4	KQKQ
5	5	KGOR

TEENS

A/M'77	O/N'77	
1	1	KOIL
2	2	KGOR
3	2	WOW

OKLAHOMA CITY

OKLAHOMA CITY 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KATT (A)	**	**	**	**	.9
KATT-FM (A)	**	**	**	11.6	12.6
KEBC (C)	4.2	6.8	7.4	6.1	9.0
KFJL (B)	1.6	3.0	2.0	2.3	2.0
KFNB (BM)	3.8	7.9	4.8	5.9	6.2
KKNG (BM)	10.2	8.4	9.1	8.9	10.8
KOCY (PA)	2.2	2.6	2.0	1.1	1.8
KOFM (R)	3.0	5.8	4.1	5.1	5.0
KOMA (R)	5.3	6.5	9.8	10.6	5.8
KQCV (RL)	**	1.1	.8	.4	1.0
KTOK (PA)	17.4	16.4	15.7	16.9	13.9
KXXY (R)	7.4	4.8	4.2	4.9	2.2
KZUE (R)	**	**	**	**	6.6
WKY (R)	16.7	15.5	13.6	10.1	10.8
WNAD (C)	5.1	1.3	2.9	3.0	2.6

ORLANDO

ORLANDO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAJL (BM)	**	**	**	**	1.1
WBJW (R)	9.1	11.3	16.5	14.3	13.2
WDBO (PA)	12.8	14.2	11.7	10.6	11.1
WDBO-FM (BM)	11.4	13.0	12.1	8.8	11.2
WDIZ (A)	5.1	5.4	3.4	5.2	2.9
WHOO (C)	10.1	10.4	7.3	8.9	7.5
WHOO-FM (BM)	8.2	6.6	6.4	9.4	8.0
WKIS (PA)	5.1	4.5	6.9	8.4	8.8
WLOF (R)	7.8	7.4	9.3	8.9	5.9
WLOQ (CL)	1.6	.9	1.0	1.0	1.7
WOKB (B)	5.8	3.8	8.6	5.7	3.4
WORL (B)	2.6	3.0	2.8	6.1	4.3
WHLY (A)*	**	**	.6	1.2	4.1
WORJ (A)*	6.5	5.4	2.9	3.3	6.1

Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WBJW
5	2	WDBO-FM
2	3	WDBO
-	4	WKIS
3	5	WHOO-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
3	1	WBJW	1474
1	2	WDBO	1264
-	3	WDBO-FM	1111
2	4	WLOF	1074
4	5	WKIS	991

18-34 MEN

A/M'77	O/N'77	
1	1	WBJW
4	2	WORJ
-	3	WHLY
2	4	WLOF
2	5	WDIZ

18-34 WOMEN

A/M'77	O/N'77	
1	1	WBJW
3	2	WLOF
-	3	WHLY
-	3	WORJ
-	4	WDBO-FM
-	4	WHOO
5	4	WKIS
2	5	WORL

18-49 ADULTS

A/M'77	O/N'77	
1	1	WBJW
-	2	WDBO-FM
-	3	WORJ
5	4	WHOO
3	5	WDBO
2	5	WLOF

TEENS

A/M'77	O/N'77	
1	1	WBJW
2	2	WLOF

PHILADELPHIA

PHILADELPHIA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	J/A'77	O/N'77
KYW (N)	10.6	10.0	11.4	11.0	7.4
WCAU (N/T)	5.2	7.4	5.1	5.1	4.6
WCAU-FM (R)	2.2	1.9	4.1	4.6	3.9
WDAS (B)	2.5	2.3	2.1	2.4	2.1
WDAS-FM (B)	3.0	4.0	4.2	4.8	4.5
WDVR (BM)	6.0	6.5	5.4	4.0	6.0
WFIL (R)	7.1	6.3	6.0	6.0	4.8
WFLN (CL)	.6	.3	.5	.3	.3
WFLN-FM (CL)	2.3	2.3	2.0	1.3	2.2
WHAT (B)	1.7	1.0	1.2	1.0	1.4
WIFI (R)	3.9	3.2	4.2	3.7	3.5
WIOQ (A)	1.3	1.7	1.9	2.5	2.0
WIP (PA)	10.0	10.8	8.4	8.4	9.5
WMGK (PA)	3.9	4.3	3.5	3.9	3.8
WMMR (A)	2.7	1.8	2.5	2.3	2.8
WNAR (PA)	.7	1.0	.7	.6	1.2
WPEN (PA)	2.8	2.4	2.4	2.8	2.9
WSNI (BM)	**	**	**	**	1.6
WUSL (PA)	1.2	2.3	4.2	2.9	3.6
WWDB (T)	3.7	3.9	1.9	2.9	3.0
WWSH (BM)	8.6	8.5	6.2	7.6	7.7
WYSP (A)	5.8	4.2	5.9	4.7	4.5
WZZD (R)	**	**	**	2.4	3.6

TOP 10 QUARTER HOUR

J/A'77	O/N'77	
2	1	WIP
3	2	WWSH
1	3	KYW
-	4	WDVR
4	5	WFIL
5	6	WCAU
6	7	WDAS-FM
7	7	WYSP
8	8	WCAU-FM
9	9	WMGK
-	10	WUSL
-	10	WZZD

TOP 10 CUME IN HUNDREDS

J/A'77	O/N'77		
1	1	KYW	10484
4	2	WIP	8993
2	3	WFIL	8724
3	4	WCAU	6072
5	5	WWSH	5933
8	6	WZZD	5259
-	7	WDVR	5096
6	8	WYSP	4781
7	9	WIFI	4630
9	10	WPEN	4174

18-34 MEN

J/A'77	O/N'77	
1	1	WYSP
5	2	WMMR
4	3	WDAS-FM
2	4	WCAU-FM
-	5	WWSH

18-34 WOMEN

J/A'77	O/N'77	
1	1	WMGK
5	2	WYSP
4	3	WDAS-FM
2	4	WCAU-FM
3	5	WFIL

18-49 ADULTS

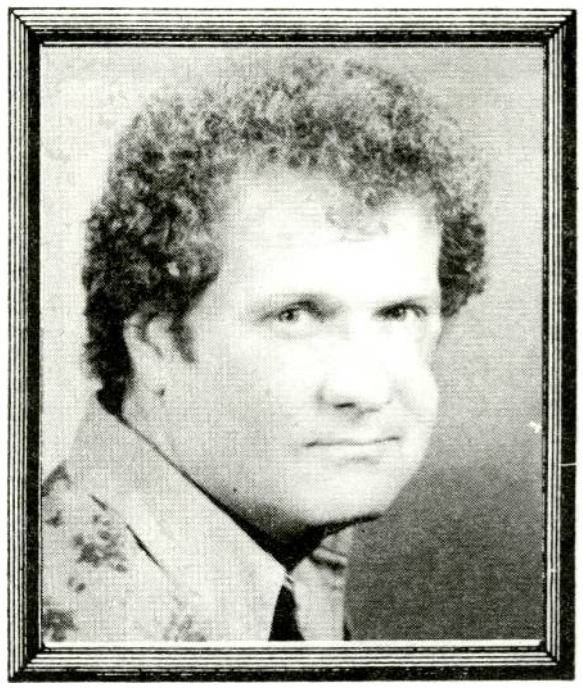
J/A'77	O/N'77	
1	1	WIP
4	2	WWSH
5	3	WMGK
5	4	WYSP
4	5	WDAS-FM

TEENS

J/A'77	O/N'77	
1	1	WIFI
-	2	WZZD
3	3	WYSP
4	4	WDAS-FM
2	5	WFIL

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult, B-Black, BM-Beautiful Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious.



Reds Richards

George Stone

PHOENIX

PHOENIX 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KBBC (A)	3.7	5.4	6.1	4.1	3.8
KDKB (A)	1.4	.8	1.4	1.0	1.2
KDKB-FM (A)	5.9	4.9	5.6	5.1	4.6
KDOT (BM)	.8	1.1	.9	1.7	1.2
KHEP (RL)	1.4	.5	.5	1.0	1.3
KHEP-FM (RL)	1.5	1.3	1.0	1.0	2.1
KIFN(S)	2.3	1.6	.5	3.2	2.0
KIOG (R)	**	**	**	1.1	2.0
KJJJ (C)	4.9	5.8	7.6	5.4	5.3
KMEO (BM)	1.5	1.3	1.5	2.3	2.3
KMEO-FM (BM)	7.3	6.9	6.8	6.3	6.9
KNIX (C)	**	4.1	1.6	2.2	2.4
KNIX-FM (C)	4.5	5.3	4.8	2.8	3.8
KOOL (PA)	5.6	5.4	7.4	4.6	6.2
KOOL-FM (O)	4.2	4.7	3.7	4.8	3.3
KOY (PA)	9.3	7.9	7.7	8.6	8.3
KPHX (S)	2.3	2.2	1.1	1.7	1.3
KRFM (BM)	7.7	11.1	10.0	9.9	9.7
KRIZ (R)	4.9	4.0	4.7	6.1	3.9
KRUX (R)	1.0	.9	.9	2.4	2.9
KSGR (O)	**	**	**	1.1	2.3
KTAR (N)	5.3	6.5	6.0	5.8	6.5
KUPD (R)	4.8	4.3	3.9	4.6	3.7
KUPD-FM (R)	4.0	3.1	7.9	6.5	5.9

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
2	1	KRFM
1	2	KUPD-AM-FM
3	3	KMEO-AM-FM
4	4	KOY
5	5	KTAR
-	6	KNIX-AM-FM
-	6	KOOL
-	7	KJJJ
-	8	KDKB-FM
4	9	KRIZ
-	10	KBBC

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KUPD-AM-FM	2694
2	2	KOY	2465
5	3	KMEO-AM-FM	1920
-	4	KTAR	1905
-	5	KOOL	1793
4	6	KRFM	1652
-	7	KJJJ	1457
3	8	KRIZ	1440
-	9	KNIX-AM-FM	1289
-	10	KRUX	1268

18-34 MEN

A/M'77	O/N'77	
-	1	KDKB-FM
2	2	KUPD=AM-FM
-	3	KNIX-AM-FM
-	4	KSGR
4	5	KOY

18-34 WOMEN

A/M'77	O/N'77	
2	1	KOY
1	2	KUPD-AM-FM
5	3	KBBC
-	4	KMEO-AM-FM
-	5	KRFM

18-49 ADULTS

A/M'77	O/N'77	
1	1	KOY
2	2	KUPD-AM-FM
-	3	KMEO-AM-FM
4	4	KNIX-AM-FM
-	5	KDKB-FM

TEENS

A/M'77	O/N'77	
1	1	KUPD-AM-FM
2	2	KRIZ
-	3	KRUX

PITTSBURGH

PITTSBURGH 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KDKA (PA)	20.7	25.8	22.6	27.0	22.7
KDKA-FM (PA)	1.4	1.6	1.8	1.4	1.6
KQV (N)	1.3	1.5	3.0	2.1	2.6
WAMO (B)	2.2	3.4	2.8	2.0	2.3
WDVE (A)	5.4	6.8	5.7	7.8	5.2
WEEP (C)	7.0	4.1	3.5	2.5	2.6
WEEP-FM (C)	1.9	1.3	2.2	.9	2.5
WHJB (N)	.9	1.3	1.1	1.0	1.0
WIXZ (C)	1.8	2.1	1.0	1.0	1.6
WJOI (BM)	3.8	3.8	4.5	3.9	5.2
WKTQ (R)	6.6	6.1	4.7	4.6	3.9
WLOA (R)	.7	.2	.4	.4	
WFFM (R)	**	**	**	**	1.7
WPEZ (R)	5.6	5.7	5.0	4.9	5.9
WPIT (PA/T)	.7	1.1	.9	.7	1.1
WSHH (BM)	7.7	6.3	7.5	8.3	8.5
WTAE (PA)	4.9	5.0	9.0	5.2	6.5
WWSW (PA)	5.6	7.3	5.5	6.5	5.9
WXKX (R)	**	**	**	5.1	4.1
WYDD (A)	2.7	1.3	1.9	1.5	3.0

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	KDKA
2	2	WSHH
5	3	WTAE
7	4	WPEZ
4	4	WWSW
3	5	WDVE
9	5	WJOI
10	6	WEEP-AM-FM
6	7	WXKX
8	8	WKTQ
-	9	WYDD
-	10	KQV

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KDKA	9739
2	2	WTAE	4856
4	3	WSHH	3658
5	4	WWSW	3441
3	5	WKTQ	3340
6	6	WXKX	3145
8	7	WPEZ	3024
7	8	WDVE	2830
9	9	KQV	2132
10	10	WJOI	1990

18-34 MEN

A/M'77	O/N'77	
1	1	WDVE
4	2	WTAE
-	2	WYDD
2	3	KDKA
5	4	WKTQ
-	5	WPEZ

18-34 WOMEN

A/M'77	O/N'77	
2	1	KDKA
3	2	WTAE
4	3	WKTQ
5	4	WPEZ
1	5	WDVE

18-49 ADULTS

A/M'77	O/N'77	
1	1	KDKA
3	2	WTAE
2	3	WDVE
4	4	WSHH
-	5	WPEZ

TEENS

A/M'77	O/N'77	
2	1	WPEZ
3	2	WXKX
1	3	WDVE
4	4	WKTQ

PORTLAND, OR

PORTLAND, OR. 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KEX (PA)	7.9	10.1	9.2	8.1	7.3
KGAR (C)	**	**	**	**	1.2
KGON (A)	3.7	3.3	3.5	5.2	5.1
KGW (R)	12.2	11.8	14.5	15.2	10.2
KINK (A)	3.2	4.4	4.1	3.4	3.9
KJIB (BM)	1.7	2.3	2.5	2.7	5.1
KKEY (T)	3.1	2.6	3.5	2.9	3.4
KMJK (PA)	**	**	**	**	1.2
KPAM (R)	**	.7	1.5	2.2	1.1
KPAM-FM (R)	6.2	4.3	7.4	9.2	6.7
KPDQ (R)	.7	1.5	1.1	1.4	1.1
KPDQ-FM (R)	1.2	.7	.5	1.0	1.2
KQFM (BM)	2.5	2.8	1.7	1.5	1.5
KUPL (BM)	**	**	3.8	1.6	3.3
KUPL-FM (BM)	6.2	8.3	6.3	5.1	6.6
KVAN (A)	.9	1.5	2.1	1.7	1.1
KWJJ (C)	6.9	7.4	6.9	8.5	8.5
KXL (N)	8.8	8.2	7.7	6.2	6.7
KXL-FM (BM)	4.1	4.2	5.7	3.7	4.3
KYTE (R)	**	**	**	**	7.5
KYTE-FM (PA)	**	**	**	**	2.4
KYXI (N)	2.9	3.2	3.6	3.9	3.9

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KGW
3	2	KWJJ
-	3	KYTE
4	4	KEX
-	5	KPAM-FM
-	5	KXL

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KGW	3071
-	2	KYTE	2616
5	3	KWJJ	1871
4	4	KEX	1662
-	5	KPAM-FM	1553

18-34 MEN

A/M'77	O/N'77	
-	1	KINK
1	2	KGW
2	3	KGON
-	4	KPAM-FM
-	5	KYTE

18-34 WOMEN

A/M'77	O/N'77	
2	1	KGW
-	2	KPAM-FM
5	3	KEX
3	3	KGON
4	4	KINK
-	4	KUPL-FM
-	5	KWJJ

18-49 ADULTS

A/M'77	O/N'77	
1	1	KGW
5	2	KWJJ
3	3	KEX
-	4	KPAM-FM
-	5	KYTE

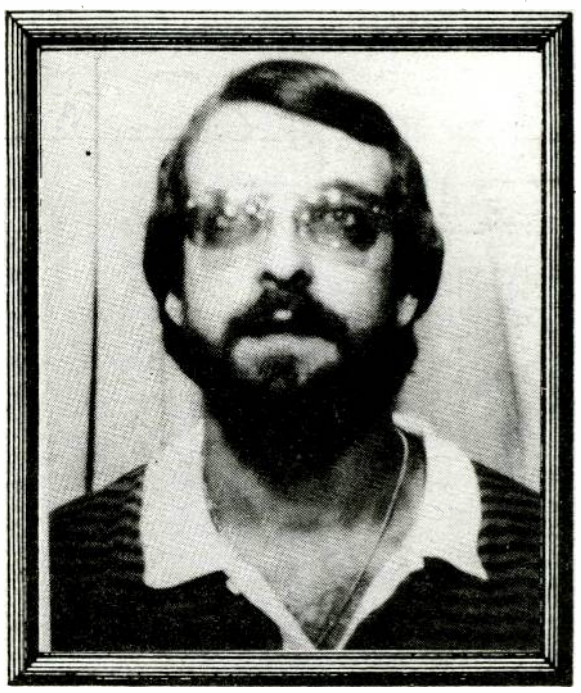
TEENS

A/M'77	O/N'77	
1	1	KGW
-	2	KYTE
-	3	KPAM-FM
-	4	KGON

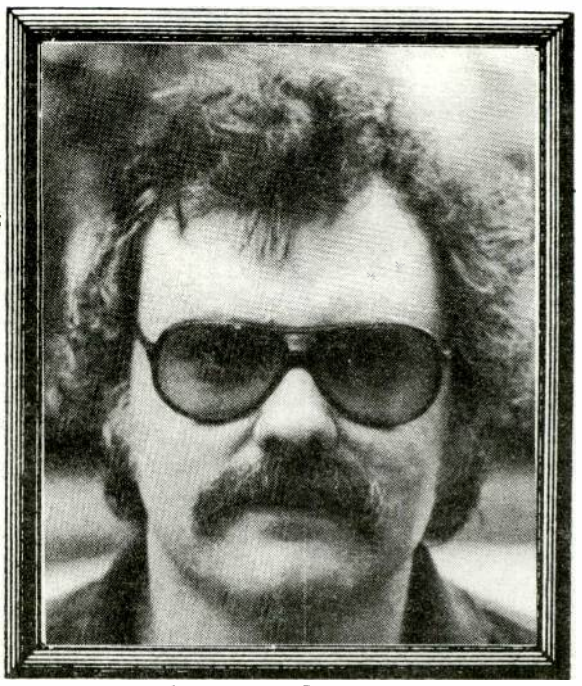
PROVIDENCE

PROVIDENCE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WALE (PA)	**	**	**	1.6	1.6
WARA (BM)	**	**	**	.7	1.4
WBRU (A)	2.8	3.5	2.2	1.4	2.9
WBSM (PA)	**	**	**	4.3	2.3
WEAN (N)	3.9	5.3	7.1	4.4	3.9
WGNG (R)	5.1	4.9	4.5	2.6	1.2
WHIM (C)	2.6	2.9	2.8	2.0	2.3
WHIM-FM (C)	6.7	4.3	2.7	3.2	5.0
WICE (T)	9.7	6.9	7.8	4.0	4.5
WJAR (PA)	6.6	7.3	5.7	6.7	4.6
WLKW (BM)	6.5	4.9	5.0	4.8	3.1
WLKW-FM (BM)	18.1	13.4	15.8	13.1	16.0
WMYS (PA)	**	**	.3	1.0	1.1
WNBH (PA)	**	**	**	1.0	1.1
WPJB (R)	3.4	4.3	4.6	5.1	6.7
WPRO (PA)	8.4	10.5	12.1	10.6	10.8
WPRO-FM (R)	6.4	8.3	9.1	5.6	6.5
WWON (N/T)	1.4	1.2	2.8	1.0	1.0



Mark Wallace



Dave Kimmel

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WLKW-FM
2	2	WPRO
5	3	WHIM-AM-FM
-	4	WPJB
4	5	WPRO-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WRRO	3975
2	2	WLKW-FM	3118
4	3	WPRO-FM	2863
-	4	WPJB	2388
3	5	WJAR	1905

18-34 MEN

A/M'77	O/N'77	
2	1	WPRO
-	2	WBRU
1	3	WLKW-FM
-	4	WPRO-FM
-	4	WAAF
-	5	WHIM-AM-FM

18-34 WOMEN

A/M'77	O/N'77	
1	1	WPRO
3	2	WPRO-FM
4	3	WPJB
5	4	WJAR
-	5	WROR

18-49 ADULTS

A/M'77	O/N'77	
2	1	WPRO
1	2	WLKW-FM
-	3	WHIM-AM-FM
3	4	WPRO-FM
5	5	WPJB

TEENS

A/M'77	O/N'77	
2	1	WPJB
1	2	WPRO-FM
-	3	WPRO

RALEIGH

RALEIGH-DURHAM 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WCHL (R)	3.1	1.4	3.2	4.0	3.4
WDBS (A)	1.5	1.3	.8	1.2	1.8
WDNC (R)	7.6	6.7	9.1	6.8	6.9
WDCG (C)	1.7	1.1	2.4	1.8	2.2
WKIX (R)	12.0	8.5	9.4	9.3	10.1
WLLE (B)	4.6	5.6	3.9	5.6	4.7
WPTF (PA)	20.9	18.8	19.9	19.6	18.8
WQDR (A)	7.6	8.9	8.6	5.3	10.7
WRAL (PA)	8.0	9.4	9.6	14.0	11.2
WRNC (RL)	1.9	2.5	.8	1.2	1.5
WSRC (B)	8.5	4.9	6.9	5.3	3.7
WTIK (C)	3.1	1.8	2.9	2.2	1.7
WYNA (C)	.4	2.4	1.5	2.5	1.5
WYYD (BM)	9.1	13.6	7.9	8.5	8.7

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WPTF
2	2	WRAL
-	3	WQDR
3	4	WKIX
4	5	WYYD

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WPTF	1406
2	2	WKIX	1262
3	3	WRAL	1028
5	4	WDNC	864
-	5	WQDR	839

18-34 MEN

A/M'77	O/N'77	
1	1	WRAL
4	2	WQDR
2	3	WKIX
3	4	WDNC
-	5	WSRC

18-34 WOMEN

A/M'77	O/N'77	
1	1	WRAL
2	2	WKIX
-	3	WQDR
-	4	WYYD
3	5	WDNC

18-49 ADULTS

A/M'77	O/N'77	
1	1	WRAL
-	2	WQDR
3	3	WKIX
4	4	WYYD
5	5	WDNC

TEENS

A/M'77	O/N'77	
2	1	WKIX
1	2	WQDR
3	3	WLLE
-	4	WDNC

RICHMOND

RICHMOND 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WANT (B)	5.9	4.1	4.1	7.3	5.8
WEET (PA)	2.9	.8	2.8	1.9	3.5
WENZ (B)	5.0	5.0	6.5	2.5	6.1
WEZS(BM)	9.3	12.7	7.8	8.8	10.0
WGOE (A)	2.6	5.0	3.7	4.5	1.1
WIKI (BM)	.5	**	.8	**	1.4
WKIE (PA)	**	**	**	**	1.6
WLEE (R)	11.9	8.3	10.0	9.7	6.9
WRNL (N)	5.2	5.8	5.2	2.1	2.6
WRVA (PA)	22.2	18.4	19.2	24.8	19.4
WRVQ(R)	9.9	11.8	14.6	15.8	16.9
WRXL (A)	4.4	5.8	5.5	3.6	7.0
WTVR (C)	3.8	4.1	3.2	2.1	2.2
WTVR-FM (BM)	2.9	2.7	4.3	3.3	3.1
WXGI (C)	2.7	3.5	4.5	4.2	3.9

**Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).*

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WRVA
2	2	WRVQ
4	3	WEZS
-	4	WRXL
3	5	WLEE

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WRVA	2181
2	2	WRVQ	1891
3	3	WLEE	1337
4	4	WEZS	854
-	5	WRNL	692

18-34 MEN

A/M'77	O/N'77	
2	1	WRVQ
3	2	WRXL
-	3	WENZ
3	4	WANT
2	5	WLEE

18-34 WOMEN

A/M'77	O/N'77	
1	1	WRVQ
-	2	WRXL
2	3	WLEE
-	4	WENZ
3	4	WRVA
5	5	WANT
4	5	WEZS

18-49 ADULTS

A/M'77	O/N'77	
2	1	WRVQ
1	2	WRVA
-	3	WRXL
-	4	WEZS
3	5	WLEE

TEENS

A/M'77	O/N'77	
1	1	WRVQ
2	2	WLEE

ROCHESTER

ROCHESTER 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAXC (PA)	6.4	6.0	4.5	4.2	1.7
WBBF (R)	8.5	7.0	11.2	11.6	12.0
WCMF (A)	4.1	5.1	3.7	5.0	6.9
WDKX (B)	2.4	3.5	.6	1.9	1.0
WEZO (BM)	15.5	18.2	19.8	16.6	16.8
WFLC (PA)	1.3	1.7	2.4	.7	2.6
WGVA (PA)	.7	.6	.6	1.2	1.2
WHAM (PA)	21.8	19.4	17.5	16.6	15.8
WHFM (R)	6.0	6.7	7.4	4.0	4.7
WMJQ (A)	**	**	**	4.1	2.6
WNYR (C)	9.0	6.5	3.8	5.3	5.0
WPXY (BM)	4.0	5.0	4.4	5.8	4.4
WROC(N)	2.8	4.3	3.4	2.7	2.4
WSAY (A)	2.2	1.7	2.4	2.2	2.2
WVOR (PA)	1.0	.8	2.2	2.6	3.2
WKFM (R)*	**	.6	1.1	.9	2.8

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WEZO
1	2	WHAM
2	3	WBBF
5	4	WCMF
4	5	WNYR

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WHAM	2945
3	2	WBBF	2599
2	3	WEZO	2469
-	4	WHFM	1176
-	5	WCMF	930

18-34 MEN

A/M'77	O/N'77	
2	1	WCMF
1	2	WBBF
5	2	WSAY
3	3	WEZO
4	3	WHFM
-	4	WVOR
-	5	WHAM

18-34 WOMEN

A/M'77	O/N'77	
1	1	WBBF
-	2	WHFM
4	3	WHAM
3	4	WCMF
1	5	WEZO
2	5	WMJQ

18-49 ADULTS

A/M'77	O/N'77	
1	1	WEZO
3	2	WHAM
4	3	WCMF
2	4	WBBF
-	5	WHFM

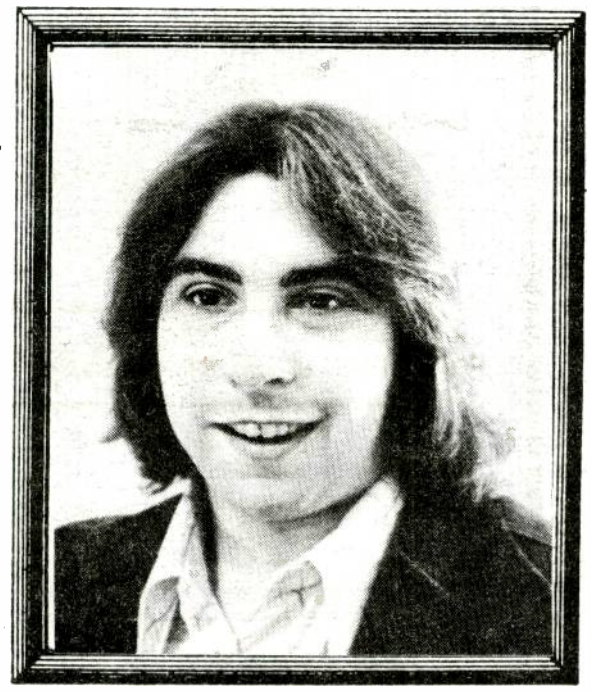
TEENS

A/M'77	O/N'77	
1	1	WBBF
-	2	WHFM
-	2	WKFM

SACRAMENTO

SACRAMENTO 5 BOOK TREND TOTAL PERSONS 12+

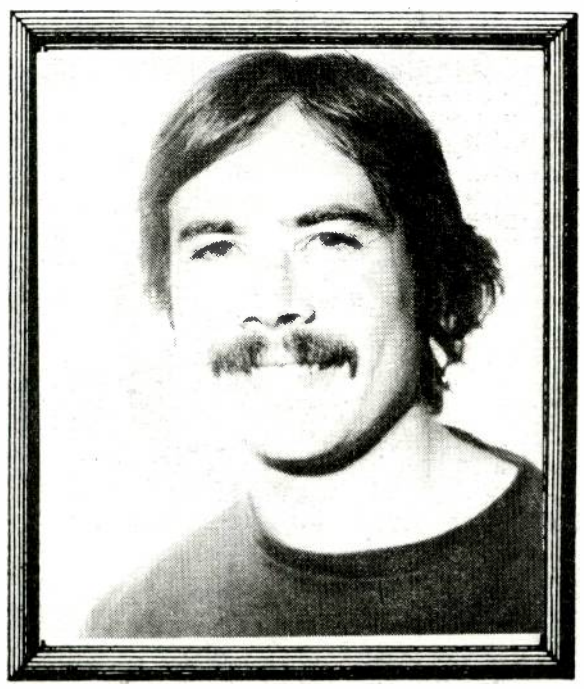
	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KCRA (PA)	10.2	9.2	9.9	7.2	6.9
KCTC (BM)	7.0	7.5	6.9	5.2	8.4
KEBR (PA)	1.4	.8	.9	2.9	1.0
KEWT (BM)	11.7	10.1	10.7	15.1	12.7
KFBK (N)	5.7	5.0	4.6	5.5	4.3
KFBK-FM (CL)	1.3	1.2	3.3	1.9	1.0
KGMS (PA)	4.0	5.6	4.4	5.4	4.2
KHYL (PA)	**	**	**	**	1.2
KNDE (R)	4.1	6.5	4.2	3.9	3.7
KPOP (B)	1.7	1.2	.8	2.1	2.0
KRAK (C)	9.4	7.9	7.6	7.2	8.8
KROI (R)	2.3	2.4	3.7	6.0	5.4
KROY (R)	7.5	5.9	7.3	5.7	6.4
KSFM (A)	5.7	5.8	5.6	3.5	4.3
KXOA (A)	4.9	4.4	5.7	5.0	8.4
KZAP (A)	4.9	4.2	5.1	5.2	3.6
KFRC (R)*	4.1	5.4	4.7	3.5	4.4
KGO (N)*	3.6	1.7	2.8	2.5	3.0



Steve Fingerett

Bert Keane

Regional WC



TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KEWT
2	2	KRAK
-	3	KCTC
-	3	KXOA
2	4	KCRA
4	5	KROY

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KROY	1732
2	2	KEWT	1549
3	3	KCRA	1475
-	4	KRAK	1342
-	5	KXOA	1322

18-34 MEN

A/M'77	O/N'77	
3	1	KXOA
1	2	KZAP
2	3	KSFM
-	4	KNDE
-	4	KROI
-	4	KFRC
5	5	KCRA

18-34 WOMEN

A/M'77	O/N'77	
2	1	KXOA
3	2	KROI
-	2	KFRC
5	3	KROY
4	4	KCTC
-	4	KSFM
-	5	KCRA
1	5	KEWT
-	5	KNDE

18-49 ADULTS

A/M'77	O/N'77	
3	1	KXOA
4	2	KCTC
5	3	KRAK
1	4	KEWT
-	5	KSFM

TEENS

A/M'77	O/N'77	
2	1	KROY
1	2	KROI
3	3	KNDE

ST. LOUIS

ST. LOUIS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KADI (A)	1.8	1.3	1.6	1.2	1.1
KADI-FM (A)	5.3	3.8	3.0	2.8	3.2
KATZ (B)	4.9	6.1	3.3	3.2	3.6
KCFM (BM)	3.3	4.2	4.4	4.9	2.7
KEZK (BM)	3.4	4.1	4.2	4.8	5.4
KKSS (B)	2.7	1.9	1.7	3.2	3.8
KMOX (T)	24.5	26.4	26.1	24.3	25.6
KMOX-FM (PA)	2.3	2.6	2.2	3.3	3.9
KSD (PA)	11.0	8.3	7.7	7.5	.5
KSHE (A)	5.6	4.9	5.4	5.5	.9
KSLQ (R)	5.9	8.1	8.7	8.3	3.1
KXOK (R)	4.9	5.5	6.2	4.5	4.2
WESL (PA)	1.6	1.4	1.3	1.9	1.4
WIL (C)	4.2	5.9	7.0	5.3	4.7
WIL-FM (C)	2.9	2.5	3.6	4.2	4.3
WRTH (BM)	3.6	4.6	3.5	3.9	4.5

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	KMOX
2	2	KSLQ
4	3	KSHE
3	4	KSD
7	5	KEZK
5	6	WIL
10	7	WRTH
9	8	WIL-FM
8	9	KXOK
-	10	KMOX-FM

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KMOX	8607
2	2	KSD	5111
3	3	KSLQ	4046
4	4	KXOK	3613
6	5	KSHE	2982
8	6	KADI-FM	2599
7	7	WIL	2549
5	8	WRTH	2354
9	9	KEZK	2002
-	10	WIL-FM	1903

18-34 MEN

A/M'77	O/N'77	
2	1	KSHE
1	2	KSLQ
1	3	KMOX
3	4	KSD
-	5	KMOX-FM

18-34 WOMEN

A/M'77	O/N'77	
5	1	KMOX
1	1	KSD
2	2	KSLQ
4	3	KSHE
-	4	KKSS
-	4	WIL-FM
3	5	KXOK

18-49 ADULTS

A/M'77	O/N'77	
1	1	KMOX
4	2	KSHE
3	3	KSD
2	4	KSLQ
5	5	KEZK

TEENS

A/M'77	O/N'77	
1	1	KSLQ
2	2	KSHE
3	3	KXOK

LEGEND

R-Rock, **A**-AOR, **C**-Country, **PA**-Pop/Adult, **B**-Black, **BM**-Beautiful Music, **O**-Oldies, **N**-News, **T**-Talk, **S**-Spanish, **CL**-Classical, **RL**-Religious.

SALT LAKE CITY

SALT LAKE CITY-OGDEN 5 BOOK TREND TOTAL PERSONS 12-

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KALL (PA)	5.9	5.6	7.1	6.7	5.4
KALL-FM (BM)	1.8	2.1	1.1	1.3	2.0
KCPX (R)	13.2	13.4	10.7	11.9	10.0
KCPX-FM (A)	3.5	3.6	4.3	3.9	4.5
KDAB (R)	1.0	1.1	.9	2.1	1.3
KLO (PA)	1.0	.6	.7	1.0	1.5
KLUB (BM)	9.1	8.0	12.0	6.5	9.7
KLUB-FM (BM)	6.2	5.3	4.8	3.7	5.6
KPRQ (PA)	**	**	**	**	1.2
KRGO (C)	2.0	4.6	3.9	4.7	4.3
KRSP (R)	4.2	3.7	4.0	3.9	4.3
KRSP-FM (R)	6.5	6.5	6.8	7.8	8.1
KSL (PA)	13.0	10.0	8.8	12.6	9.1
KSL-FM (BM)	5.7	8.4	6.2	10.4	6.9
KSOP (C)	4.5	4.6	5.2	2.4	2.0
KSOP-FM (C)	3.9	5.7	6.3	7.8	6.0
KSVN (C)	.5	.9	.5	**	2.3
KSXX (T)	4.1	4.1	4.8	2.8	4.4
KWHO (CL)	1.1	1.1	1.4	1.3	1.9
KWHO-FM (R)	.4	1.0	1.0	**	1.2

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	KCPX
-	2	KLUB
1	3	KSL
4	4	KRSP-FM
3	5	KSL-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KCPX	1901
2	2	KSL	1712
4	3	KLUB	1392
3	4	KSL-FM	1199
5	5	KRSP-FM	1155

18-34 MEN

A/M'77	O/N'77	
1	1	KCPX
2	2	KCPX-FM
-	3	KSOP-FM
4	4	KRGO
-	4	KRSP
3	5	KRSP-FM

18-34 WOMEN

A/M'77	O/N'77	
1	1	KCPX
5	2	KRSP-FM
-	3	KALL
4	4	KAYK-FM
4	5	KSL-FM

18-49 ADULTS

A/M'77	O/N'77	
3	1	KCPX
5	2	KSOP-FM
4	3	KALL
2	4	KSL
-	5	KRSP-FM
1	5	KSL-FM

TEENS

A/M'77	O/N'77	
1	1	KCPX
2	1	KRSP-FM
-	2	KCPX-FM
-	3	KRSP

SAN ANTONIO

SAN ANTONIO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KAPE (B)	2.3	1.3	1.1	5.3	2.6
KBUC (C)	3.7	3.0	3.4	2.4	2.5
KBUC-FM (C)	3.6	2.7	3.3	4.4	4.5
KCOR (S)	11.2	15.5	14.1	12.4	11.5
KEDA (S)	5.6	4.8	4.3	3.6	2.9
KGNB (RL)	1.1	.7	.9	.9	1.2
KITE (PA)	4.0	3.8	2.9	2.0	2.2
KITE-FM (PA)	**	**	**	1.0	1.5
KITY (PA)	5.1	3.0	2.2	3.1	2.5
KKYX (C)	7.8	7.7	7.0	6.4	8.9
KMAC (PA)	.4	.4	.5	.7	1.4
KISS (PA)	1.4	.9	1.0	1.9	2.9
KONO (R)	4.4	4.9	5.0	3.3	2.8
KQXT (BM)	7.8	9.6	11.4	8.7	6.3
KTFM (A)	4.4	3.0	4.9	6.7	10.2
KTSA (R)	17.4	19.4	18.1	17.7	14.6
KUKA (S)	2.4	2.6	3.4	3.2	3.6
KZZY (R)	**	**	**	3.9	2.5
WOAI (PA)	3.1	4.2	5.2	6.1	7.2
WOAI-FM (BM)	**	**	**	2.0	2.3

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KTSA
2	2	KCOR
5	3	KTFM
-	4	KKYX
-	5	WOAI

TOP 5 CUME IN HUNDREDS

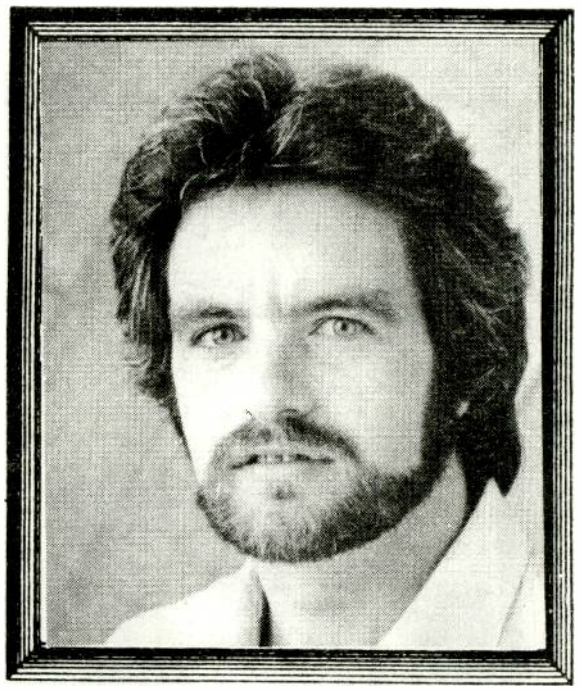
A/M'77	O/N'77		
1	1	KTSA	2900
2	2	KTFM	1434
3	3	WOAI	1321
4	4	KKYX	1290
-	5	KCOR	951

18-34 MEN

A/M'77	O/N'77	
2	1	KTFM
1	2	KTSA
5	3	KKYX
-	4	KITY
-	5	KCOR
-	5	KISS

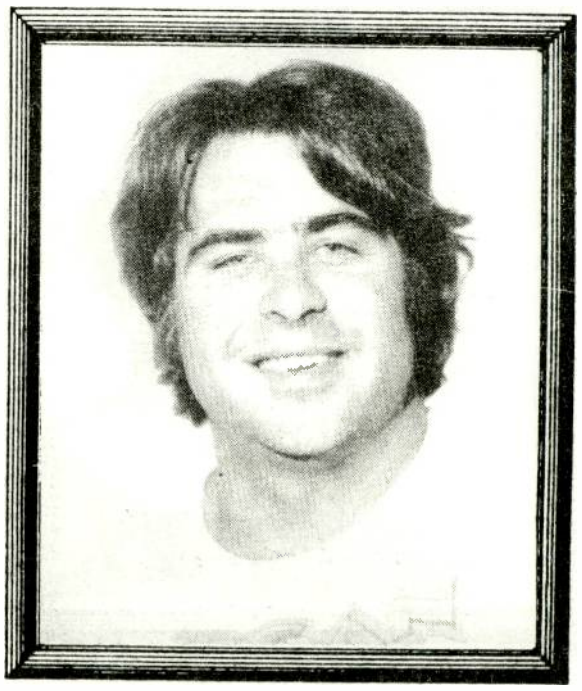
18-34 WOMEN

A/M'77	O/N'77	
1	1	KTSA
2	2	KCOR
3	2	KTFM
-	3	KKYX
-	4	KONO
-	5	KEDA
5	5	KITY



Kenne Swink

Bruce Hix



18-49 ADULTS

A/M'77	O/N'77	
1	1	KTSA
4	2	KTFM
2	3	KCOR
-	4	KKYX
-	5	KBUC-FM

TEENS

A/M'77	O/N'77	
1	1	KTSA
2	2	KTFM

SAN DIEGO

SAN DIEGO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KCBQ (R)	8.6	8.6	9.1	5.5	5.7
KEZL (BM)	4.0	4.8	7.3	6.3	4.6
KFMB (PA)	5.6	5.2	5.8	3.9	3.7
KFMB-FM (R)	6.3	6.3	6.1	5.6	8.6
KFSD (CL)	2.5	3.7	3.1	2.8	3.3
KGB (A)	5.6	4.6	5.3	4.7	4.2
KGB-FM (A)	6.8	7.1	7.6	7.0	6.2
KIFM (A)	**	**	**	3.8	4.4
KJFM (BM)	**	**	2.4	2.4	1.6
KMJC (R)	**	**	**	6.6	6.0
KOGO (PA)	5.6	8.3	4.4	10.1	4.0
KOZN (C)	2.4	1.7	2.8	2.1	2.8
KPRI (A)	5.5	3.9	2.6	3.3	4.7
KSDO (N)	5.7	3.7	5.1	5.0	5.5
KSON (C)	6.0	3.7	3.6	2.9	6.1
KSON-FM (C)	.8	1.4	1.5	.8	2.3
KYXY (BM)	3.8	4.9	4.1	3.5	3.5
XTRA (BM)	7.4	7.5	6.3	5.7	5.9

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
6	1	KFMB-FM
2	2	KGB-FM
-	3	KSON
3	4	KMJC
5	5	XTRA
7	6	KCBQ
8	7	KSDO
-	8	KPRI
4	9	KEZL
-	10	KIFM

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
2	1	KCBQ	2961
3	2	KFMB-FM	2946
7	3	KMJC	2259
4	4	XTRA	2242
8	5	KSDO	2147
5	6	KGB	1907
6	7	KGB-FM	1699
9	8	KFMB	1616
1	9	KOGO	1444
-	10	KPRI	1384

18-34 MEN

A/M'77	O/N'77	
1	1	KGB-FM
3	2	KPRI
2	3	KGB
-	4	KFMB-FM
-	5	KSON

18-34 WOMEN

A/M'77	O/N'77	
4	1	KFMB-FM
2	2	KIFM
1	3	KCBQ
5	4	KMJC
-	5	KPRI

18-49 ADULTS

A/M'77	O/N'77	
1	1	KGB-FM
-	2	KFMB-FM
-	3	KPRI
-	3	KSON
4	4	KCBQ
4	4	KGB
-	4	KIFM
3	5	KMJC

TEENS

A/M'77	O/N'77	
1	1	KFMB-FM
2	2	KMJC
3	3	KCBQ

SAN FRANCISCO

SAN FRANCISCO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	J/A'77	O/N'77
KABL (BM)	4.7	4.8	3.6	4.6	4.4
KABL-FM (BM)	2.4	2.7	2.9	2.7	2.5
KARA (PA)	.9	1.1	1.1	1.3	1.0
KBAY (BM)	2.5	2.6	2.6	1.8	2.0
KCBS (N)	8.4	7.9	7.0	6.9	6.5
KCBS-FM (A)	1.1	1.8	1.7	1.3	1.8
KDIA (B)	2.1	2.3	2.4	2.1	2.7
KEZR (A)	.7	.4	.4	.6	1.0
KFOG (BM)	5.7	6.0	4.5	4.5	4.2
KFRC (R)	6.5	6.9	6.6	7.0	6.4
KGO (N)	8.4	8.2	7.9	8.1	9.1
KIBE (CL)	.6	.4	.6	.8	.4
KDFC (CL)	1.4	1.0	1.2	1.8	1.4
KIOI (PA)	2.8	3.4	2.4	2.8	3.1
KKHI (CL)	.8	.9	.7	1.2	.6
KKHI-FM (CL)	1.0	1.4	1.1	.9	1.3
KLIV (R)	1.2	.9	1.0	1.2	1.3
KLOK (PA)	2.7	1.8	2.5	3.0	2.4
KMEL (A)	**	**	**	2.6	2.0
KNBR (PA)	3.5	3.4	4.7	3.2	3.2
KNEW (C)	2.9	2.7	3.2	2.5	3.0
KOIT (BM)	3.3	4.2	4.3	3.1	3.0
KOME (A)	1.9	1.6	1.1	.9	1.3
KSAN (A)	2.3	2.4	2.8	1.4	2.0
KSFO (PA)	6.3	5.4	5.8	6.3	5.3
KSFX (R)	2.9	2.7	3.1	3.4	3.2
KSJO (A)	1.0	1.3	1.4	1.4	1.4
KSOL (B)	1.3	1.7	2.0	2.1	4.1
KYA (R)	2.0	1.7	2.1	1.7	2.3
KYA-FM (A)	1.7	1.5	1.9	1.1	1.1
KYUU (BM)	**	.5	.7	1.1	1.4

Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).

TOP 10 QUARTER HOUR

J/A'77	O/N'77	
1	1	KGO
3	2	KCBS
2	3	KFRC
4	4	KSFO
5	5	KABL
6	6	KFOG
-	7	KSOL
8	8	KNBR
7	8	KSFX
-	9	KIOI
-	10	KNEW
9	10	KOIT

TOP 10 CUME IN HUNDREDS

J A'77	O/N'77		
1	1	KFRC	9354
3	2	KGO	8252
2	3	KCBS	7437
4	4	KSFO	6158
5	5	KABL	5120
6	6	KNBR	4572
7	7	KYA	4225
8	8	KIOI	3986
-	9	KSFX	3794
-	10	KLOK	3379

18-34 MEN

J/A'77	O/N'77	
1	1	KFRC
-	2	KSOL
4	3	KSAN
5	4	KGO
2	5	KMEL

18-34 WOMEN

J/A'77	O/N'77	
1	1	KFRC
-	2	KSOL
3	3	KIOI
2	4	KSFX
-	5	KCBS-FM

18-49 ADULTS

J/A'77	O/N'77	
1	1	KFRC
-	2	KGO
2	3	KSFO
-	3	KSOL
5	4	KCBS
-	5	KIOI

TEENS

J/A'77	O/N'77	
1	1	KFRC
2	2	KYA

SAN JOSE

SAN JOSE 4 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	O/N'77
KARA (PA)	3.2	3.7	4.3	3.9
KAZA (S)	**	**	.6	2.7
KBAY (BM)	8.0	8.2	6.9	6.5
KEEN (C)	3.4	3.2	2.9	2.8
KEZR (A)	2.2	1.5	1.4	3.6
KFAT (C)	.9	1.1	1.8	2.6
KIBE (CL)	1.5	.9	1.0	.6
KDFC (CL)	.9	1.2	1.4	.8
KLIV (R)	4.6	3.6	4.3	4.2
KLOK (PA)	4.7	3.9	6.0	5.9
KNTA (S)	.7	**	2.0	2.6
KOME (A)	5.6	5.2	3.4	4.1
KRVE (BM)	**	**	**	1.1
KSJO (A)	2.7	4.4	3.8	4.2
KXRX (N)	2.7	2.3	2.4	1.9
KCBS (N)*	7.2	7.0	5.8	3.8
KFRC (R)*	4.2	5.2	4.4	5.1
KGO (N)*	8.3	7.6	5.7	6.8
KOIT (BM)*	3.8	3.0	6.2	4.0
KSFO (PA)*	4.4	2.8	3.9	3.6

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
5	1	KGO
1	2	KBAY
3	3	KLOK
-	4	KFRC
-	5	KLIV
-	5	KSJO

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
3	1	KLIV	2023
1	2	KFRC	1920
2	3	KLOK	1859
-	4	KGO	1645
5	5	KBAY	1368

18-34 MEN

A/M' 77	O/N'77	
1	1	KSJO
2	2	KOME
-	3	KARA
4	4	KLOK
4	4	KFRC
-	5	KFAT
5	5	KNBR

18-34 WOMEN

A/M'77	O/N'77	
1	1	KLOK
-	2	KEZR
-	3	KOME
4	4	KFRC
2	5	KARA

18-49 ADULTS

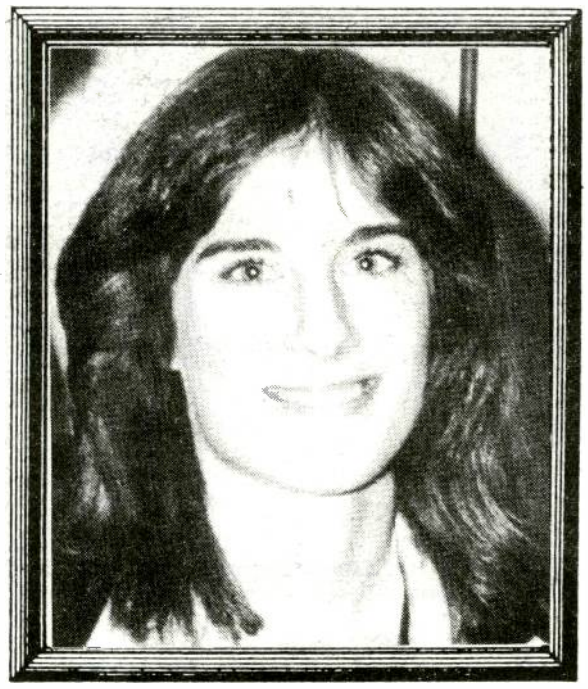
A/M'77	O/N'77	
1	1	KLOK
2	2	KBAY
2	3	KARA
3	3	KOME
-	4	KEZR
5	5	KSJO

TEENS

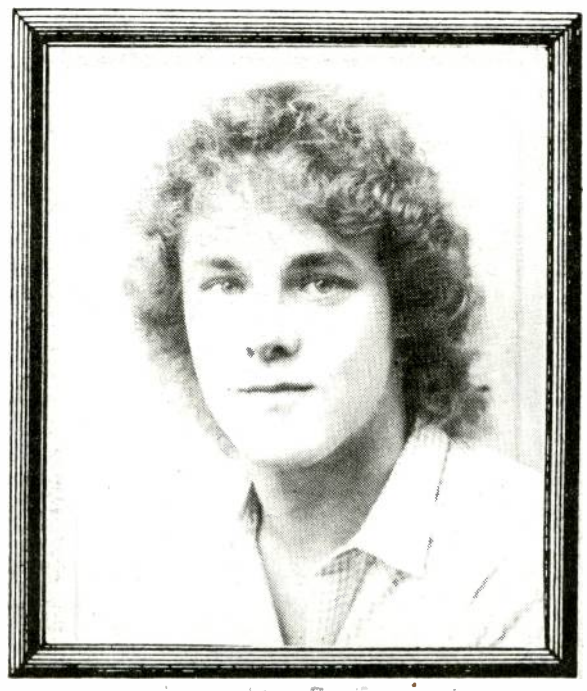
A/M'77	O/N'77	
1	1	KLIV
2	2	KFRC

LEGEND

R-Rock, **A**-AOR, **C**-Country, **PA**-Pop/Adult, **B**-Black, **BM**-Beautiful Music, **O**-Oldies, **N**-News, **T**-Talk, **S**-Spanish, **CL**-Classical, **RL**-Religious



Sue Brett



Jon Le Valley

SEATTLE

SEATTLE 4 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	O/N'77
KAYO (C)	2.5	2.5	2.7	1.7
KBIQ (BM)	2.3	1.4	2.1	1.1
KBRD (BM)	.7	1.1	1.2	1.9
KEUT (BM)	3.0	2.0	3.2	2.9
KEZX (BM)	1.8	1.4	2.2	2.1
KGDN (BM)	1.8	2.3	1.5	1.5
KING (R)	7.5	5.1	6.7	5.3
KING-FM (CL)	2.8	2.4	2.1	2.3
KIRO (PA/T)	10.3	8.5	7.6	9.3
KISW (A)	2.4	4.1	3.4	3.0
KIXI (PA/T)	3.2	2.6	3.2	2.6
KIXI-FM (PA/T)	2.5	4.3	3.4	2.3
KJR (R)	7.5	6.2	6.8	7.6
KMO (C)	.9	1.1	1.5	1.2
KMPS (C)	1.7	2.7	1.6	2.3
KOMO (PA)	11.8	9.8	8.9	12.1
KSEA (BM)	5.2	7.4	6.3	6.2
KTAC (R)	2.9	2.8	2.9	2.8
KVI (PA)	9.6	7.8	8.3	6.8
KVI-FM (R)	3.8	3.4	3.6	2.9
KXA (CL)	1.2	.9	1.1	1.1
KYYX (R)	**	**	1.0	1.5
KZAM (A)	.4	.4	.9	.2
KZAM-FM (A)	1.9	1.7	2.1	2.7
KZOK (A)	**	**	**	1.2
KZOK-FM (A)	2.5	5.4	4.7	7.1

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
1	1	KOMO
3	2	KIRO
4	3	KJR
7	4	KZOK-FM
2	5	KVI
6	6	KSEA
5	7	KING
10	8	KEUT
8	8	KVI-FM
-	8	KZAM-AM-FM
-	9	KTAC
10	10	KIXI

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
3	1	KIRO	4448
5	2	KOMO	3988
2	3	KJR	3734
1	4	KING	3601
4	5	KVI	2765
8	6	KZOK-FM	1768
7	7	KSEA	1573
6	8	KVI-FM	1541
10	9	KTAC	1421
9	10	KISW	1254

18-34 MEN

A/M'77	O/N'77	
1	1	KZOK-FM
-	2	KIRO
4	3	KVI
5	4	KISW
3	5	KJR

18-34 WOMEN

A/M'77	O/N'77	
2	1	KJR
1	2	KING
4	3	KVI
3	3	KZAM-AM-FM
-	4	KZOK-FM
-	5	KTAC

18-49 ADULTS

A/M'77	O/N'77	
3	1	KOMO
5	2	KZOK-FM
1	3	KVI
3	4	KIRO
4	5	KJR

TEENS

A/M'77	O/N'77	
1	1	KJR
2	2	KING
3	3	KVI-FM

SPOKANE

SPOKANE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KEZE (BM)	2.0	2.9	2.3	2.2	2.4
KEZE-FM (BM)	12.4	7.7	9.7	9.6	8.9
KGA (C)	10.7	10.1	15.9	10.7	12.2
KHQ (PA)	8.1	10.6	5.9	8.8	5.4
KHQ-FM (R)	6.4	7.4	8.2	5.8	11.6
KJRB (R)	13.3	13.3	12.8	16.4	16.2
KREM (R)	11.0	9.8	7.9	8.5	7.0
KREM-FM (A)	3.8	3.2	4.6	4.9	3.0
KSPO (N)	5.2	5.0	5.4	8.5	4.9
KUDY (RL)	.9	**	1.0	.5	4.6
KXLY (PA)	5.2	4.0	3.1	2.2	4.3
KXLY-FM (BM)	4.3	6.9	6.6	7.9	6.5
KXXR (BM)	1.7	1.3	2.3	.8	2.2
KXXR-FM (BM)	5.8	5.3	3.8	3.8	2.4
KZUN (O)	2.0	4.0	2.6	2.7	1.4
KZUN-FM (O)	1.2	1.9	.8	.8	1.4

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KJRB
3	2	KGA
-	3	KHQ-FM
2	4	KEZE-AM-FM
5	5	KREM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KJRB	882
4	2	KGA	557
2	3	KREM	552
-	4	KHQ-FM	530
3	5	KHQ	485

18-34 MEN

A/M'77	O/N'77	
2	1	KHQ-FM
1	2	KJRB
-	2	KUDY
3	3	KGA
4	3	KREM
-	3	KXLY
3	4	KREM-FM
5	5	KZUN-AM-FM

18-34 WOMEN

A/M'77	O/N'77	
3	1	KHQ-FM
1	2	KJRB
2	3	KREM
-	4	KGA
5	5	KEZE-AM-FM
4	5	KREM-FM
-	5	KXLY-FM

18-49 ADULTS

A/M'77	O/N'77	
2	1	KGA
5	2	KHQ-FM
1	3	KJRB
3	4	KREM
4	5	KEZE-AM-FM

TEENS

A/M'77	O/N'77	
1	1	KJRB
-	2	KHQ-FM
2	3	KREM

SYRACUSE

SYRACUSE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WEZG (BM)	8.3	9.7	7.5	6.7	3.5
WFBL (R)	5.1	4.5	4.8	5.7	6.7
WHEN (PA)	12.0	14.4	14.8	16.1	14.6
WKFM (R)	4 .4	5.5	6.8	6.5	8.3
WNDR (PA)	7.3	5.3	4.3	9.3	5.5
WNTQ (CL)	**	5.1	4.3	9.0	6.2
WOLF (R)	11.9	10.1	7.6	7.1	6.4
WSCP (C)	3.5	.8	1.7	1.3	1.9
WSEN (C)	4.8	2.6	2.6	2.4	3.7
WSEN-FM (C)	2.0	2.4	4.1	3.0	3.7
WSGO (R)	1.6	2.8	1.5	.5	1.1
WSGO-FM (R)		.9	1.7	.6	.6
WSOQ (BM)	1.6	1.6	3.4	1.7	1.7
WSYR (PA)	18.7	14.6	17.5	17.2	18.5
WSYR-FM (PA)	.9	.5	1.2	.2	4.0

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	WSYR
2	2	WHEN
-	3	WKFM
-	4	WSEN-AM-FM
-	5	WFBL

TOP 5 CUME IN HUNOREDS

A/M'77	O/N'77		
1	1	WHEN	2116
2	2	WSYR	1899
-	3	WKFM	1062
5	4	WOLF	1026
4	5	WFBL	1022

18-34 MEN

A/M'77	O/N'77	
1	1	WHEN
4	2	WKFM
5	2	WSEN-AM-FM
4	3	WFBL
-	3	WSYR-FM
3	4	WOLF
-	5	WSYR

18-34 WOMEN

A/M'77	O/N'77	
3	1	WKFM
1	2	WHEN
2	3	WNDR
4	4	WFBL
4	4	WOLF
-	5	WSEN-AM-FM

18-49 ADULTS

A/M'77	O/N'77	
1	1	WHEN
-	2	WKFM
-	3	WSEN-AM-FM
4	4	WSYR
3	5	WNTQ

TEENS

A/M'77	O/N'77	
1	1	WOLF
1	2	WKFM
-	3	WFBL
2	4	WHEN

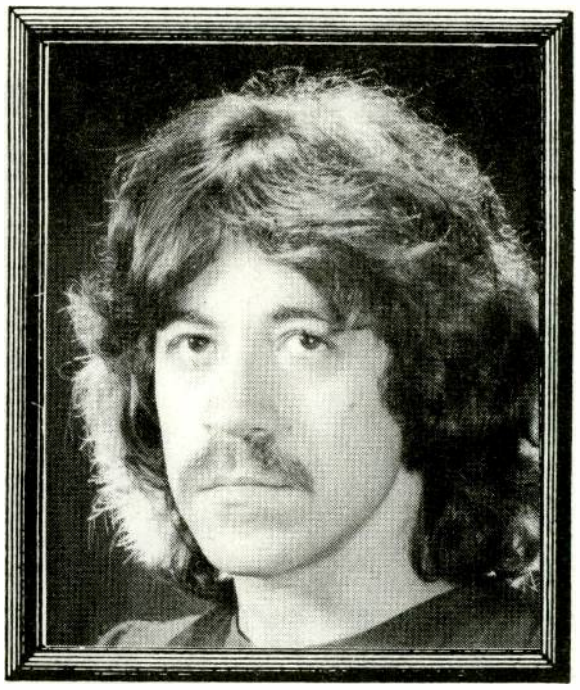
TAMPA

TAMPA-ST. PETERSBURG 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WDAE (PA)	6.7	4.6	5.8	6.4	4.6
WFLA (PA)	5.2	2.4	5.5	4.6	4.8
WFLA-FM (BM)	3.3	4.8	7.4	5.0	6.8
WHBO (BM)	.5	**	1.0	**	2.7
WJYW (BM)	**	**	**	4.1	9.7
WLCY (R)	4.3	6.5	6.0	5.9	6.2
WOKF (A)	**	**	.8	.5	2.0
WQXM (A)	6.1	4.3	5.8	4.2	4.6
WQYK (C)	2.1	3.2	3.4	2.5	5.1
WRBQ (R)	11.5	10.5	9.1	8.0	5.5
WRXB (B)	**	**	**	.9	1.4
WSUN (C)	8.7	11.5	9.6	7.2	8.6
WTAN (PA)	1.0	.6	.7	.8	1.0
WTMP (B)	4.9	2.0	2.9	3.4	4.9
WWBA (BM)	6.8	7.1	5.8	5.7	3.9
WWBA-FM (BM)	7.5	9.0	6.8	10.8	7.3
WYNF (R)	**	**	**	7.8	6.0

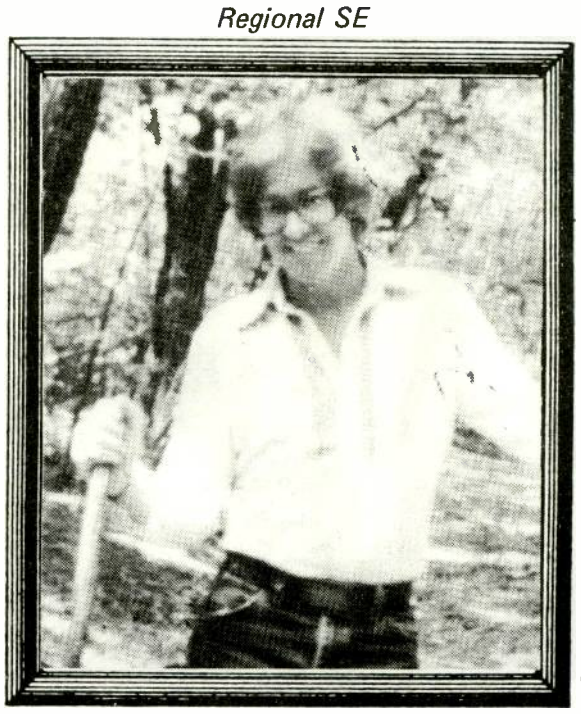
LEGEND

R-Rock, **A**-AOR, **C**-Country, **PA**-Pop/Adult, **B**-Black, **BM**-Beautiful Music, **O**-Oldies, **N**-News, **T**-Talk, **S**-Spanish, **CL**-Classical, **RL**-Religious.



David Cahn

Regional MW



Dave "Mack" McClellon

Regional SE

TOP 10 QUARTER HOUR

A/M'77	O/N'77	
-	1	WJYW
4	2	WSUN
1	3	WWBA-FM
8	4	WFLA-FM
6	5	WLCY
3	6	WYNF
2	7	WRBQ
-	8	WQYK
-	9	WTMP
9	10	WFLA

TOP 10 CUME IN HUNDREDS

A/M'77	O/N'77		
2	1	WSUN*	2645
6	2	WFLA	2488
1	3	WLCY	2412
-	4	WJYW	2211
3	5	WYNF	1898
5	6	WRBQ	1871
4	7	WWBA-FM	1791
9	8	WFLA-FM	1593
7	9	WDAE	1543
-	10	WQYK	1229

18-34 MEN

A/M'77	O/N'77	
-	1	WQXM
4	2	WLCY
1	3	WRBQ
-	3	WTMP
3	3	WYNF
-	4	WFLA-FM
-	4	WOKF

18-34 WOMEN

A/M'77	O/N'77	
1	1	WRBQ
5	2	WLCY
-	3	WTMP
2	4	WYNF
-	5	WQXM

18-49 ADULTS

A/M'77	O/N'77	
-	1	WQXM
1	1	WRBQ
4	2	WLCY
-	3	WJYW
2	4	WYNF
-	5	WTMP

TEENS

A/M'77	O/N'77	
1	1	WYNF
3	2	WLCY
2	3	WRBQ

TOLEDO

TOLEDO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WCWA (PA)	6.6	5.5	8.0	7.3	6.1
WIOT (A)	3.0	5.3	7.1	5.1	8.3
WKLR (B)	1.5	1.4	1.4	2.3	2.2
WLQR (BM)	10.7	9.2	6.9	8.6	12.8
WMHE (A)	5.2	5.2	5.2	7.2	3.8
WOHO (R)	6.1	5.1	7.2	7.3	7.5
WSPD (PA)	13.6	12.0	13.7	15.2	11.6
WTOD (C)	7.1	9.8	10.6	8.3	10.8
WXEZ (A)	7.1	8.7	5.3	6.7	6.6
CKLW (R)*	13.8	11.7	8.5	8.4	5.0
WJR (PA)*	8.1	7.1	6.9	7.0	7.4

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	WLQR
1	2	WSPD
4	3	WTOD
-	4	WIOT
5	5	WOHO

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WSPD	1918
3	2	WOHO	1524
2	3	CKLW	1460
-	4	WLQR	1455
-	5	WIOT	1153

18-34 MEN

A/M'77	O/N'77	
3	1	WIOT
4	2	WCWA
5	3	WTOD
-	4	WOHO
-	5	WXEZ

18-34 WOMEN

A/M'77	O/N'77	
-	1	WXEZ
4	2	WIOT
3	3	WLQR
1	4	WCWA
1	5	WMHE

18-49 ADULTS

A/M'77	O/N'77	
4	1	WLQR
-	2	WIOT
5	3	WTOD
2	4	WCWA
-	5	WXEZ

TEENS

A/M'77	O/N'77	
1	1	WOHO
2	2	CKLW
-	3	WXEZ
4	4	WIOT

TUCSON

TUCSON 4 BOOK TREND TOTAL PERSONS 12+

	A/M'76	O/N'76	A/M'77	O/N'77
KAIR (BM)	10.7	6.1	9.7	7.1
KAIR-FM (BM)	6.4	3.4	7.9	6.1
KCEE (PA)	8.1	6.6	6.1	5.6
KCEE-FM (BM)	2.1	6.1	5.1	6.3
KCUB (C)	14.8	11.2	10.3	9.5
KEVT (S)	1.3	11.7	4.2	1.6
KFLT (S)	**	**	**	1.3
KHYT (PA)	1.5	1.4	3.4	1.4
KIKX (R)	6.0	4.6	3.1	2.7
KMGX (PA)	**	**	**	5.3
KRQQ (R)	**	**	**	9.5
KTKT (R)	11.2	11.7	12.3	11.1
KTUC (N/T)	4.5	3.9	5.4	4.0
KWFM (A)	6.7	7.4	8.5	7.4
KXEW (S)	4.5	5.2	6.3	4.5

Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (*).

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KTKT
2	2	KCUB
-	2	KRQQ
4	3	KWFM
3	4	KAIR
-	5	KCEE-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KTKT	1136
-	2	KRQQ	884
3	3	KCUB	793
4	4	KCEE	687
2	5	KAIR	664

18-34 MEN

A/M'77	O/N'77	
1	1	KWFM
-	2	KRQQ
2	2	KTKT
4	3	KCUB
-	3	KMGX

18-34 WOMEN

A/M'77	O/N'77	
1	1	KTKT
-	2	KRQQ
2	3	KCUB
-	3	KMGX
1	4	KWFM
-	5	KIKX

18-49 ADULTS

A/M'77	O/N'77	
3	1	KTKT
2	2	KWFM
1	3	KCUB
-	4	KRQQ
-	5	KMGX

TEENS

A/M'77	O/N'77	
1	1	KTKT
-	2	KRQQ
2	3	KWFM

TULSA

TULSA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KAKC (R)	8.5	8.5	7.7	6.6	7.4
KBEZ (BM)	**	**	**	**	11.3
KCFO (RL)	**	.8	1.5	.4	1.5
KELI (R)	10.8	8.5	8.9	8.1	6.1
KFMJ (RL)	1.6	1.1	2.6	1.2	3.1
KKUL (B)	2.8	1.3	2.9	1.2	2.4
KMOD (A)	7.2	6.3	4.4	7.0	8.3
KRAV (PA)	6.4	5.2	6.3	9.7	11.0
KRMG (PA)	21.5	17.5	21.3	20.4	17.9
KVOO (C)	18.2	19.5	15.2	17.4	17.9
KWEN (BM)	7.0	15.0	17.1	16.8	6.0
KXXO (A)	1.8	1.4	1.3	2.3	1.3

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
1	1	KRMG
2	1	KVOO
-	2	KBEZ
4	3	KRAV
-	4	KMOD
-	5	KAKC

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
2	1	KRMG	1931
1	2	KVOO	1585
3	3	KAKC	1166
5	4	KELI	1092
-	5	KRAV	1065

18-34 MEN

A/M'77	O/N'77	
1	1	KMOD
2	2	KRAV
-	2	KRMG
5	3	KAKC
4	4	KVOO
-	5	KELI

18-34 WOMEN

A/M'77	O/N'77	
2	1	KRAV
3	2	KRMG
3	3	KAKC
5	3	KVOO
1	4	KELI
-	5	KBEZ

18-49 ADULTS

A/M'77	O/N'77	
2	1	KRMG
1	2	KVOO
3	3	KRAV
4	4	KMOD
-	5	KAKC

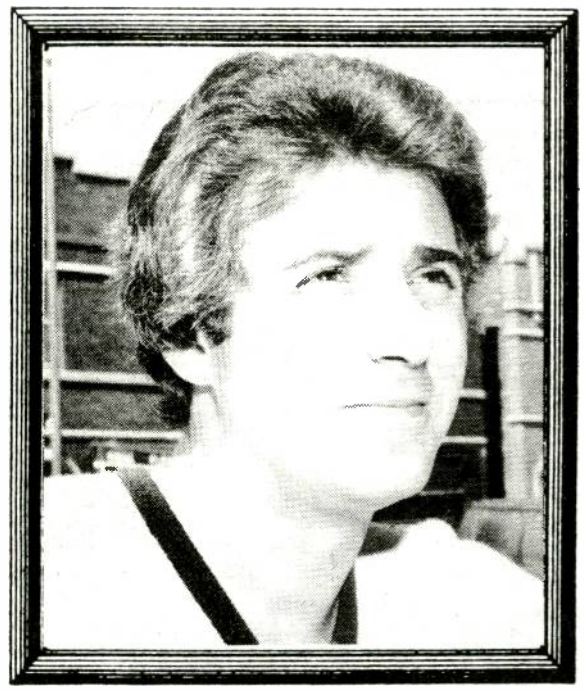
TEENS

A/M'77	O/N'77	
2	1	KELI
1	2	KAKC
-	3	KMOD
-	4	KRAV

WASHINGTON

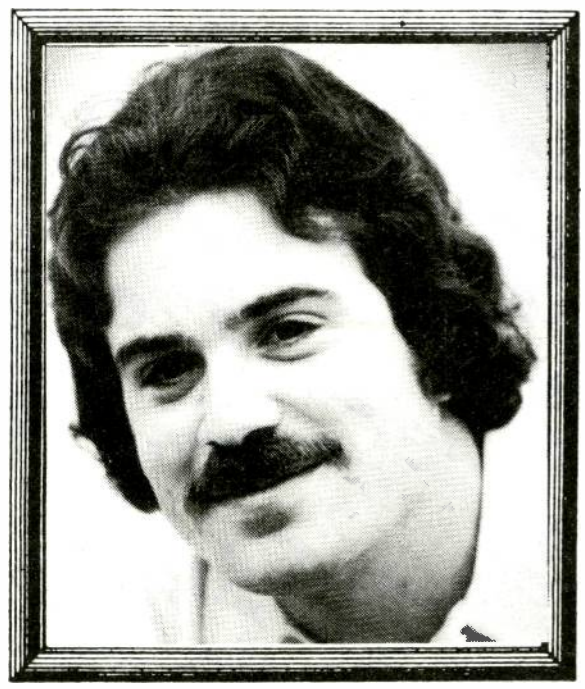
WASHINGTON D.C. 5 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	J/A'77	O/N'77
WASH (PA)	3.9	4.4	3.6	4.7	4.7
WAVA (N)	1.0	.7	1.1	.9	.4
WAVA-FM (N)	1.6	1.4	1.2	1.3	1.2
WEAM (R)	1.7	1.8	1.2	1.5	1.9
WEZR (BM)	1.6	2.3	2.7	2.2	1.9
WGAY (BM)	2.6	1.6	2.7	1.9	1.9
WGAY-FM (BM)	6.7	6.4	6.0	5.4	5.6
WGMS (CL)	1.1	1.0	1.8	1.1	1.2
WGMS-FM (CL)	1.6	2.6	2.0	2.1	2.9
WHFS (A)	1.1	.6	2.6	1.6	1.0
WHUR (B)	3.0	4.0	3.5	3.3	3.9
WJMD (BM)	5.9	4.9	4.2	5.3	4.9
WKYS (R)	4.2	5.1	4.9	3.7	4.4
WMAL (PA)	12.0	14.6	11.7	12.0	12.6
WMAL-FM (A)	1.8	1.7	1.7	2.1	2.3
WMZQ (C)	**	**	**	1.8	2.8
WOL (B)	2.4	3.4	2.1	2.0	2.8
WOOK (B)	**	1.4	3.8	3.5	6.0
WPGC (R)	1.7	1.4	2.0	2.3	1.6
WPGC-FM (R)	6.8	7.5	7.0	7.5	8.2
WPIK (C)	3.4	2.0	2.5	2.4	1.4
WRC (N)	3.2	4.5	2.8	3.1	2.9
WTOP (N)	4.9	4.1	3.9	3.5	3.2
WUST (PA)	2.9	1.7	2.3	1.4	1.5
WWDC (R)	2.3	2.3	2.0	1.9	2.1
WWDC-FM (A)	6.3	5.5	5.3	6.8	5.9



Roy Chiovari

Regional MW



Ron Gregory

TOP 10 QUARTER HOUR

J/A'77	O/N'77	
1	1	WMAL
2	2	WPGC-AM-FM
8	3	WOOK
3	4	WWDC-FM
4	5	WGAY-FM
5	6	WJMD
6	7	WASH
7	8	WKYS
10	9	WGMS-AM-FM
9	10	WHUR

TOP 10 CUME IN HUNDREDS

J/A'77	O/N'77		
1	1	WMAL	6916
2	2	WPGC-AM-FM	5748
5	3	WGAY-FM	3327
3	4	WWDC-FM	3277
4	5	WTOP	3246
-	6	WOOK	3142
8	7	WRC	2872
10	8	WKYS	2840
6	9	WASH	2738
-	10	WOL	2540

18-34 MEN

J/A'77	O/N'77	
2	1	WPGC-AM-FM
1	2	WWDC-FM
3	3	WOOK
5	4	WASH
-	5	WKYS

18-34 WOMEN

J/A'77	O/N'77	
1	1	WPGC-AM-FM
2	2	WWDC-FM
-	3	WOOK
3	4	WASH
-	5	WKYS

O/N'77

1	WPGC-AM-FM
1	WWDC-FM
2	WMAL-FM
3	WOOK
4	WHUR
5	WASH

18-49 ADULTS

J/A'77	O/N'77	
2	1	WPGC-AM-FM
1	2	WMAL
3	3	WWDC-FM
4	4	WASH
-	5	WOOK

TEENS

J/A'77	O/N'77	
1	1	WPGC-AM-FM
3	2	WOOK
2	3	WWDC-FM
-	4	WKYS
-	5	WEAM

WEST PALM BEACH

WEST PALM BEACH-BOCA RATON 5 BOOK TREND TOTAL

PERSONS 12+	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WDBF (PA)	1.4	1.8	2.4	**	1.0
WEAT (C)	5.6	4.7	4.8	3.8	5.2
WEAT-FM (BM)	16.3	18.1	16.8	13.6	12.1
WGMW (BM)	3.2	2.4	2.6	4.4	3.9
WIRK (R)	11.0	4.2	7.3	9.3	6.8
WIRK-FM (C)	4.4	6.0	7.1	5.2	6.2
WJNO (PA)	4.2	4.9	3.5	5.4	6.4
WJNO-FM (R)	6.9	4.9	7.1	4.3	7.2
WPBR (N/T)	.5	2.7	4.3	1.8	3.7
WPOM (B)	2.4	2.9	3.8	.7	3.9
WSBR (BM)	**	**	**	**	2.3
WSWN (PA)	1.9	.7	**	**	1.6
WWOG (PA)	1.4	1.6	.9	1.3	2.1
WWRN (BM)	**	**	**	.5	1.6
WAIA (BM)*	**	**	.5	.8	1.1
WHYI (R)*	3.1	5.3	2.9	5.1	5.2

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	WEAT-FM
3	2	WJNO-FM
1	3	WIRK
-	4	WJNO
5	5	WIRK-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	WEAT-FM	935
2	2	WIRK	891
3	3	WJNO	659
5	4	WHYI	609
-	5	WEAT	563

18-34 MEN

A/M'77	O/N'77	
4	1	WJNO-FM
-	2	WJNO
1	3	WIRK
2	3	WSHE
-	4	WIRK-FM
-	4	WPOM
-	5	WAIA
-	5	WRBD

18-34 WOMEN

A/M'77	O/N'77	
3	1	WIRK-FM
2	2	WIRK
-	3	WJNO-FM
1	3	WAXY
-	3	WHYI
-	4	WPOM
-	5	WEAT-FM
-	5	WJNO

18-49 ADULTS

A/M'77	O/N'77	
5	1	WJNO-FM
3	2	WIRK-FM
2	3	WEAT-FM
1	3	WIRK
-	3	WJNO
-	4	WPOM
-	5	WHYI

TEENS

A/M'77	O/N'77	
2	1	WHYI
1	2	WIRK
3	3	WJNO-FM

WICHITA

WICHITA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KAKE (PA)	11.4	11.6	7.8	13.6	10.4
KARD (BM)	4.9	6.3	8.1	4.4	4.4
KBRA (BM)	8.9	8.1	11.1	11.6	8.9
KEYN (R)	10.9	11.6	15.9	15.3	18.0
KFDI (C)	12.5	14.2	10.0	15.8	14.2
KFDI-FM (C)	3.1	4.8	3.1	4.6	3.6
KFH (PA)	9.6	9.8	7.8	10.1	10.4
KICT (C)	1.3	2.0	1.7	2.0	4.0
KLEO (R)	16.7	16.2	16.8	10.5	16.0

TOP 5 QUARTER HOUR

A/M'77	O/N'77	
2	1	KEYN
5	2	KLEO
1	3	KFDI
3	4	KAKE
-	4	KFH
4	5	KBRA

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77		
1	1	KLEO	1289
2	2	KEYN	1110
3	3	KAKE	887
4	4	KFH	798
5	5	KFDI	775

18-34 MEN

A/M'77	O/N'77	
1	1	KEYN
3	2	KLEO
2	3	KAKE
5	4	KFDI
4	4	KFDI-FM

18-34 WOMEN

A/M'77	O/N'77	
2	1	KEYN
3	2	KLEO
1	3	KAKE
-	4	KARD
4	4	KBRA

18-49 ADULTS

A/M'77	O/N'77	
1	1	KEYN
4	2	KLEO
2	3	KAKE
3	4	KFDI
4	5	KBRA

TEENS

A/M'77	O/N'77	
1	1	KLEO
2	2	KEYN

Kim Anderson
Stan Byrd
George Gerrity
Carol Hart
Dan Kelley
Pat McCoy
Don McGregor
Mo Ostin
Ed Rosenblatt
Russ Thyret
Dave Urso
David Young

Our thanks to the finest
promotion staff in the music business.