

AMERICAN RADIO  
WINTER 1985 SUPPLEMENT

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MAY 1985



## INTRODUCTION

This is the fourth Winter Supplement to American Radio. Data was gathered from the Winter 1985 Arbitron sweeps (January 3 - March 27, 1985).

The next edition of American Radio will be issued in early August. It will be the "Spring 85" edition and it will cover approximately 170 markets.

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## INDEX

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

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

BALTIMORE

Arbitron Rank/Pop (12+): 16/1,911,300  
 CMSA Rank/Pop: # 16  
 MSA Rank/Pop: 12/2,236,400  
 ADI # 21  
 Average Person Rating: 19.5  
 Market TSL: 25.4 hours

Stations: 40/25  
 Diaries: 2148/890:1/54.5%  
 Sample Target: 1700  
 Standard Error: .456  
 % Below Line: 11.0  
 % Not Listed: 8.5

Est. 1984 Revenue: \$41,500,000  
 Gross Inc.: 24.5 Bil  
 HH Inc.: \$31,230  
 Retail \$: 11.8 Bil  
 Pop per Station: 76,452

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 84	SPG 84		
1. WLIF-F	379/10.1	9.7	---	8.8	8.5	1. WLIF-F	417/3792	1. WBAL	3997/20.9	20.1	19.2
2. WBAL	299/ 8.0	8.2	---	8.0	9.7	2. WBAL	324/4243	2. WBSB-F	3699/19.4	17.8	22.8
3. WBSB-F	251/ 6.7	4.4	---	7.5	6.3	3. WBSB-F	280/4077	3. WLIF-F	3548/18.6	18.7	17.8
4. WPOC-F	225/ 6.0	5.8	---	6.2	6.7	4. WPOC-F	258/2999	4. WIYY-F	2874/15.0	19.7	17.7
5. WIYY-F	221/ 5.9	8.0	---	6.9	6.2	5. WIYY-F	241/3180	5. WXYV-F	2833/14.8	14.2	12.5
6. WXYV-F	202/ 5.4	6.2	---	5.3	5.6	6. WXYV-F	206/2988	6. WPOC-F	2585/13.5	13.3	14.1
7. WBGR	168/ 4.5	2.5	---	2.1	1.6	7. WBGR	168/ 925	7. WMKR-F	2526/13.2	14.2	13.8
8. WYST-F	138/ 3.7	3.9	---	3.6	4.0	8. WYST-F	143/1932	8. WFBR	1982/10.4	10.8	19.2
9. WEBB	135/ 3.6	2.7	---	1.7	3.3	9. WEBB	135/1405	9. WCBM	1v94/ 9.9	13.0	10.2
10. WWIN	128/ 3.4	3.0	---	2.6	4.1	10. WWIN	128/1863	10. WWIN	1863/ 9.7	8.5	8.3
11. WMKR-F	118/ 3.2	4.2	---	3.4	3.1	11. WMKR-F	121/2649	11. WYST-F	1833/ 9.6	11.2	10.8
12. WCBM	115/ 3.1	3.8	---	3.2	3.9	12. WCBM	120/2028	12. WWIN-F	1749/ 9.2	9.8	7.9
13. WWIN-F	114/ 3.1	4.9	---	2.9	2.7	13. WWIN-F	114/1790	13. WCAO	1686/ 8.8	11.0	10.8
14. WFBR	112/ 3.0	3.2	---	6.4	3.3	14. WFBR	112/2008	14. WEBB	1405/ 7.4	6.6	5.5
15. WCAO	94/ 2.5	3.6	---	4.1	3.3	15. WCAO	102/1933	15. WQSR-F	1051/ 5.5	6.1	7.2
16.						16.		16.			
17.						17.		17.			
18.						18.		18.			
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 63.65% (2175 of 3417) (WIN 84: 60.25%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING				
				%	%					
TOP 40/CHR/CONTEMP		438 (4)	438 (4)	12.8	14.9	WANN	1190	Annapolis	.5/	.9
AOR		375 (4)	375 (4)	11.0	9.5	WBEEY-F	103.1	Grasonville	.3/	.6
AC/OLDIES/SOFT ROCK	22 (1)	276 (6)	296 (7)	8.7	8.9	WFSI-F	107.9	Annapolis	.3/	.8
MOR/VARIETY	423 (3)		423 (3)	12.4	12.8	WGRX-F	100.7	Westminster	1.0/2.1	
COUNTRY	94 (1)	256 (3)	350 (4)	10.2	11.3	WHFS-F	99.1	Annapolis	1.2/3.0	
BLACK/URBAN	448 (4)	365 (4)	813 (8)	23.8	19.4	WITH	1230	Baltimore	2.3/5.5	
BTFL MUSIC		400 (2)	400 (2)	11.7	10.5	WQSR-F	105.7	Catonsville	1.6/5.5	
NEWS/TALK	157 (2)		157 (2)	4.6	5.7	WRBS-F	95.1	Baltimore	1.1/2.8	
NOSTALGIA	87 (1)		87 (1)	2.5	3.2	WTOW	1570	Towson	.3/	.8
RELIGION	12 (1)	54 (2)	66 (3)	1.9	3.8	WYST	1010	Baltimore	.6/1.8	
SPANISH						WASH-F	97.1	Washington	.5/1.8	
CLASSICAL	1 (1)	12 (1)	13 (2)	0.4	0	WAVA-F	105.1	Washington	.3/2.6	
UNKNOWN/OTHERS						WGAY-F	99.5	Washington	.6/2.2	
						WGMS-F+	103.5	Washington	.3/1.0	
			3417 (40)			WHUR-F	96.3	Washington	1.0/4.0	
						WKYS-F	93.9	Washington	.3/1.3	
						WLTT-F	94.7	Washington	.6/2.0	
						WMAL	630	Washington	.3/1.1	
						WMZQ-F	98.7	Washington	.5/1.7	
						WCLY-F+	95.5	Washington	.7/2.4	
						WRQX-F	107.3	Washington	1.5/5.3	

RADIO STATIONS

AM STATIONS

WBGR, 860, 1 KW (DAYS, DA)	, BLACK/GOSPEL	UPI, \$ 18.00 (----)	Mortenson
WBAL, 1090, 50 KW (DA-N)	, MOR	ABC-E, \$ 83.75 (Blair)	Hearst
WBMD, 750, 1 KW (DAYS)	, RELIGION	, \$ 10.00 (----)	
WCAO, 600, 5 KW (DA-1)	, COUNTRY	RKO II, \$ 60.00 (Mc-Guild)	DKM
WCBM, 680, 10 KW/5 KW (DA-2)	, NEWS/TALK	ABC-T, ABC-I, \$103.75 (Katz)	Metromedia
WEBB, 1360, 5 KW (DAYS)	, BLACK	SBN, \$ 32.00 (Citi)	Brunson
WFBR, 1300, 5 KW (DA-1)	, AC/MOR	NBC, \$ 86.25 (MMR)	
WHRF, 1520, 250 W (DAYS)	, MOR	ABC-E, \$ 25.00 (----)	
WITH, 1230, 1 KW/250 W	, NOST (Al Ham)	MBS, WSJ, \$ 61.25 (HNWH)	
WJRO, 1590, 1 KW (DA-2)	, BTFL MUS	, \$ 8.50 (----)	
WTOW, 1570, 5 KW (DAYS)	, RELIGION	, \$ 20.00 (----)	Jacor
WWIN, 1400, 1 KW/250 W	, BLACK	NBN, \$ 38.00 (HNWH)	
WYST, 1010, 1 KW (DAYS)	, MOR (?)	RKO, \$ NA (Masla)	United

FM STATIONS

WBSB-F, 104.3, 50 KW @ 422, CHR/ROCK	ABC-C, \$ 90.00* (TOrbet)	Scripps-Howard
WYYY-F, 97.9, 11 KW @ 946, AOR (Burk-Abr)	ABC-R, \$ NM (Blair)	Hearst
WLIF-F, L01.9, 14 KW @ 961, BTFL MUS	, \$ 75.00 (Christal)	Island
WQSR-F, 106.5, 29 KW @ 620, CHR	, \$ 62.50 (Katz)	S&F
WPOC-F, 93.1, 50 KW @ 870, COUNTRY	ABC-D, \$146.25 (Eastman)	Nationwide
WQSR-F, 105.7, 50 KW @ 245, CHR	CBS-R, \$ NA (CBS Spot)	
WRBS-F, 95.1, 50 KW @ 260, RELIGION	, \$ 13.00 (----)	
WWIN-F, 95.9, 3 KW @ 300, BLACK	, \$ NA (HNWH)	
WXYV-F, 102.7, 50 KW @ 400, URBAN (Burk-Abr)	, \$ 90.00* (Mc-Guild)	DKM
WYST-F, 92.3, 10 KW @ 560, AC	RKO, \$ 60.00* (Masla)	United
WGRX-F, L00.7, 50 KW @ 350, AOR (Sebastian)	, \$ 47.50 (Selcom)	Shamrock Comm.

Other ranked stations - See Washington

OTHER RATED STATIONS/METRO SHARE & CUME RATING (con't)

WTOP	1500	Washington	1.1/4.2
WWDC-F	101.1	Washington	1.9/6.9
WXTR-F	104.1	La Plata	.3/ .7

MISCELLANEOUS COMMENTS

Rather strange for WBGR to be 3rd in teens and 4th in 35-64...WMAR changes calls to WMKR...

BOSTON

Arbitron Rank/Pop (12+): 7/3,127,000  
 CMSA Rank/Pop: # 7  
 MSA Rank/Pop: 6/3,648,200  
 ADI # 6  
 Average Person Rating: 19.2  
 Market TSL: 25.2 hours

Stations: 34/30  
 Diaries: 2187/1430:1/42.1%  
 Sample Target: 2170  
 Standard Error: .437  
 % Below Line: 4.1  
 % Not Listed: 11.7

Est. 1984 Revenue: \$90,300,000  
 Gross Inc.: 43.3 Bil  
 HH Inc.: \$33,960  
 Retail \$: 24.9 Bil  
 Pop per Station: 104,233

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. WBCN-F	539/9.0	8.4	8.6	9.0	8.2
2. WBZ	533/8.9	8.1	7.4	7.4	8.3
3. WXKS-F	384/6.4	6.5	7.5	8.1	7.5
4. WJIB-F	358/6.0	4.1	4.1	4.6	4.8
5. WHDH	350/5.8	8.7	8.4	7.2	5.7
6. WRKO	347/5.8	4.9	4.7	4.7	4.1
7. WHTT-F	328/5.5	5.8	6.6	6.3	7.6
8. WROR-F	265/4.4	4.0	4.5	3.8	5.3
9. WEEI	246/4.1	5.0	4.6	4.8	5.3
10. WSSH-F	212/3.5	3.1	2.1	2.3	2.8
11. WMJX-F	191/3.2	3.3	3.1	3.5	3.8
12. WVBF-F	181/3.0	3.3	4.5	4.4	2.6
13. WZOU-F	166/2.8	2.1	1.7	2.2	2.3
14. WAAF-F	137/2.3	2.6	1.9	2.0	1.8
15. WXKS	119/2.0	1.5	2.2	3.1	1.5
16. WBOS-F	108/1.8	2.3	1.8	1.4	1.4
17. WCRB-F	93/1.5	1.2	.9	1.2	1.7
18. WKKT-F	83/1.4	3.9	2.7	3.2	3.1
19. WILD	80/1.3	1.6	2.4	1.9	2.1
20. WCGY-F	70/1.2	1.3	1.5	1.2	1.3
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. WBZ	709/8789
2. WBCN-F	653/6930
3. WXKS-F	452/6294
4. WHTT-F	424/7261
5. WJIB-F	419/4784
6. WRKO	397/4608
7. WHDH	379/5059
8. WSSH-F	346/4376
9. WROR-F	329/6637
10. WAAF-F	327/4223
11. WLKW-F	320/2806
12. WEEI	290/5298
13. WZOU-F	242/4877
14. WMJX-F	238/4435
15. WHJY-F	237/2635
16. WVBF-F	197/3312
17. WBOS-F	155/2188
18. WCRB-F	150/2371
19. WCGY-F	135/1818
20. WXKS	130/1288
21.	
22.	
23.	
24.	
25.	

12+ METRO	CUME/RATING	FAL 84	SPG 84
1. WBZ	6154/19.7	20.1	19.1
2. WBCN-F	5355/17.1	17.8	17.5
3. WXKS-F	5184/16.6	17.9	19.0
4. WHTT-F	5018/16.0	19.3	19.9
5. WROR-F	4812/15.4	13.8	13.8
6. WEEI	4692/15.0	16.3	15.8
7. WHDH	4391/14.0	19.8	18.8
8. WJIB-F	3870/12.4	10.9	11.7
9. WRKO	3761/12.0	11.3	11.3
10. WMJX-F	3586/11.5	11.7	12.4
11. WZOU-F	3478/11.1	9.2	9.5
12. WVBF-F	2750/ 8.8	9.8	11.1
13. WSSH-F	2750/ 8.8	8.6	6.8
14. WAAF-F	2235/ 7.1	7.0	6.9
15. WKKT-F	1955/ 6.3	8.6	7.4
16. WCRB-F	1575/ 5.0	4.8	4.0
17. WBOS-F	1494/ 4.8	4.7	3.4
18. WXKS	1248/ 4.0	3.0	4.4
19. WCGY-F	1198/ 3.8	4.4	4.0
20. WROL	947/ 3.0	3.6	2.9
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 62.34% (3307 of 5305) (WIN 84: 62.11%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		878 (3)	878 (3)	16.6	16.8	WCAP	980	Lowell	.9/1.7
AOR		749 (4)	749 (4)	14.1	12.2	WCAS	740	Cambridge	.8/1.2
AC/OLDIES/SOFT ROCK		1002 (6)	1002 (6)	18.9	20.3	WCAV-F	97.7	Brockton	.4/1.0
MOR/VARIETY	975 (4)		975 (4)	18.4	17.4	WDLW	1330	Boston	.3/1.2
COUNTRY	20 (1)	153 (3)	173 (4)	3.3	3.0	WESX	1230	Salem	.7/1.5
BLACK/URBAN	80 (1)		80 (1)	1.5	3.4	WEZE	1260	Boston	.5/1.6
BTFL MUSIC		378 (2)	378 (2)	7.1	9.7	WFNX-F	101.7	Lynn	.6/1.6
NEWS/TALK	593 (2)		593 (2)	11.2	10.6	WMEX	1150	Boston	.3/1.5
NOSTALGIA	187 (2)	54 (1)	241 (3)	4.5	3.2	WMRE	1510	Boston	1.1/3.0
RELIGION	123 (3)		123 (3)	2.3	1.6	WPLM-F	99.1	Plymouth	.9/2.6
SPANISH				0	0	WROL	950	Boston	.8/3.0
CLASSICAL		93 (1)	93 (1)	1.8	1.8	WOKQ-F	97.5	Dover, NH	.3/1.3
UNKNOWN/OTHERS	20 (1)		20 (1)	0.4	0	WHJY-F	94.1	Providence	.6/1.7
			5305 (34)			WLKW-F	101.5	Providence	.3/ .9

### RADIO STATIONS

#### AM STATIONS

WBZ , 1030, 50 KW (DA-1), MOR	ABC-E, \$268.13 (Blair/RAR)	Westinghouse
WDLW, 1330, 5 KW (DA-2), COUNTRY	MBS, \$ 67.50 (----)	
WEEL, 590, 5 KW (DA-1), NEWS	CBS, \$156.88 (CBS Spot)	
WEZE, 1260, 5 KW (DA-N), RELIGION	, \$ 20.00 (----)	Epperson
WHDH, 850, 50 KW (DA-2), MOR	, \$245.00 (Blair)	Blair
WMEX, 1150, 5 KW (DA-2), ? ?	CNN, \$ NA (Eastman)	Greater Media
WILD, 1090, 5 KW (DAYS), BLACK	SBN, \$ 40.00 (Masla)	
WMRE, 1510, 50 KW (DA-2), NOST (Primetime)	WSJ,NBC,ABC-D, \$50.00 (Masla)	
WRKO, 680, 50 KW (DA-2), TALK	RKO II,MBS, , \$90.00* (Republic)	RKO
WROL, 950, 5 KW (DAYS), RELIGION	, \$ NA (----)	
WXKS, 1430, 5 KW (DAYS), NOST (AL Ham)	, \$ 60.00 (MMR)	Pyramid

#### FM STATIONS

WBCN-F, 104.1, 19 KW @ 742, AOR	, \$200.00* (Torbet)	Infinity
WBOS-F, 92.9, 50 KW @ 868, COUNTRY	ABC-D, \$ 45.00* (Katz)	Sconnix
WCGY-F, 93.7, 50 KW @ 403, OLDIES	, \$ 29.00 (Masla)	Curt Gowdy
WZOU-F, 94.5, 8 KW @ 1050, CHR	, \$120.00* (Blair)	Blair
WCRB-F, 102.5, 11 KW @ 920, CLASSICAL	, \$ 67.00 (----)	
WHRB-F, 95.3, 3 KW @ 110, CLASSICAL/VARIETY	, \$ 17.50 (Roslin)	
WHTT-F, 103.3, 12 KW @ 890, CHR	CBS-R, \$326.88 (CBS Spot)	CBS
WKTT-F, 100.7, 50 KW @ 500, AC	, \$ 95.00* (Christal)	First Media
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS	, \$137.50 (Christal)	NBC
WMJX-F, 106.7, 12 KW @ 900, AC	, \$202.50 (Eastman)	Greater Media
WPLM-F, 99.1, 50 KW @ 430, NOSTALGIA	, \$ 25.00 (Kadetsky)	(PLYMOUTH)
WROR-F, 98.5, 6 KW @ 1191, AC/CONTEMP	RKO, \$170.00 (Republic)	RKO
WSSH-F, 99.5, 32 KW @ 600, AC	, \$100.00* (HNWH)	
WVBF-F, 105.7, 11 KW @ 954, AC (Fairwest)	, \$105.00* (Mc-Guild)	Fairbanks
WXKS-F, 107.9, 21 KW @ 710, CHR	, \$255.00 (MMR)	Pyramid
WAAF-F, 107.3, 18 KW @ 760, AOR (Burk-Abr)	Source, \$120.00 (Katz)	Katz (WORCESTER)
WGIR-F, 101.1, 10 KW @ 920, AOR	, \$ 35.00 (Blair)	Knight (MANCHESTER, NH)
WOKQ-F, 97.5, 50 KW @ 350, COUNTRY	, \$ 40.00* (Selcom)	Fuller-Jeffrey (DOVER, NH)

#### MISCELLANEOUS COMMENTS

WHUE-F changes calls to WKTT-F and format from BTFL to AC...WHUE-A changes calls to WMEX and format to ???...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,567,400  
 CMSA Rank/Pop: # 3  
 MSA Rank/Pop: 3/6,015,500  
 ADI # 3  
 Average Person Rating: 18.3  
 Market TSL: 24.1 hours

Stations: 30/30  
 Diaries: 3323/1976:1/50.4%  
 Sample Target: 3120  
 Standard Error: .350  
 % Below Line: 0  
 % Not Listed: 7.9

Est. 1984 Revenue: \$164,100,000  
 Gross Inc.: 68.1 Bil  
 HH Inc.: \$31,681  
 Retail \$: 44.9 Bil  
 Pop per Station: 187,640

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME RATING	FAL 84	SPG 84
1. WGN	1121/9.3	9.7	11.4	8.8	8.6	1. WGN	1340/15256	1. WGN	12356/18.8		21.2	20.8
2. WLOO-F	693/5.8	5.4	6.8	5.6	5.8	2. WLS	759/14988	2. WBBM	10584/16.1		18.3	15.9
3. WGCI-F	664/5.5	6.1	4.7	6.1	5.8	3. WLOO-F	707/ 7349	3. WBBM-F	10582/16.1		16.2	18.3
4. WBBM	538/4.5	4.9	4.4	4.5	4.9	4. WMAQ	684/11057	4. WLS	9091/13.8		14.7	14.2
5. WBMX-F	536/4.5	4.5	5.2	4.8	4.8	5. WGCI-F	664/ 8932	5. WGCI-F	8878/13.5		13.3	13.4
6. WBBM-F	532/4.4	4.2	5.0	4.6	5.0	6. WBBM	615/12792	6. WLS-F	8373/12.7		12.9	13.4
7. WLS	522/4.3	3.6	2.7	3.2	3.7	7. WBBM-F	549/10953	7. WBMX-F	8245/12.6		13.4	12.9
8. WLAK-F	467/3.9	3.2	3.2	3.2	3.9	8. WBMX-F	544/ 8380	8. WKQX-F	7818/11.9		11.4	14.3
9. WCLR-F	454/3.8	3.8	4.1	4.1	3.4	9. WLAK-F	480/ 7492	9. WFYR-F	7570/11.5		9.3	9.8
10. WMAQ	419/3.5	2.8	3.2	4.1	2.9	10. WCLR-F	460/ 7579	10. WCLR-F	7385/11.2		10.5	12.6
11. WUSN-F	383/3.2	3.3	2.9	2.7	2.7	11. WLUP-F	456/ 7201	11. WLOO-F	7243/11.0		10.9	10.8
12. WJMK-F	372/3.1	2.9	1.9	1.7	1.8	12. WUSN-F	401/ 5559	12. WLAK-F	7185/10.9		10.1	10.1
13. WJJD	351/2.9	3.4	2.5	2.9	2.4	13. WJMK-F	375/ 5617	13. WLUP-F	6842/10.4		9.4	10.8
14. WFYR-F	339/2.8	2.5	2.4	2.7	3.0	14. WJJD	364/ 4355	14. WMAQ	5959/ 9.1		9.4	12.1
15. WIND	336/2.8	2.9	3.4	2.7	3.3	15. WFYR-F	349/ 7717	15. WIND	5560/ 8.5		7.9	7.2
16. WXRT-F	326/2.7	2.6	2.4	2.4	3.2	16. WIND	341/ 5753	16. WJMK-F	5403/ 8.2		7.8	5.1
17. WLS-F	302/2.5	2.3	2.8	3.5	2.9	17. WXRT-F	339/ 4603	17. WUSN-F	5346/ 8.2		7.7	7.4
18. WKQX-F	302/2.5	3.3	3.3	4.6	4.3	18. WLS-F	309/ 8938	18. WMET-F	5014/ 7.6		8.7	11.3
19. WCKG-F	274/2.3	1.9	1.7	.6	.6	19. WKQX-F	307/ 7880	19. WCKG-F	4932/ 7.5		7.3	3.5
20. WFMT-F	239/2.0	1.7	1.6	1.6	1.5	20. WCKG-F	304/ 5244	20. WXRT-F	4378/ 6.7		5.7	6.8
21. WOJO-F	222/1.8	1.7	1.9	2.0	2.5	21. WFMT-F	243/ 3557	21. WJJD	4084/ 6.2		7.3	7.4
22. WAIT	207/1.7	1.7	2.3	2.0	1.7	22. WAIT	233/ 3352	22. WFMT-F	3353/ 5.1		5.3	4.8
23. WMET-F	196/1.6	2.3	2.9	3.3	3.4	23. WMET-F	228/ 5378	23. WAIT	2895/ 4.4		4.9	5.3
24. WVON	165/1.4	1.1	1.0	1.0	1.2	24. WOJO-F	222/ 1825	24. WJPC	2589/ 3.9		4.7	5.3
25. WJPC	99/ .8	1.2	1.5	1.4	1.3	25. WVON	165/ 1742	25. WNIB-F	2173/ 3.3		3.4	3.4

12+ FM SHARE (METRO): 63.09% (6971 of 11050) (WIN 84: 64.09%)

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

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WBMX-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WCLR-F	1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WGN
2. WGCI-F	2. WBMX-F	2. WCLR-F	2. WCLR-F	2. WGN	2. WLS	2. WXRT-F	2. WLS	2. WXRT-F	2. WJMK-F
3. WBBM-F	3. WCLR-F	3. WBMX-F	3. WLS	3. WGCI-F	3. WXRT-F	WLS	3. WGCI-F	3. WLS	3. WLS
4. WFYR-F	4. WLS	4. WLAK-F	4. WFYR-F	4. WLAK-F	4. WGCI-F	4. WGCI-F	4. WXRT-F	4. WJMK-F	4. WGCI-F
5. WLUP-F	5. WFYR-F	5. WGN	5. WBMX-F	5. WLOO-F	5. WBBM-F	5. WJMK-F	5. WJMK-F	5. WGCI-F	5. WLUP-F
6. WCKG-F	6. WBBM-F	6. WLS	6. WLAK-F	6. WUSN-F	6. WLS-F	6. WLS-F	6. WGN	6. WLS-F	6. WXRT-F
7. WMET-F	7. WLAK-F	7. WFYR-F	7. WKQX-F	7. WLS	7. WCKG-F	7. WBMX-F	7. WBMX-F	7. WBMX-F	7. WLOO-F
8. WKQX-F	8. WKQX-F	8. WJMK-F	8. WJMK-F	8. WBMX-F	8. WBBM-F	8. WKQX-F	8. WLS-F	8. WFYR-F	8. WMAQ
9. WLS-F	9. WCKG-F	9. WLOO-F	9. WXRT-F	9. WOJO-F	9. WKQX-F	9. WCKG-F	9. WMAQ	9. WOJO-F	9. WBBM
10. WLS-F	10. WLUP-F	10. WKQX-F	10. WCKG-F	10. WJMK-F	10. WJMK-F	10. WBBM-F	WFYR-F	10. WMAQ	10. WFYR-F

FORMATS	AM	FM	TOTAL	%	WIN 84 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	522 (1)	1475 (5)	1997 (6)	18.1	17.2	WAUR-F 107.9 Aurora .5/1.4
AOR		746 (2)	746 (2)	6.8	10.4	WBNX 1490 Oak Park .3/1.7
AC/OLDIES/SOFT ROCK		1885 (6)	1885 (6)	17.0	11.1	WCFL 1000 Chicago .8/3.0
MOR/VARIETY	1170 (2)		1170 (2)	10.6	11.0	WGCI 1390 Chicago .7/3.2
COUNTRY	419 (1)	383 (1)	802 (2)	7.3	6.3	WJOB 1230 Hammond .4/1.6
BLACK/URBAN	383 (4)	1200 (2)	1583 (6)	14.3	16.0	WJZQ-F 95.1 Kenosha, WI .5/1.4
BTFL MUSIC		693 (1)	693 (1)	6.3	6.3	WNIB-F 97.1 Chicago .8/3.3
NEWS/TALK	874 (2)		874 (2)	7.9	8.8	WNCA 1270 Gary .5/1.0
NOSTALGIA	558 (2)		558 (2)	5.0	4.5	WYCA-F 92.3 Hammond .3/ .8
RELIGION	153 (2)	37 (1)	190 (3)	1.7	0.4	
SPANISH		222 (1)	222 (1)	2.0	2.7	
CLASSICAL		330 (2)	330 (2)	3.0	2.6	
UNKNOWN/OTHERS					1.1	
			11050 (35)			

### RADIO STATIONS

#### AM STATIONS

WAIT, 820, 5 KW/1 KW (DA-N)	, NOSTALGIA	, \$ 63.75 (Katz)	Century
WBBM, 780, 50 KW	, NEWS	CBS, \$210.00* (CBS)	CBS
WCFL, 1000, 50 KW (DA-2)	, RELIGION	MBS, \$ 60.00* (----)	
WGCI, 1390, 5 KW (DA-2)	, BLACK	SBN, \$ 60.00* (Mc-Guild)	Gannett
WGN, 720, 50 KW	, TALK/VARIETY	ABC-I, \$265.00* (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, TALK/NEWS	ABC-E, WSJ, \$125.00* (Blair/RAR)	Westinghouse
WJJD, 1160, 50 KW/10 KW (DA-2)	, NOST (Al Ham)	, \$100.00* (MMR)	Infinity
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	NBN, \$101.00 (----)	Johnson
WLS, 890, 50 KW	, CHR	ABC-C, \$210.00* (HNWH)	ABC
WMAQ, 670, 50 KW	, COUNTRY	NBC, \$175.00* (Eastman)	NBC
WBNX, 1490, 1 KW/250 W	, BLACK	ABC-F, \$36.00 (Masla)	
WSBC, 1240, 1 KW/250 W	, ETHNIC	, \$ 24.00 (----)	

#### FM STATIONS

WCKG-F, 105.9, 4 KW @ 1575, AOR	, \$ NA (Katz)	Cox
WBBM-F, 96.3, 6 KW @ 1174, CHR	CBS-R, \$160.00* (CBS)	CBS
WBNX-F, 102.7, 6 KW @ 1170, BLACK	ABC-F, \$152.00 (Masla)	
WCLR-F, 101.9, 5 KW @ 1520, AC	, \$140.00* (Torbet)	Bonneville
WFNT-F, 98.7, 16 KW @ 1167, CLASSICAL	, \$126.25 (CMBS)	
WFYR-F, 103.5, 4 KW @ 1548, AC	RKO, \$135.00 (Republic)	RKO
WGCI-F, 107.5, 33 KW @ 600, URBAN	SBN \$285.00 (Mc-Guild)	Gannett
WJMK-F, 104.3, 19 KW @ 820, OLDIES (Pollack)	RKO II, \$100.00* (MMR)	Infinity
WKQX-F, 101.1, 6 KW @ 1170, CONTEMP/AC	Source, \$243.13 (Eastman)	NBC
WLAK-F, 93.9, 5 KW @ 1581, SOFT AC	, \$170.00 (Christal)	Viacom
WLOO-F, 100.3, 6 KW @ 1167, BTFL MUS (Bonne)	, \$246.25 (Katz)	Century
WLS-F, 94.7, 6 KW @ 1170, CHR/AOR	ABC-R, \$175.00* (HNWH)	ABC
WLUP-F, 97.9, 6 KW @ 1170, AOR	, \$145.00* (MMR)	Heftel
WNET-F, 95.5, 6 KW @ 1170, AC	, \$150.00* (Mc-Guild)	Doubleday
WNIB-F, 97.1, 6 KW @ 1174, CLASSICAL	, \$ 55.00 (----)	
WOJO-F, 105.1, 6 KW @ 1174, SPANISH	, \$ 62.00 (Caballero)	
WUSN-F, 99.5, 6 KW @ 1170, COUNTRY	ABC-D, \$110.00* (Selcom)	First Media
WXRT-F, 93.1, 7 KW @ 1310, AOR	, \$115.00* (Selcom)	

#### MISCELLANEOUS COMMENTS

Best book in over 2 years for WLS...WNET changed from AOR to AC in late Feb...WAGO changed from CHR to AOR in early March; also changed calls to WCKG...

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,537,600  
 CMSA Rank/Pop: # 11  
 MSA Rank/Pop: 21/1,808,200  
 ADI # 11  
 Average Person Rating: 17.0  
 Market TSL: 22.7 hours

Stations: 26/23  
 Diaries: 1757/875:1/55.6  
 Sample Target: 1570  
 Standard Error: .468  
 % Below Line: 2.3  
 % Not Listed: 6.0

Est. 1984 Revenue: \$38,000,000  
 Gross Inc.: 19.9 Bil  
 HH Inc.: \$29,873  
 Retail \$: 10.7 Bil  
 Pop per Station: 66,852

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. WMMS-F	334/12.8	10.9	10.4	10.4	10.0
2. WDOK-F	213/ 8.1	7.6	5.7	8.5	9.3
3. WQAL-F	195/ 7.5	6.8	7.3	7.0	9.0
4. WGCL-F	176/ 6.7	5.9	7.0	6.7	6.6
5. WMJI-F	158/ 6.0	6.1	6.4	6.1	6.1
6. WGAR-F	142/ 5.4	3.9	4.2	4.0	4.8
7. WLTF-F	140/ 5.4	6.4	5.3	6.1	6.1
8. WZAK-F	136/ 5.2	5.7	7.4	7.3	7.1
9. WERE	135/ 5.2	4.6	3.5	3.6	4.5
10. WBBG	117/ 4.5	6.3	7.8	5.6	6.7
11. WJW	113/ 4.3	3.2	3.9	4.4	2.8
12. WDMT-F	105/ 4.0	4.2	4.8	4.2	3.6
13. WWWE	76/ 2.9	2.3	4.1	3.2	1.8
14. WABQ	58/ 2.2	3.1	2.8	1.8	1.6
15. WRQC-F	56/ 2.1	2.3	1.9	2.1	2.0
16. WCLV-F	55/ 2.1	2.2	1.6	1.7	1.7
17. WJMO	54/ 2.1	2.3	2.1	1.7	2.7
18. WHK	43/ 1.6	2.7	2.2	1.5	2.2
19. WGAR	35/ 1.3	2.0	1.9	3.1	3.4
20. WDBN-F	29/ 1.1	1.3	1.3	1.4	.7
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. WMMS-F	582/6674
2. WGCL-F	326/6480
3. WDOK-F	303/3528
4. WQAL-F	280/3255
5. WMJI-F	262/4365
6. WLTF-F	221/4136
7. WGAR-F	220/2240
8. WZAK-F	184/2415
9. WWWE	151/2436
10. WJW	142/2077
11. WERE	139/2288
12. WBBG	136/1716
13. WDMT-F	133/2249
14. WDBN-F	127/1644
15. WKDD-F	118/2830
16. WONE-F	89/1261
17. WCLV-F	63/ 956
18. WABQ	59/ 559
19. WRQC-F	58/1638
20. WJMO	54/1058
21.	
22.	
23.	
24.	
25.	

12+ METRO	CUME/ METRO CUME RATING	FAL 84	SPG 84
1. WGCL-F	3399/22.1	19.5	20.6
2. WMMS-F	3385/22.0	22.5	21.5
3. WLTF-F	2747/17.9	16.0	17.4
4. WMJI-F	2661/17.3	17.3	16.0
5. WDOK-F	2659/17.3	16.2	16.3
6. WQAL-F	2276/14.8	16.0	14.6
7. WERE	2098/13.6	12.6	12.3
8. WZAK-F	1794/11.7	11.4	12.5
9. WDMT-F	1707/11.1	11.7	11.9
10. WJW	1601/10.4	8.0	9.9
11. WRQC-F	1507/ 9.8	9.1	9.8
12. WGAR-F	1419/ 9.2	9.4	8.4
13. WBBG	1415/ 9.2	13.2	11.4
14. WWWE	1331/ 8.7	8.5	13.1
15. WJMO	1058/ 6.9	7.4	5.9
16. WGAR	811/ 5.3	6.9	9.6
17. WHK	808/ 5.3	12.3	6.4
18. WCLV-F	778/ 5.1	5.2	5.4
19. WKDD-F	632/ 4.1	5.1	4.2
20. WABQ	535/ 3.5	4.7	3.0
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 73.03% (1795 of 2458) (WIN 84: 71.61%)

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

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMJI-F	1. WMJI-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F
2. WZAK-F	2. WMJI-F	2. WMJI-F	2. WMMS-F	2. WGAR-F	2.	2.	2.	2. WLTF-F	2. WLTF-F
3. WMJI-F	3. WZAK-F	3. WZAK-F	3. WLTF-F	3. WLTF-F	3.	3.	3.	3. WMJI-F	3. WGAR-F
4. WGCL-F	4. WLTF-F	4. WLTF-F	4. WZAK-F	4. WQAL-F	4.	4.	4.	4.	4. WMJI-F
5. WDMT-F	5. WGCL-F	5. WGCL-F	5. WGAR-F	WMMS-F	5.	5.	5.	5.	5. WQAL-F
6. WLTF-F	6. WDMT-F	6. WGAR-F	WGCL-F	6. WZAK-F	6.	6.	6.	6.	6. WDOK-F
7.	7. WGAR-F	7. WQAL-F	7. WJMO	7. WDOK-F	7.	7.	7.	7.	7. WZAK-F
8.	8.	8.	WDMT-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	WIN 84	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		263 (4)	263 (4)	10.7	10.5	WELW	1330	Willoughby	.5/1.6
AOR		359 (2)	259 (2)	14.6	10.6	WQLS	1460	Painesville	.3/1.3
AC/OLDIES/SOFT ROCK	43 (1)	298 (2)	341 (3)	13.9	15.4	WSUM	1000	Parma	.4/1.3
MOR/VARIETY	98 (3)		98 (3)	4.0	2.4	WBEA-F	107.3	Elyria	.5/2.6
COUNTRY	35 (1)	142 (1)	177 (2)	7.2	7.5	WKDD-F	96.5	Akron	.7/4.1
BLACK/URBAN	112 (2)	241 (2)	353 (4)	14.4	16.0	WONE-F	97.5	Akron	1.0/1.7
BTFL MUSIC		437 (3)	437 (3)	17.8	20.3				
NEWS/TALK	248 (2)		248 (2)	10.1	7.8				
NOSTALGIA	117 (1)		117 (1)	4.8	7.2				
RELIGION	10 (1)		10 (1)	0.4	0.4				
SPANISH					0				
CLASSICAL		55 (1)	55 (1)	2.2	1.8				
UNKNOWN/OTHERS					0				
			2458 (26)						

### RADIO STATIONS

#### AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL/BLACK	SBN, \$ 30.00 (----)	
WBBG, 1260, 5 KW (DA-1)	, NOSTALGIA (Al Ham)	, \$ 80.00* (Eastman)	Jacor
WERE, 1130, 5 KW (DA-1)	, NEWS/TALK	ABC-T, MBS, \$ 60.00* (MMR)	
WGAR, 1220, 50 KW (DA-1)	, COUNTRY	ABC-E, \$ 97.38 (Blair)	Nationwide
WHK, 1420, 5 KW (DA-N)	, OLDIES	NBC, \$ 68.00* (Katz)	Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$ NA (Masla)	United
WJW, 850, 10 KW/5 KW (DA-1)	, NEWS/TALK	NBC-T, ABC-I, \$ 52.50 (Republic)	
WWWE, 1110, 50 KW	, MOR	CBS, \$ 55.00* (Mc-Guild)	Gannett

#### FM STATIONS

WCLV-F, 95.5, 27 KW @ 640, CLASSICAL	WSJ, \$ 58.00 (CMBS)	
WDBN-F, 94.9, 118 KW @ 310, BTFL MUS (TM)	, \$ 35.00 (Masla)	
WDMT-F, 107.9, 70 KW @ 390, URBAN	RKO, \$ 55.00 (HNWH)	Beasley
WDOK-F, 102.1, 50 KW @ 370, BTFL MUS (Churchill)	, \$ NA (Mc-Guild)	Gannett
WGCL-F, 98.5, 40 KW @ 600, CHR/ROCK	ABC-F, \$100.00* (MMR)	
WGAR-F, 99.5, 50 KW @ 500, COUNTRY	RKO II, \$ 63.75 (Blair)	Nationwide
WLTF-F, 106.5, 8 KW @ 1060, AC	APR, \$117.00 (Christal)	Booth
WMJI-F, 105.7, 27 KW @ 900, AC/OLDIES	, \$105.00* (Eastman)	Jacor
WMMS-F, 100.7, 32 KW @ 600, AOR (Pollack)	Source, \$130.00* (Katz)	Malrite
WQAL-F, 104.1, 8 KW @ 1060, BTFL MUS	, \$ 95.00 (Christal)	
WRQC-F, 92.3, 27 KW @ 234, CHR	ABC-R, \$ NA (Masla)	United
WZAK-F, 93.1, 28 KW @ 620, URBAN	CBS-R, \$ 85.00 (Selcom)	

WSLR, WONE-F, WKDD-F - See Akron

### MISCELLANEOUS COMMENTS

Supposedly WMMS is in the process of changing from AOR to CHR. I am having a difficult time dealing with this. Their demos are classic AOR so I will keep classifying WMMS as AOR...

DALLAS-FORT WORTH

Arbitron Rank/Pop (12+): 10/2,790,100  
 CMSA Rank/Pop: # 10  
 MSA Rank/Pop: 13/2,210,500  
 ADI # 18  
 Average Person Rating: 17.3  
 Market TSL: 23.0 hours

Stations: 30/30  
 Diaries: 2689/1038:1/44.6  
 Sample Target: 2200  
 Standard Error: .380  
 % Below Line: 0  
 % Not Listed: 6.4

Est. 1984 Revenue: \$94,200,000  
 Gross Inc.: 39.4 Bil  
 HH Inc.: \$32,250  
 Retail \$: 24.3 Bil  
 Pop per Station: 93,003

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KVIL-F	491/10.2	9.9	---	10.2	9.4
2. KKDA-F	379/ 7.8	6.7	---	7.1	5.9
3. KRLD	378/ 7.8	8.0	---	7.1	8.1
4. KEGL-F	326/ 6.7	5.2	---	4.3	5.3
5. WBAP	306/ 6.3	6.9	---	6.3	6.9
6. KSCS-F	257/ 5.3	4.4	---	6.6	7.4
7. KMEZ-F	256/ 5.3	6.3	---	5.9	6.2
8. KPLX-F	222/ 4.6	5.9	---	4.7	5.2
9. KTXQ-F	219/ 4.5	4.3	---	4.0	3.8
10. KTKS-F	197/ 4.1	2.1	---	.6	1.1
11. KZEW-F	183/ 3.8	2.9	---	4.5	4.9
12. KAFM-F	152/ 3.1	4.5	---	5.9	5.0
KMGC-F	152/ 3.1	4.1	---	2.9	2.6
14. KQZY-F	150/ 3.1	3.7	---	3.4	3.0
15. KLUV-F	126/ 2.6	1.4	---	2.1	1.9
16. KNOK-F	122/ 2.5	2.5	---	3.2	3.7
17. KFJZ	80/ 1.7	.8	---	1.7	1.1
18. WRR-F	68/ 1.4	1.5	---	1.4	.9
19. KPBC	67/ 1.4	1.6	---	1.5	.9
20. KRQX	66/ 1.4	1.7	---	1.7	1.2
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. WBAP	610/7483
2. KVIL-F	535/6012
3. KRLD	465/7090
4. KKDA-F	430/4112
5. KEGL-F	360/5246
6. KSCS-F	302/3931
7. KMEZ-F	270/3538
8. KTXQ-F	246/4008
9. KPLX-F	241/3504
10. KTKS-F	219/3880
11. KZEW-F	212/3747
12. KAFM-F	211/4144
13. KMGC-F	165/3030
14. KQZY-F	162/2436
15. KLUV-F	133/2520
16. KNOK-F	124/1925
17. KRQX	110/1845
18. KFJZ	86/ 876
19. KPBC	74/ 792
20. WRR-F	68/ 929
21.	
22.	
23.	
24.	
25.	

12+ METRO	CUME/	FAL 84	SPG 84
1. KRLD	5911/21.2	21.4	18.0
2. KVIL-F	5411/19.4	21.5	20.1
3. KEGL-F	4525/16.2	16.6	15.5
4. WBAP	4230/15.2	15.9	15.0
5. KKDA-F	3681/13.2	12.1	10.8
6. KTXQ-F	3483/12.5	12.2	13.2
7. KTKS-F	3412/12.2	7.6	3.2
8. KSCS-F	3374/12.1	12.5	14.7
9. KMEZ-F	3249/11.6	13.3	12.1
10. KZEW-F	3130/11.2	11.7	12.9
11. KPLX-F	3091/11.1	11.9	11.9
12. KAFM-F	3019/10.8	13.3	16.2
13. KMGC-F	2817/10.1	11.1	9.5
14. KQZY-F	2230/ 8.0	7.6	7.2
15. KLUV-F	2225/ 8.0	6.7	7.8
16. KNOK-F	1903/ 6.8	7.1	7.2
17. KRQX	1273/ 4.6	4.9	NA
18. KAAM	1014/ 3.6	2.9	4.8
19. WRR-F	929/ 3.3	3.8	2.9
20. KFJZ	837/ 3.0	2.9	NA
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 74.36% (3364 of 4524) (WIN 84: 73.51%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		675 (3)	675 (3)	14.9	11.1	KAAM	1310	Dallas	1.0/3.6
AOR		402 (2)	402 (2)	8.9	9.2	KESS-F	94.1	FT. Worth	.7/1.7
AC/OLDIES/SOFT ROCK	155 (3)	769 (3)	924 (6)	20.4	18.7	KJIM-F	94.9	Arlington	.6/2.5
MOR/VARIETY						KKDA	730	Grand Prarie	1.1/2.4
COUNTRY	339 (2)	479 (2)	818 (4)	18.1	23.0	KLIF	1190	Dallas	.7/2.8
BLACK/URBAN	68 (2)	501 (2)	569 (4)	12.6	11.7	KMEZ	1480	Dallas	.2/1.2
BTFL MUSIC	10 (1)	406 (2)	416 (3)	9.2	10.4	KSAX	970	FT. Worth	.3/1.4
NEWS/TALK	378 (1)		378 (1)	8.4	8.7	KSSA	1270	FT. Worth	1.0/1.6
NOSTALGIA	80 (1)		80 (1)	1.8	1.2	KVIL	1150	Highland Park	.8/2.2
RELIGION	67 (1)	30 (1)	97 (2)	2.1	1.9	KXOL	1360	FT. Worth	.3/1.3
SPANISH	49 (1)	34 (1)	83 (2)	1.8	3.1				
CLASSICAL		68 (1)	68 (1)	1.5	1.0				
UNKNOWN/OTHERS	14 (1)		14 (1)	0.3	0				
			4524 (30)						

### RADIO STATIONS

#### AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, OLDIES	, \$ 45.00* (Weiss)	Bonneville
KKDA, 730, 500 W (DAYS)	, BLACK	, \$ NA (Selcom)	
KLIF, 1190, 50 KW/5 KW (DA-2)	, COUNTRY	NBC, \$ 58.00 (Republic)	Susquehanna
KMEZ, 1480, 5 KW/1 KW (DA-2)	, BTFL MUS (Churchill)	, \$ NA (Mc-Guild)	Group One
KPBC, 1040, 1 KW (DAYS)	, RELIGION	, \$ 40.00 (----)	
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS, \$181.25 (Katz)	Metromedia
KRQX, 570, 5 KW (DA-2)	, OLDIES	CBS-R, \$ 51.00* (MMR)	Belo
KSKY, 660, 10 KW (DAYS)	, RELIGION	, \$ 15.00 (----)	Sky
KVIL, 1150, 1 KW (DAYS,DA)	, AC	, \$ 348.75 (Blair)	Blair
WBAP, 820, 50 KW	, COUNTRY	ABC-I, \$170.00* (Eastman)	Cap Cities
KFJZ, 870, 250 W (DAYS)	, NOST (Al Ham)	ABC-D, \$ 42.00 (Riley)	
KSAX, 970, 1 KW	, JAZZ	, \$ NA (Weiss)	Earl Graves
KSSA, 1270, 5 KW (DA-1)	, SPANISH	UPI, \$ 50.00 (Caballero)	
KXOL, 1360, 5 KW/1 KW (DA-1)	, COUNTRY	, \$ NA (----)	TETCO

#### FM STATIONS

KAFM-F, 92.5, 100 KW @ 1685, CHR		, \$115.00* (Weiss)	Bonneville
KEGL-F, 97.1, 100 KW @ 1302, CHR		ABC-C, \$105.00* (Blair)	Sandusky
KESS-F, 94.1, 100 KW @ 1585, SPANISH		, \$ 76.00 (Caballero)	
KTKS-F, 106.1, 100 KW @ 480, CHR		CBS-R, \$ 44.00* (Roslin)	ABC
KKDA-F, 104.5, 100 KW @ 1585, BLACK/URBAN		APR, \$100.00* (Selcom)	
KLUV-F, 98.7, 100 KW @ 1585, AC/CONTEMP		RKO II, \$ 75.00* CBS Spot)	TK
KMEZ-F, 100.3, 89 KW @ 1280, BTFL MUS (Churchill)		, \$129.00* (Mc-Guild)	Group One
KMGC-F, 102.9, 100 KW @ 1572, AC		, \$100.00 (Selcom)	Shamrock
KNOK-F, 107.5, 100 KW @ 445, BLACK (Burk-Abr)		NBN,RKO, \$ 85.00* (Weiss)	Earl Graves
KQZY-F, 105.3, 100 KW @ 1560, BTFL MUS		, \$ 86.00 (Blair/RAR)	Westinghouse
KPLX-F, 99.5, 100 KW @ 1680, COUNTRY		APR, \$ 275.00 (Republic)	Susquehanna
KSCS-F, 96.3, 100 KW @ 1680, COUNTRY		, \$165.00* (Eastman)	Cap Cities
KTXQ-F, 102.1, 100 KW @ 1420, AOR (Burk-Abr)		ABC-R, \$100.00* (Christal)	Gulf
KVIL-F, 103.7, 100 KW @ 1570, AC		, \$334.00 (Blair)	Blair
KZEW-F, 97.9, 100 KW @ 1680, AOR (Pollack)		Source, \$175.00* (MMR)	Belo
WRR-F, 101.1, 100 KW @ 600, CLASSICAL		WSJ,ABC-D, \$ 70.00 (CMBS)	City of Dallas
KJIM-F, 94.9, 100 KW @ 717, RELIGION		UPI, \$ 26.00 (----)	Swaggert

DENVER

Arbitron Rank/Pop (12+): 23/1,526,400  
 CMSA Rank/Pop: # 21  
 MSA Rank/Pop: 27/1,573,600  
 ADI # 19  
 Average Person Rating: 18.0  
 Market TSL: 23.7 hours

Stations: 28/27  
 Diaries: 1716/890:1/47.8%  
 Sample Target: 1490  
 Standard Error: .493  
 % Below Line: 1.1  
 % Not Listed: 7.3

Est. 1984 Revenue: \$54,500,000  
 Gross Inc.: 21.4 Bil  
 HH Inc.: \$35,811  
 Retail \$: 11.2 Bil  
 Pop per Station: 56,533

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO CUME RATING	FAL 84	SPG 84
1.	KOSI-F 276/10.0	9.7	---	9.9	9.5	1.	KOSI-F 316/3395	1.	KOSI-F 2945/19.3	20.2	18.2
2.	KBPI-F 188/ 6.8	4.1	---	4.4	6.0	2.	KOA 210/3778	2.	KPKE-F 2759/18.1	16.0	19.9
3.	KPKE-F 174/ 6.3	7.2	---	7.9	6.8	3.	KBPI-F 207/2926	3.	KRXY-F 2657/17.4	13.6	11.4
4.	KMJI-F 161/ 5.9	4.9	---	5.0	4.5	4.	KPKE-F 198/3294	4.	KOA 2652/17.4	23.3	16.8
5.	KYGO-F 156/ 5.7	4.2	---	4.9	5.1	5.	KYGO-F 194/2059	5.	KBPI-F 2420/15.9	14.9	17.1
6.	KBCO-F 151/ 5.5	4.5	---	4.0	4.4	6.	KMJI-F 170/2463	6.	KMJI-F 2357/15.4	12.6	13.7
7.	KRXY-F 149/ 5.4	4.7	---	3.3	3.4	7.	KBCO-F 163/1865	7.	KIMN 2279/14.9	16.8	17.0
8.	KOA 143/ 5.2	6.7	---	5.7	6.7	8.	KRXY-F 160/2933	8.	KOAQ-F 2176/14.3	16.8	17.0
9.	KAZY-F 128/ 4.7	4.4	---	4.2	3.8	9.	KAZY-F 159/2288	9.	KAZY-F 1859/12.2	11.9	13.1
10.	KNUS 110/ 4.0	3.2	---	2.9	2.3	10.	KLZ 153/1829	10.	KBCO-F 1762/11.5	9.0	10.0
11.	KIMN 106/ 3.9	5.9	---	5.2	4.7	11.	KOAQ-F 148/2830	11.	KYGO-F 1679/11.0	8.9	11.0
12.	KEZW 104/ 3.8	3.8	---	3.2	3.6	12.	KIMN 137/3044	12.	KHOW 1670/10.9	9.7	12.1
13.	KOAQ-F 103/ 3.7	6.0	---	5.0	5.0	13.	KHOW 126/2204	13.	KNUS 1319/ 8.6	7.0	8.2
14.	KHOW 93/ 3.4	3.6	---	4.7	3.7	14.	KNUS 120/1466	14.	KVOD-F 1171/ 7.7	7.9	7.4
15.	KVOD-F 80/ 2.9	3.9	---	2.5	3.5	15.	KEZW 106/1131	15.	KLZ 1162/ 7.6	7.9	10.4
16.	KLZ 78/ 2.8	3.6	---	4.0	4.5	16.	KVOD-F 102/1366	16.	KEZW 1079/ 7.1	6.7	6.9
17.	KBRQ-F 70/ 2.5	1.6	---	1.5	1.8	17.	KBRQ-F 75/ 812	17.	KDEN 906/ 5.9	5.6	4.9
18.						18.		18.			
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 66.59% (1698 of 2550) (WIN 84: 60.48%)

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

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

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	106 (1)	426 (3)	532 (4)	20.9	17.8	KADX-F	92.1	Castle Rock	1.3/3.1
AOR		494 (4)	494 (4)	19.4	17.2	KBOL	1490	Boulder	.3/1.3
AC/OLDIES/SOFT ROCK	43 (1)	161 (1)	204 (2)	8.0	11.3	KBRQ	1280	Denver	.7/3.4
MOR/VARIETY	116 (3)		116 (3)	4.5	5.8	KDEN	1340	Denver	1.4/5.9
COUNTRY	109 (3)	226 (2)	335 (5)	13.2	13.9	KDKO	1510	Littleton	1.4/3.9
BLACK/URBAN	59 (2)	35 (1)	94 (3)	3.7	2.7	KLSZ	1090	Aurora	.5/1.9
BTFL MUSIC		276 (1)	276 (1)	10.8	10.2	KPPL	1390	Denver	.8/1.4
NEWS/TALK	291 (3)		291 (3)	11.4	11.5	KRKS	990	Denver	.9/1.4
NOSTALGIA	104 (1)		104 (1)	4.1	3.9	KRXY	1600	Lakewood	.4/2.7
RELIGION	24 (1)		24 (1)	0.9	0.7	KRZN	1150	Englewood	1.6/5.2
SPANISH				0	0.5	KTCL-F	93.3	Fort Collins	1.0/2.4
CLASSICAL		80 (1)	80 (1)	3.1	3.8				
UNKNOWN/OTHERS				0	0.7				
			2550 (28)						

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW (DAYS)	, SPANISH	, \$ 34.00 (Caballero)	
KBRQ, 1280, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ 38.00 (Torbet)	Great Empire
KDEN, 1340, 1 KW/250 W	, NEWS	WSJ,ABC-E,NBC, \$ 32.00* (Savalli)	
KDKO, 1510, 5 KW (DA-2)	, BLACK	, \$ 43.00 (----)	Sterling
KEZW, 1430, 5 KW (DA-N)	, NOST (Al Ham)	MBS, \$ 44.00* (Blair/RAR)	Armstrong
KHOW, 630, 5 KW (DA-N)	, MOR/AC	RKO, \$ 91.00 (Eastman)	Metromedia
KIMN, 950, 5 KW (DA-1)	, CHR (Klemm)	ABC-C, \$100.00* (Blair)	Jeff-Pilot
KPPL, 1390, 5 KW (DAYS)	, JAZZ	ABC-I, \$ 24.00 (Roslin)	
KLSZ, L090, 50 KW/500 W (DA-N)	, MOR	APR, \$ 30.00* (P/W)	
KRXY, 1600, 5 KW (DA-N)	, CHR	, \$ NA (MMR)	Malrite
KLZ, 560, 5 KW (DA-1)	, COUNTRY	ABC-I, \$ 65.00* (Mc-Guild)	Group One
KNUS, 710, 5 KW (DA-1)	, TALK	ABC-T,ABC-I, \$ NA (Selcom)	Sandusky
KOA, 850, 50 KW	, TALK/NEWS	CBS, \$121.25 (Katz)	Belo
KQXI, 1550, 10 KW (DAYS)	, RELIGION	, \$ 10.00 (----)	
KRZN, 1150, 5 KW/1 KW	, OLDIES	, \$ 33.00 (Christal)	Duffy

FM STATIONS

KAZY-F, 106.7, 100 KW @ 960, AOR	Source, \$ 75.00* (Mc-Guild)	Group One
KBCO-F, 97.3, 33 KW @ 920, AOR	, \$ 80.00 (Masla)	
KBPI-F, 105.9, 100 KW @ 900, AOR (Pollack)	, \$ 97.00* (Selcom)	Sandusky
KBRQ-F, 105.1, 100 KW @ 175, COUNTRY	ABC-E, \$ 60.00 (Torbet)	Great Empire
KMJI-F, 100.3, 100 KW @ 500, AC	, \$100.00* (Christal)	Duffy
KOAQ-F, 103.5, 100 KW @ 1061, CHR	CBS-R, \$111.25 (Katz)	Belo
KOSI-F, 101.1, 100 KW @ 790, BTFL MUS	, \$110.00* (Blair/RAR)	Westinghouse
KPKE-F, 95.7, 100 KW @ 725, CHR	, \$ 85.00* (HNWH)	Doubleday
KRXY-F, 107.5, 100 KW @ 670, CHR	, \$ 80.00* (MMR)	Malrite
KVOD-F, 99.5, 100 KW @ 380, CLASSICAL	, \$ 63.50 (Republic)	Henry
KYGO-F, 98.5, 100 KW @ 720, COUNTRY (Klemm)	, \$ 88.00* (Blair)	Jeff-Pilot

DETROIT

Arbitron Rank/Pop (12+): 6/3,564,900  
 CMSA Rank/Pop: # 6  
 MSA Rank/Pop: 5/4,271,300  
 ADI # 7  
 Average Person Rating: 19.2  
 Market TSL: 25.0 hours

Stations: 32/28  
 Diaries: 2502/1425:1/56.1%  
 Sample Target: 2310  
 Standard Error: .411  
 % Below Line: 6.1  
 % Not Listed: 7.1

Est. 1984 Revenue: \$73,100,000  
 Gross Inc.: 43.4 Bil  
 HH Inc.: \$29,170  
 Retail \$: 27.0 Bil  
 Pop per Station: 127,318

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. WJOI-F	496/7.2	9.8	7.5	8.4	9.1
2. WJR	495/7.2	10.6	13.8	11.4	7.6
3. WRIF-F	452/6.6	5.6	5.7	5.4	6.2
4. WJLB-F	384/5.6	5.8	5.8	5.9	5.7
5. WWJ	383/5.6	5.8	4.6	4.6	5.9
6. WXYT	352/5.1	4.6	5.1	5.3	5.0
7. WHYT-F	345/5.0	3.9	4.8	4.6	4.2
8. WCZY-F	330/4.8	4.3	4.1	4.1	3.6
9. CKLW	272/4.0	.8	.7	1.2	1.5
10. WNIC-F	267/3.9	4.5	4.9	4.3	4.8
11. WOMC-F	257/3.8	3.8	4.7	4.2	4.0
12. WKSG-F	224/3.3	1.7	1.0	1.3	1.7
13. WJZZ-F	217/3.2	2.5	2.5	2.5	2.0
14. WLLZ-F	213/3.1	3.9	4.2	4.7	4.8
15. WWWW-F	191/2.8	2.9	3.1	2.3	3.1
16. WDRQ-F	190/2.8	3.5	3.7	4.6	4.3
17. WMJC-F	183/2.7	3.7	2.8	2.9	3.9
18. WCXI	152/2.2	2.1	1.7	2.7	3.3
19. WCLS-F	140/2.0	2.8	2.6	1.6	1.8
20. WCXI-F	131/1.9	1.8	2.2	2.5	2.1
21. WGPR-F	104/1.5	1.1	1.3	1.3	1.1
22. WQBH	92/1.3	.9	.6	.9	1.0
23. WQRS-F	91/1.3	1.5	1.3	1.8	1.6
24. WCHB	86/1.3	1.6	1.0	1.6	1.0
25. WHND	66/1.0	1.4	2.3	1.2	1.6

12+ TSA	1/4/CUME
1. WJR	696/9856
2. WJOI-F	512/5731
3. WRIF-F	504/7744
4. WJLB-F	416/5501
5. WWJ	395/6195
6. WHYT-F	380/7762
7. WXYT	356/3735
8. WCZY-F	354/7325
9. CKLW	319/4136
10. WNIC-F	303/5617
11. WOMC-F	265/4209
12. WLLZ-F	227/5379
13. WKSG-F	225/3587
WJZZ-F	225/3073
15. WWWW-F	206/3128
16. WDRQ-F	201/3917
17. WMJC-F	193/4059
18. WCXI	175/1929
19. WCLS-F	145/3139
20. WCXI-F	141/2209
21. WGPR-F	108/2082
22. WQRS-F	97/1919
23. WQBH	93/1340
24. WCHB	89/1414
25. WHND	67/ 967

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	84	84
1. WJR	7110/19.9	24.0	29.1
2. WHYT-F	6711/18.8	17.6	18.3
3. WCZY-F	6621/18.6	15.2	14.6
4. WRIF-F	6221/17.5	16.4	17.2
5. WWJ	5808/16.3	16.6	14.7
6. WJOI-F	5357/15.0	16.8	15.4
7. WJLB-F	4982/14.0	14.7	15.2
8. WNIC-F	4889/13.7	14.7	15.2
9. WLLZ-F	4800/13.5	13.7	15.9
10. WOMC-F	4005/11.2	12.1	11.8
11. WMJC-F	3682/10.3	11.4	11.8
12. WXYT	3592/10.1	9.0	10.5
13. WDRQ-F	3585/10.1	11.7	12.7
14. WKSG-F	3539/ 9.9	5.6	4.9
15. CKLW	3466/ 9.7	5.1	6.1
16. WCLS-F	3037/ 8.5	10.7	6.7
17. WJZZ-F	2830/ 7.9	6.8	6.6
18. WWWW-F	2815/ 7.9	7.1	7.4
19. WCXI-F	2046/ 5.7	6.8	6.4
20. WGPR-F	1932/ 5.4	4.1	4.7
21. WQRS-F	1782/ 5.0	3.6	5.6
22. WCXI	1687/ 4.7	5.0	5.6
23. WCHB	1364/ 3.8	4.0	3.8
24. WQBH	1332/ 3.7	2.9	2.8
25. WNIC	1062/ 3.0	2.5	2.7

12+ FM SHARE (METRO): 68.83% (4377 of 6359) (WIN 84: 70.77%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		675 (2)	675 (2)	10.6	8.2	WEXL	1340	Royal Oak	.3/1.3
AOR		694 (3)	694 (3)	10.9	11.7	WLQV	1500	Detroit	.3/1.7
AC/OLDIES/SOFT ROCK	109 (2)	1071 (5)	1180 (7)	18.6	19.1	WMUZ-F	103.5	Detroit	.6/2.7
MOR/VARIETY	495 (1)		495 (1)	7.8	8.5	WNIC	1310	Dearborn	.6/3.0
COUNTRY	152 (1)	322 (2)	474 (3)	7.5	9.0	WIQB-F	102.9	Ann Arbor	.4/1.5
BLACK/URBAN	178 (2)	895 (4)	1073 (6)	16.9	17.9	CJOM-F	88.7	Windsor, ON	.4/2.0
BTFL MUSIC		561 (2)	561 (2)	8.8	9.6	CKEZ-F	93.9	Windsor, ON	1.0/2.8
NEWS/TALK	735 (2)		735 (2)	11.6	11.5				
NOSTALGIA	272 (1)		272 (1)	4.3	1.8				
RELIGION	41 (2)	43 (1)	84 (3)	1.3	0.6				
SPANISH									
CLASSICAL		91 (1)	91 (1)	1.4	1.7				
UNKNOWN/OTHERS		25 (1)	25 (1)	0.4	0.3				
			6359 (32)						

### RADIO STATIONS

#### AM STATIONS

WCHB, 1440, 1 KW	, BLACK	NBN, \$ 50.00 (Weiss)	
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$ 95.00* (Selcom)	Golden West
WJR, 760, 50 KW	, MOR	WSJ,NBC, \$206.25 (Eastman)	Cap Cities
WLQV, 1500, 50 KW/5 KW (DA-2)	, RELIGION	, \$ NA (----)	Gannett
WNIC, 1310, 5 KW (DA-2)	, AC	, \$ NA (Mc-Guild)	Josephson
WQBH, 1400, 1 KW/250 W	, BLACK	, \$ 48.75 (Roslin)	
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$130.00* (CBS Spot)	Detroit News
WXYT, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$110.00* (Blair/RAR)	(WINDSOR)
CKLW, 800, 50 KW	, NOSTALGIA	, \$ 50.00 (Torbet)	
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC/TALK	, \$ 23.00 (----)	Wolpin
WHND, 560, 500 W (DAYS,DA)	, OLDIES	ABC-C, \$ NA (MMR)	Greater Media (MONROE)

#### FM STATIONS

WCLS-F, 99.5, 7 KW @ 870, AC		, \$ 85.00* (Selcom)	Liggett
WCXI-F, 92.3, 22 KW @ 742, COUNTRY		ABC-E, \$ 95.00* (Selcom)	Golden West
WCZY-F, 95.5, 100 KW @ 430, CONTEMP		\$120.00* (HNWH)	Gannett
WDRQ-F, 93.1, 20 KW @ 500, URBAN		, \$130.00* (Christal)	Amaturo
WGPR-F, 107.5, 50 KW @ 360, BLACK		SBN, \$ 65.00 (Lazar)	
WHYT-F, 96.3, 50 KW @ 480, CHR		ABC-C, \$146.88 (Eastman)	Cap Cities
WJLB-F, 97.9, 50 KW @ 490, BLACK		, \$ 85.00* (Masla)	Booth
WJOI-F, 97.1, 12 KW @ 802, BTFL MUS		, \$125.00* (CBS Spot)	Detroit News
WJZZ-F, 105.9, 34 KW @ 300, JAZZ		, \$ 70.00 (Weiss)	
WKSG-F, 102.7, 50 KW @ 410, OLDIES (Burk-Abr)		Source, \$ 85.00 (Unirep)	Inner City
WLLZ-F, 98.7, 50 KW @ 480, AOR		ABC-F, \$120.00* (Mc-Guild)	Doubleday
WMJC-F, 94.7, 10 KW @ 950, AC		RKO, \$140.00* (MMR)	Greater Media
WMUZ-F, 103.5, 115 KW @ 295, RELIGION		, \$ 38.00* (----)	Crawford
WNIC-F, 100.3, 50 KW @ 400, AC		, \$150.00* (Mc-Guild)	Josephson
WOMC-F, 104.3, 190 KW @ 416, AC		RKO II, \$202.50 (Katz)	Metromedia
WQRS-F, 105.1, 50 KW @ 480, CLASSICAL		, \$ 65.00* (CMBS)	Outlet
WRIF-F, 101.1, 27 KW @ 880, AOR		ABC-R, \$197.25 (Blair)	ABC
WWWW-F, 106.7, 61 KW @ 508, COUNTRY		APR, \$110.00 (Christal)	Shamrock
CKEZ-F, 93.9, 50 KW @ 567, BTFL MUS (KalaMusic)		, \$ NA (Torbet)	Baton (WINDSOR)

#### MISCELLANEOUS COMMENTS

WDRQ-F changed to Soft AC after the ratings period...Good book for WKSG...Best book in many years for CKLW...CFXX changes calls to CKEZ...

HOUSTON

Arbitron Rank/Pop (12+): 8/2,970,400  
 CMSA Rank/Pop: # 8  
 MSA Rank/Pop: 8/3,187,200  
 ADI # 10  
 Average Person Rating: 18.4  
 Market TSL: 24.1 hours

Stations: 30/30  
 Diaries: 2231/1331:1/45.0%  
 Sample Target: 2030  
 Standard Error: .432  
 % Below Line: 0  
 % Not Listed: 8.1

Est. 1984 Revenue: \$105,000,000  
 Gross Inc.: 42.8 Bil  
 HH Inc.: \$37,437  
 Retail \$: 22.9 Bil  
 Pop per Station: 99,013

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KMJQ-F	517/9.5	9.4	10.2	9.1	7.8
2. KKBQ-F	467/8.5	9.2	8.9	10.7	8.7
3. KODA-F	428/7.8	7.4	6.8	8.4	7.0
4. KIKK-F	426/7.8	7.6	7.5	6.4	8.4
5. KLTR-F	315/5.8	6.3	4.5	3.2	4.5
6. KFMK-F	308/5.6	4.8	4.1	3.8	4.7
7. KLOL-F	286/5.2	4.8	5.8	5.8	5.8
8. KSRR-F	284/5.2	5.3	5.5	7.4	6.0
9. KTRH	238/4.4	4.4	4.3	3.5	5.2
10. KILT-F	237/4.3	4.1	4.9	4.9	5.9
11. KQUE-F	236/4.3	4.5	4.6	3.5	4.4
12. KPRC	228/4.2	3.7	3.6	3.1	3.8
13. KRBE-F	154/2.8	2.7	4.4	4.7	3.7
14. KYOK	103/1.9	2.6	1.5	2.6	.8
15. KLAT	99/1.8	1.1	1.5	1.0	2.0
16. KLEF-F	97/1.8	2.2	1.4	1.2	1.5
17. KILT	85/1.6	1.9	1.7	1.7	2.6
18. KXYZ	65/1.2	1.3	1.3	1.8	.8
19. KEYH	61/1.1	.7	.8	.6	.9
20. KGOL-F	58/1.1	1.2	.8	.8	1.5
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. KMJQ-F	539/5452
2. KKBQ-F	503/6881
3. KIKK-F	479/5679
4. KODA-F	463/5203
5. KLTR-F	325/4925
6. KFMK-F	309/4007
7. KLOL-F	309/4896
8. KTRH	305/4510
9. KSRR-F	299/4581
10. KILT-F	265/3682
11. KPRC	246/3482
12. KQUE-F	241/2514
13. KRBE-F	173/3885
14. KYOK	104/1934
15. KILT	101/2012
16. KLAT	100/1101
17. KLEF-F	100/1438
18. KXYZ	65/ 748
19. KEYH	63/ 610
20. KGOL-F	63/ 891
21.	
22.	
23.	
24.	
25.	

12+ METRO	CUME/ METRO CUME RATING	FAL 84	SPG 84
1. KKBQ-F	6311/21.2	22.6	25.4
2. KMJQ-F	5112/17.2	16.9	15.9
3. KIKK-F	4970/16.7	16.5	15.4
4. KLTR-F	4803/16.2	16.2	9.3
5. KODA-F	4643/15.6	15.6	16.3
6. KLOL-F	4456/15.0	16.2	17.0
7. KSRR-F	4177/14.1	15.1	18.3
8. KFMK-F	3923/13.2	13.7	11.7
9. KTRH	3597/12.1	14.9	11.0
10. KRBE-F	3447/11.6	11.5	12.7
11. KPRC	3297/11.1	10.1	9.1
12. KILT-F	3209/10.8	10.1	12.8
13. KQUE-F	2398/ 8.1	8.3	7.9
14. KYOK	1881/ 6.3	6.9	6.6
15. KILT	1679/ 5.7	4.8	6.2
16. KLEF-F	1343/ 4.5	5.3	4.4
17. KKBQ	1302/ 4.4	5.2	7.3
18. KLAT	1074/ 3.6	NA	NA
19. KIKK	834/ 2.8	3.1	3.1
20. KGOL-F	816/ 2.7	3.1	2.4
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 77.90% (3912 of 5022) (WIN 84: 76.61%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
				%	%			
TOP 40/CHR/CONTEMP	47 (1)	621 (1)	668 (3)	13.3	16.8	KCOH 1430	Houston	.7/2.4
AOR		570 (2)	570 (2)	11.4	12.7	KHCB-F 105.7	Houston	.6/2.4
AC/OLDIES/SOFT ROCK	69 (2)	623 (2)	692 (4)	13.8	10.2	KIKK 650	Pasadena	.7/2.8
MOR/VARIETY						KIKR 880	Conroe	.3/ .7
COUNTRY	143 (3)	663 (2)	806 (5)	16.0	19.3	KJOJ-F 106.9	Conroe	.8/1.8
BLACK/URBAN	144 (2)	517 (1)	661 (3)	13.2	10.4	KKBQ 790	Houston	.9/4.4
BTFM MUSIC		428 (1)	428 (1)	8.5	7.5	KLVL 1480	Pasadena	.3/1.2
NEWS/TALK	466 (2)		466 (2)	9.3	9.7	KNUZ 1230	Houston	.5/1.9
NOSTALGIA		236 (1)	236 (1)	4.7	4.7	KRBE 1070	Houston	.7/1.8
RELIGION		133 (3)	133 (3)	2.6	2.7	KXXX-F 106.5	Galveston	.4/1.2
SPANISH	241 (4)	24 (1)	265 (5)	5.3	4.4			
CLASSICAL		97 (1)	97 (1)	1.9	1.6			
UNKNOWN/OTHERS								
			5022 (30)					

RADIO STATIONS

AM STATIONS

KBUK, 1360, 1 KW (DA-2)	, COUNTRY	, \$ 22.00 (Riley)	(BAYTOWN)
KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN, \$ 42.00 (Roslin)	
KEYH, 850, 10 KW (DAYS,DA)	, SPANISH	, \$ 40.00* (Lotus)	
KIKK, 650, 250 W (DAYS)	, COUNTRY	, \$ 96.50 (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY	, \$ 95.00* (Blair)	LIN
KKBQ, 790, 5 KW (DA-2)	, CHR	ABC-F, \$ 97.00* (Eastman)	Gannett
KLAT, 1010, 5 KW/1 KW (DA-2)	, SPANISH	, \$ 96.00 (Caballero)	
KNUZ, 1230, 1 KW/250 W	, OLDIES	ABC-D, \$ NA (Republic)	
KPRC, 950, 5 KW (DA-N)	, NEWS/TALK	NBC, \$130.00* (CBS Spot)	
KRBE, 1070, 10 KW/5 KW (DA-2)	, AC	, \$ 55.00* (Katz)	Lake Huron
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	WSJ,CBS,MBS, \$130.00* (Christal)	
KXYZ, 1320, 5 KW (DA-N)	, SPANISH	, \$ 77.50 (Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	, \$ 45.00 (Weiss)	All Pro
KYST, 920, 5 KW/1 KW (DA-N)	, SPANISH	, \$ 36.00 (P/W)	(TEXAS CITY)

FM STATIONS

KFMK-F, 97.9, 100 KW @ 500, AC	, \$239.75 (Selcom)	First Media
KGOL-F, 107.5, 100 KW @ 1000, RELIGION	UPI, \$ 37.50 (Riley)	(LAKE JACKSON)
KIKK-F, 95.7, 100 KW @ 995, COUNTRY	, \$195.00 (Torbet)	Viacom
KILT-F, 100.3, 100 KW @ 790, COUNTRY	, \$172.50 (Blair)	LIN
KKBQ-F, 92.5, 100 KW @ 1920, CHR	ABC-F, \$198.00* (Eastman)	Gannett
KLEF-F, 94.5, 100 KW @ 1970, CLASSICAL	, \$ 90.00 (CMBS)	Entercom
KLOL-F, 101.1, 100 KW @ 1949, AOR (Burk-Abr)	Source, \$135.00* (CBS)	
KLTR-F, 93.7, 100 KW @ 790, AC	CBS-R, \$175.00* (MMR)	Gulf/Taft
KMJQ-F, 102.1, 100 KW @ 790, URBAN	, \$145.00* (Mc-Guild)	Amaturo
KODA-F, 99.1, 100 KW @ 790, BTFM MUSIC	, \$205.00 (Blair/RAR)	Westinghouse
KQUE-F, 102.9, 100 KW @ 1049, NOSTALGIA	ABC-E, \$ 95.00* (Republic)	
KRBE-F, 104.1, 100 KW @ 790, CHR	, \$170.00 (Katz)	Lake Huron
KSRF-F, 96.5, 100 KW @ 2000, AOR (Pollack)	ABC-R, \$175.00* (HNWH)	ABC

MISCELLANEOUS COMMENTS

KXAS-F changes calls back to KILT-F...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,205,100  
 CMSA Rank/Pop: # 25  
 MSA Rank/Pop: 29/1,460,000  
 ADI # 27  
 Average Person Rating: 16.6  
 Market TSL: 22.2 hours

Stations: 24/23  
 Diaries: 1743/691:1/57.1%  
 Sample Target: 1360  
 Standard Error: .472  
 % Below Line: 0.6  
 % Not Listed: 5.3

Est. 1984 Revenue: \$34,500,000  
 Gross Inc.: 15.6 Bil  
 HH Inc.: \$28,709  
 Retail \$: 9.7 Bil  
 Pop per Station: 52,396

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. WDAF	211/10.5	11.4	---	7.7	10.7
2. KBEQ-F	179/ 8.9	6.7	---	8.4	9.7
3. KMBR-F	157/ 7.8	7.5	---	9.7	9.8
4. KFKF-F	126/ 6.3	6.1	---	6.8	6.6
5. KYYS-F	118/ 5.9	5.8	---	5.9	6.3
6. KLSI-F	109/ 5.4	6.5	---	6.9	7.7
7. KCMO	104/ 5.2	7.7	---	8.0	6.0
8. KUDL-F	103/ 5.1	6.3	---	6.3	4.6
9. KMBZ	99/ 4.9	4.9	---	4.6	3.7
10. KPRS-F	90/ 4.5	4.7	---	4.7	5.5
11. WHB	80/ 4.0	4.4	---	3.7	4.0
12. KJLA	79/ 3.9	3.7	---	4.3	4.8
13. KZZC-F	76/ 3.8	3.8	---	2.2	1.5
14. KKCI-F	68/ 3.4	2.7	---	3.0	3.2
15. KCMO-F	67/ 3.3	4.1	---	3.7	3.5
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. WDAF	452/5462
2. KMBR-F	208/2346
3. KBEQ-F	195/2887
4. KYYS-F	172/2591
5. KFKF-F	137/1974
6. KZZC-F	135/2395
7. KCMO	126/2247
	KUDL-F 126/2177
9. KLSI-F	119/1702
10. KMBZ	106/1604
11. WHB	99/1976
12. KPRS-F	95/1058
13. KKCI-F	88/1542
14. KCMO-F	86/1528
15. KJLA	80/1048
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25.	

12+ METRO	CUME/	FAL 84	SPG 84
1. WDAF	2547/21.1	22.6	17.2
2. KBEQ-F	2540/21.1	19.8	23.8
3. KYYS-F	1903/15.8	15.6	14.9
4. KMBR-F	1826/15.2	15.0	16.3
5. KUDL-F	1793/14.9	16.8	17.5
6. KCMO	1729/14.3	21.0	18.7
7. KFKF-F	1670/13.9	12.9	14.9
8. KLSI-F	1590/13.2	13.8	12.4
9. KZZC-F	1467/12.2	13.8	10.1
10. KMBZ	1463/12.1	12.9	12.4
11. WHB	1395/11.6	14.2	12.3
12. KCMO-F	1164/ 9.7	11.1	9.2
13. KKCI-F	1064/ 8.8	8.9	10.3
14. KPRS-F	1006/ 8.3	8.4	9.4
15. KJLA	999/ 8.3	7.2	9.5
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12+ FM SHARE (METRO): 62.37% (1182 of 1895) (WIN 84: 63.62%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	33 (1)	255 (2)	288 (3)	15.2	13.2	KCCV	1510	Independence	1.0/2.0
AOR		229 (4)	229 (4)	12.1	10.6	KCFX-F	100.7	Harrisonville	1.5/5.5
AC/OLDIES/SOFT ROCK MOR/VARIETY	80 (1)	212 (2)	292 (3)	15.4	17.0	KCNW	1380	Fairway, KS	.8/2.5
COUNTRY	215 (2)	193 (2)	408 (4)	21.5	22.5	KCXL	1140	Liberty	1.6/2.2
BLACK/URBAN		90 (1)	90 (1)	4.7	5.8	KEXS	1090	Excelsior Spgs	1.2/2.5
BTFL MUSIC		157 (1)	157 (1)	8.3	10.2	KFKF	1340	Kansas City	.2/2.0
NEWS/TALK	203 (2)		203 (2)	10.7	10.6	KPRT	1590	Kansas City	2.1/2.9
NOSTALGIA	79 (1)		79 (1)	4.2	5.0	KXTR-F	96.5	Kansas City	2.3/5.4
RELIGION	103 (4)		103 (4)	5.4	4.0	KLZR-F	105.9	Lawrence, KS	.6/2.3
SPANISH					0				
CLASSICAL		46 (1)	46 (1)	2.4	1.1				
UNKNOWN/OTHERS					0				
			1895 (24)						

RADIO STATIONS

AM STATIONS

KBEA, 1480, 1 KW/500 W (DA-1), NEWS/TALK	MBS, CNN, ABC-I, RKO II, \$14.00 (P/W)	
KCCV, 1510, 10 KW (DAYS, DA), RELIGION	, \$ 19.00 (----)	Bott
KCMO, 810, 50 KW/5 KW (DA-N), TALK/NEWS	MBS, CBS, NBC-T, WSJ, \$80.00 (MMR)	Summit
KCNW, 1380, 5 KW/500 W (DA-2), RELIGION	, \$ 14.00 (----)	Universal
KFKF, 1340, 1 KW/250 W, COUNTRY (SMN)	, \$ NA (Mc-Guild)	Sconnix
KJLA, 1190, 5 KW/250 W (DA-N), NOST (A1 Ham)	MBS, \$ 20.00 (Weiss)	
KMBZ, 980, 5 KW (DA-N), NEWS	ABC-I, NBC-T, \$ 55.00* (Torbet)	Bonneville
KPRT, 1590, 1 KW (DAYS), GOSPEL	MBS, \$ 40.00 (HNWH)	
WDAF, 610, 5 KW, COUNTRY	ABC-E, \$105.00 (Katz)	Taft
WBB, 710, 10 KW/5 KW (DA-2), AC	NBC, \$ 75.00* (Blair)	Shamrock

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, CHR	ABC-C, \$ 70.00 (CBS Spot)	Capitol-Goodman
KCMO-F, 94.9, 100 KW @ 1057, COUNTRY	, \$ 55.00 (MMR)	Summit
KFKF-F, 94.1, 100 KW @ 465, COUNTRY	, \$ 56.25 (Mc-Guild)	Sconnix
KKCI-F, 106.5, 100 KW @ 880, AOR (Pollack)	CBS-R, \$ 47.00* (CBS Spot)	
KLSI-F, 93.3, 100 KW @ 428, AC (Fairwest)	ABC-D, \$ 72.00* (Selcom)	Sandusky
KMBR-F, 99.7, 100 KW @ 950, BTFL MUS	, \$ 65.00* (Torbet)	Bonneville
KPRS-F, 103.3, 100 KW @ 450, BLACK	NBN, \$ 57.00 (HNWH)	
KUDL-F, 98.1, 100 KW @ 550, AC	APR, \$ 97.50 (Christal)	Shamrock
KXTR-F, 96.5, 100 KW @ 546, CLASSICAL	RKO II, \$ 30.00 (CMBS)	
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abr)	Source, \$ 74.00* (Katz)	Taft
KZZC-F, 98.9, 100 KW @ 980, CHR	, \$ 36.00* (Eastman)	(LEAVENWORTH)

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,303,600  
 CMSA Rank/Pop: # 2  
 MSA Rank/Pop: 2/7,750,100  
 ADI # 2  
 Average Person Rating: 17.7  
 Market TSL: 23.2 hours

Stations: 44/44  
 Diaries: 3741/2220:1/42.9%  
 Sample Target: 3440  
 Standard Error: .329  
 % Below Line: 0  
 % Not Listed:

Est. 1984 Revenue: \$224,200,000  
 Gross Inc.: 89.4 Bil  
 HH Inc.: \$31,311  
 Retail \$: 62.9 Bil  
 Pop per Station: 188,718

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KIIS-F	1420/9.7	9.1	10.0	9.7	7.8
2. KABC	859/5.8	5.9	7.9	7.6	5.7
3. KJOI-F	834/5.7	5.5	4.4	4.3	4.5
4. KBIG-F	756/5.1	4.8	4.1	4.3	4.1
5. KLOS-F	616/4.2	3.7	3.5	3.9	3.3
6. KMET-F	600/4.1	3.2	3.1	3.4	3.9
7. KOST-F	559/3.8	4.4	3.4	2.7	3.5
8. KMPC	520/3.5	3.1	3.4	2.9	3.2
9. KNX	495/3.4	3.7	2.9	3.0	3.5
10. KFWB	445/3.0	3.3	2.9	2.9	3.0
11. KRTH-F	429/2.9	2.8	2.9	2.6	2.8
12. KROQ-F	426/2.9	2.5	2.8	2.1	3.0
13. KKHR-F	365/2.5	2.4	3.0	2.9	2.6
14. KHTZ-F	362/2.5	1.5	1.7	2.0	1.7
15. KIQQ-F	319/2.4	1.7	2.4	2.6	2.7
16. KLVE-F	310/2.1	2.0	1.2	1.7	2.0
17. KFI	287/2.0	1.6	1.8	1.4	2.0
18. KJLH-F	284/1.9	2.0	2.0	2.3	2.2
19. KZLA-F	281/1.9	2.0	2.0	2.2	2.4
20. KMGF-F	257/1.7	2.4	2.4	1.8	2.3
21. KRLA	253/1.7	1.5	1.6	2.0	2.1
22. KTNQ	249/1.7	2.4	3.2	1.8	1.6
23. KDAY	249/1.7	1.7	1.6	1.6	1.6
24. KKG-F	203/1.4	1.2	1.0	1.3	1.4
25. KLAC	199/1.4	1.5	1.9	2.0	1.6

12+ TSA 1/4/CUME

1. KIIS-F	1618/23351
2. KABC	951/11725
3. KBIG-F	945/11623
4. KLOS-F	926/12233
5. KJOI-F	870/ 8969
6. KMET-F	778/12598
7. KNX	720/13507
8. KOST-F	669/10748
9. KMPC	578/ 7552
10. KFI	509/ 9182
11. KRTH-F	505/ 9450
12. KFWB	486/11152
13. KROQ-F	456/ 7154
14. KKHR-F	442/ 9621
15. KHTZ-F	385/ 7016
16. KIQQ-F	349/ 9047
17. KZLA-F	341/ 5181
18. KLVE-F	322/ 3991
19. KRLA	302/ 5092
20. KJLH-F	294/ 5033
21. KMGF-F	261/ 6042
22. KDAY	255/ 4129
23. KTNQ	252/ 3158
24. KLAC	248/ 4412
25. KKG-F	241/ 4293

12+ METRO CUME/  
METRO CUME RATING

12+ METRO	CUME/	FAL 84	SPG 84
1. KIIS-F	20020/24.1	24.3	23.1
2. KFWB	10361/12.5	12.5	11.6
3. KABC	10158/12.2	12.3	16.3
4. KMET-F	9802/11.8	10.3	10.8
5. KNX	9674/11.7	12.3	10.1
6. KOST-F	9152/11.0	11.5	9.3
7. KLOS-F	8966/10.8	11.4	11.7
8. KBIG-F	8864/10.7	11.2	9.8
9. KJOI-F	8289/10.0	9.4	9.3
10. KIQQ-F	8228/ 9.9	9.5	11.1
11. KRTH-F	8084/ 9.7	9.6	9.7
12. KKHR-F	7820/ 9.4	9.8	10.1
13. KMPC	6670/ 8.0	8.3	7.9
14. KROQ-F	6538/ 7.9	7.1	6.5
15. KHTZ-F	6268/ 7.5	6.3	6.3
16. KMGF-F	5750/ 6.9	7.7	7.7
17. KFI	5397/ 6.5	6.2	6.1
18. KJLH-F	4862/ 5.9	6.0	6.1
19. KRLA	4630/ 5.6	5.7	5.4
20. KZLA-F	4627/ 5.6	5.3	6.1
21. KDAY	4053/ 4.9	4.6	4.8
22. KHJ	3860/ 4.6	4.1	2.8
23. KLAC	3859/ 4.6	4.5	6.4
24. KUTE-F	3719/ 4.5	4.9	5.3
25. KACE-F	3683/ 4.4	3.9	4.1

12+ FM SHARE (METRO): 66.37% (9012 of 13578) (WIN 84: 62.90%)

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

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F
2. KMET-F	2. KOST-F	2. KOST-F	2. KHTZ-F	2. KBIG-F	2. KMET-F	2. KLOS-F	2. KLOS-F	2. KLOS-F	2. KLOS-F
3. KOST-F	3. KHTZ-F	3. KBIG-F	3. KOST-F	3. KOST-F	3. KLOS-F	3. KMET-F	3. KMET-F	3. KMET-F	3. KMET-F
4. KROQ-F	4. KRTH-F	4. KHTZ-F	4. KRTH-F	4. KHTZ-F	4. KROQ-F	4. KRTH-F	4. KRTH-F	4. KRTH-F	4. KBIG-F
5. KRTH-F	5. KMET-F	5. KRTH-F	5. KBIG-F	5. KJOI-F	5. KRTH-F	5. KROQ-F	5. KBIG-F	5. KHTZ-F	5. KABC
6. KKHR-F	6. KLOS-F	6. KMET-F	6. KLOS-F	6. KABC	6. KKHR-F	6. KOST-F	6. KROQ-F	6. KOST-F	6. KRTH-F
7. KLOS-F	7. KROQ-F	7. KLOS-F	7. KMGF-F	7. KRTH-F	7. KOST-F	7. KJLH-F	7. KOST-F	7. KLVE-F	7. KJOI-F
8. KIQQ-F	8. KMGF-F	8. KMGF-F	8. KFI	8. KLVE-F	8. KJLH-F	8. KKHR-F	8. KABC	8. KROQ-F	8. KOST-F
9. KJLH-F	9. KBIG-F	9. KJOI-F	9. KABC	9. KFI	9. KIQQ-F	9. KLVE-F	9. KJOI-F	9. KUTE-F	9. KNX
10. KMGF-F	10. KIQQ-F	10. KROQ-F	10. KALI	10. KMGF-F	10. KACE-F	10. KHTZ-F	10. KIQQ-F	10. KWKW	10. KFWB

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	212 (2)	2104 (3)	2316 (5)	17.1	16.0	KACE-F	103.9	Inglewood	1.3/4.4
AOR		1699 (4)	1699 (4)	12.5	11.6	KALI	1430	San Gabriel	1.3/3.2
AC/OLDIES/SOFT ROCK	540 (2)	1658 (5)	2198 (7)	16.2	15.8	KBRT	740	Avalon	.5/1.2
MOR/VARIETY		173 (1)	173 (1)	1.3	0	KFAC	1330	Los Angeles	.2/1.3
COUNTRY	199 (1)	281 (1)	480 (2)	3.5	4.8	KFAC-F	92.3	Los Angeles	1.1/4.4
BLACK/URBAN	333 (2)	861 (4)	1194 (6)	8.8	10.3	KFSG-F	96.3	Los Angeles	.4/1.7
BTFL MUSIC		1590 (2)	1590 (2)	11.7	11.0	KGER	1390	Long Beach	.3/1.0
NEWS/TALK	1890 (4)		1890 (4)	13.9	13.5	KGFJ	1230	Los Angeles	.6/2.9
NOSTALGIA	520 (1)		520 (1)	3.8	6.1	KHJ	930	Los Angeles	1.0/4.6
RELIGION	120 (1)	125 (2)	245 (4)	1.8	1.9	KIEV	870	Glendale	.6/3.0
SPANISH	716 (4)	310 (1)	1026 (5)	7.6	7.1	KIIS	1150	Los Angeles	.4/2.0
CLASSICAL	36 (1)	156 (1)	192 (2)	1.4	1.6	KMAX-F	107.1	Arcadia	.4/1.1
UNKNOWN/OTHERS		55 (1)	55 (1)	0.4	0.4	KNAC-F	105.5	Long Beach	.4/1.4
			13578 (44)			KNOB-F	97.9	Long Beach	1.2/3.3
						KSKQ	1540	Los Angeles	.6/1.4
						KUTE-F	101.9	Glendale	1.3/4.5
						KWIZ-F	96.7	Santa Ana	.3/1.5
						KWKW	1300	Pasadena	1.3/2.7
						KYMS-F	106.3	Santa Ana	.4/1.1

### RADIO STATIONS

#### AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK/NEWS	ABC-I,ABC-T, \$300.00 (Katz)	ABC
KALI, 1430, 5 KW (DA-2)	, SPANISH	, \$ NA (Masla)	United
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 90.00* (Weiss)	Rollins
KFI, 640, 50 KW	, AC	ABC-E, \$180.00* (Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, \$240.00* (HNWH)	Westinghouse
KGFJ, 1230, 1 KW/250 W	, BLACK	SBN, \$ NA (Masla)	Inner City
KHJ, 930, 5 KW (DA-N)	, CHR	, \$ NA (Republic)	RKO
KIEV, 870, 5 KW (DAYS)	, TALK/RELIGION	UPI, \$115.00 (Roslin)	
KLAC, 570, 5 KW (DA-N)	, COUNTRY <u>ST</u>	ABC-D, \$130.00* (Eastman)	Cap Cities
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA	, \$170.00 (Selcom)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$270.00 (CBS Spot)	CBS
KIIS, 1150, 5 KW (DA-N)	, CHR	, \$130.00 (Mc-Guild)	Gannett
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	, \$125.00* (HNWH)	Greater Media
KTNQ, 1020, 50 KW (DA-2)	, SPANISH	, \$ 75.00* (Caballero)	
KWKW, 1300, 5 KW/1 KW (DA-2)	, SPANISH	, \$ 63.00 (Lotus)	Lotus

#### FM STATIONS

KBIG-F, 104.3, 105 KW @ 2890, BTFL MUS	, \$225.00* (Torbet)	Bonneville
KFAC-F, 92.3, 55 KW @ 2835, CLASSICAL	, \$172.50 (Mc-Guild)	
KGIL-F, 94.3, 3 KW @ -80, AC	, \$ NA (HNWH)	Buckley
KHTZ-F, 97.1, 55 KW @ 770, AC/CONTEMP	RKO II, \$200.00 (MMR)	Greater Media
KIIS-F, 102.7, 8 KW @ 2790, CHR	ABC-C, \$450.00* (Mc-Guild)	Gannett
KIQQ-F, 100.3, 5 KW @ 3060, CHR	, \$135.00 (Masla)	Outlet
KJOI-F, 98.7, 75 KW @ 1833, BTFL MUS (Churchill)	, \$205.00 (MMR)	
KKGO-F, 105.1, 18 KW @ 2900, JAZZ	APR, \$ NA (Blair/RAR)	
KKHR-F, 93.1, 54 KW @ 2870, CHR	CBS-R, \$175.00* (CBS Spot)	CBS
KLOS-F, 95.5, 68 KW @ 2920, AOR (Pollack)	ABC-R, \$321.00* (Katz)	ABC
KLVE-F, 107.5, 34 KW @ 2800, SPANISH	, \$ NA (Caballero)	
KMHT-F, 94.7, 58 KW @ 2835, AOR (Burk-Abr)	Source, \$225.00* (Selcom)	Metromedia
KMGG-F, 105.9, 72 KW @ 770, AC/CONTEMP	RKO, \$150.00* (HNWH)	Emmis
KOST-F, 103.5, 13 KW @ 3100, AC	, \$210.00* (Christal)	Cox
KRTH-F, 101.1, 58 KW @ 2930, AC/OLDIES	, \$190.00* (Republic)	RKO
KUTE-F, 101.9, .7 KW @ 2780, BLACK	SBN, \$100.00* (HNWH)	Inner City
KZLA-F, 93.9, 49 KW @ 720, COUNTRY	, \$110.00* (Eastman)	Cap Cities
KACE-F, 103.9, 1.6 KW @ 390, BLACK	, \$ 46.00 (Weiss)	All Pro
KJLH-F, 102.3, 3 KW @ 300, BLACK	, \$ 55.00 (RSR)	

LOUISVILLE

Arbitron Rank/Pop (12+): 43/795,500  
 CMSA Rank/Pop: # 39  
 MSA Rank/Pop: 49/952,800  
 ADI # 45  
 Average Person Rating: 16.3  
 Market TSL: 21.5 hours

Stations: 17/17  
 Diaries: 1200/604:1/47.3  
 Sample Target: 1318  
 Standard Error: .547  
 % Below Line: 0  
 % Not Listed: 5.1

Est. 1984 Revenue: \$17,100,000  
 Gross Inc.: 9.1 Bil  
 HH Inc.: \$26,648  
 Retail \$: 5.7 Bil  
 Pop per Station: 46,794

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. WHAS	196/15.1	10.7	---	10.3	12.2
2. WQMF-F	145/11.2	10.3	---	10.5	9.7
3. WAMZ-F	144/11.1	11.4	---	10.4	10.3
4. WLRS-F	127/ 9.8	10.4	---	6.8	4.0
5. WVEZ-F	118/ 9.1	7.8	---	9.0	9.4
6. WLLOU	80/ 6.2	8.3	---	10.8	10.7
7. WAVG	75/ 5.8	7.0	---	4.9	5.3
8. WCII	70/ 5.4	5.0	---	5.8	5.5
9. WKJJ-F	61/ 4.7	5.7	---	5.8	6.3
10. WRKA-F	50/ 3.9	3.5	---	5.8	4.8
11. WJYL-F	45/ 3.5	5.1	---	5.7	7.0
12. WAKY	33/ 2.6	2.7	---	3.6	3.2
13. WXVW	24/ 1.9	2.2	---	2.3	1.9
14. WXLN-F	22/ 1.7	1.4	---	.7	1.1
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. WHAS	278/4158
2. WAMZ-F	220/2440
3. WQMF-F	215/2665
4. WVEZ-F	142/1347
5. WLRS-F	139/2345
6. WKJJ-F	93/1905
7. WLLOU	82/ 930
8. WCII	79/1036
9. WAVG	77/1386
10. WJYL-F	57/ 968
11. WRKA-F	51/1175
12. WAKY	40/ 881
13. WXVW	24/ 357
14. WXLN-F	22/ 320
15.	
16.	
17.	
18.	
19.	
20.	
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24.	
25.	

12+ METRO	CUME/	FAL 84	SPG 84
1. WHAS	2787/35.0	27.3	28.9
2. WLRS-F	2070/26.0	26.1	20.3
3. WQMF-F	1740/21.9	23.2	22.5
4. WAMZ-F	1582/19.9	22.2	18.7
5. WAVG	1320/16.6	15.2	15.7
6. WKJJ-F	1315/16.5	15.9	14.7
7. WRKA-F	1136/14.3	11.9	12.4
8. WVEZ-F	1110/14.0	15.4	16.1
9. WCII	942/11.8	12.6	14.4
10. WLLOU	865/10.9	11.2	12.2
11. WJYL-F	846/10.6	11.5	16.3
12. WAKY	667/ 8.4	8.8	11.0
13. WXVW	354/ 4.5	4.7	5.4
14. WXLN-F	320/ 4.0	3.5	3.1
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 57.98% (712 of 1228) (WIN 84: 55.36%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		188 (2)	188 (2)	15.3	7.4	WDGS	1290	New Albany, IN	.5/1.0
AOR		145 (1)	145 (1)	11.8	14.4	WFIA	900	Louisville	1.2/3.0
AC/OLDIES/SOFT ROCK	33 (1)	50 (1)	83 (2)	6.8	15.1	WTMT	620	Louisville	1.2/2.7
MOR/VARIETY	271 (2)		271 (2)	22.1	18.4				
COUNTRY	85 (2)	144 (1)	229 (3)	18.6	17.4				
BLACK/URBAN	80 (1)	45 (1)	125 (2)	10.2	11.2				
BTFL MUSIC		118 (1)	118 (1)	9.6	9.9				
NEWS/TALK					0				
NOSTALGIA	24 (1)		24 (1)	2.0	2.0				
RELIGION	23 (2)	22 (1)	45 (3)	3.7	2.7				
SPANISH					0				
CLASSICAL					0				
UNKNOWN/OTHERS					1.5				
			1228 (17)						

RADIO STATIONS

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), OLDIES	MBS, \$ 45.00 (Katz)	Multimedia
WAVG, 970, 5 KW (DA-2), MOR	RKO II, NBC, NBC-T, \$ 43.00 (Selcom)	Henson
WCII, 1080, 10 KW/1 KW (DA-2), COUNTRY	CBS, \$ 93.28 (Eastman)	Great Trails
WFIA, 900, 1 KW (DAYS), RELIGION	, \$ 14.00 (----)	
WHAS, 840, 50 KW, MOR	ABC-I, \$106.25 (Christal)	Courier-Journal
WLV, 1240, 1 KW/250 W, MOR	WSJ, \$ 17.00 (Weiss)	
WLOU, 1350, 5 KW (DAYS), BLACK	NBN, \$ 50.00 (HNWH)	Johnson
WTMT, 620, 500 W (DAYS, DA), COUNTRY	, \$ 17.00 (Masla)	
WXVW, 1450, 1 KW/250 W, NOST (Al Ham)	MBS, \$ 21.00 (S. Katz)	

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY	ABC-E, \$121.88 (Christal)	Courier-Journal
WJYL-F, 101.7, 3 KW @ 300, URBAN	ABC-F, \$ 35.00 (HNWH)	Interurban
WKJJ-F, 99.7, 20 KW @ 720, CONTEMP/AC	CBS-R, \$ 93.28 (Eastman)	Great Trails
WLRS-F, 102.3, 3 KW @ 300, CHR (Burk-Abr)	Source, \$ 50.00 (Selcom)	Henson
WQMF-F, 95.7, 34 KW @ 580, AOR	, \$ 61.00* (Torbet)	Wood
WRKA-F, 103.1, 3 KW @ 300, AC	ABC-D, \$ 58.00 (Blair)	Capitol-Johnson
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS	, \$ 60.00 (Katz)	Multimedia
WXLN-F, 103.9, 3 KW @ 300, RELIGION (Burk-Abr)	ABC-C, \$ 20.00 (Radio Spot)	

MISCELLANEOUS COMMENTS

WKJJ now classified as Contemp format...

MIAMI - FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,558,200  
 CMSA Rank/Pop: # 12  
 MSA Rank/Pop: Mia - 23/1,752,300  
 ADI # 13 FT. Lau - 39/1,186,2--  
 Average Person Rating: 20.3  
 Market TSL: 26.5 hours

Stations: 34/32  
 Diaries: 2600/984:1/42.4%  
 Sample Target: 2510  
 Standard Error: .417  
 % Below Line: 1.1  
 % Not Listed: 5.4

Est. 1984 Revenue: \$77,900,000  
 Gross Inc.: 34.9 Bil  
 HH Inc.: \$30,620  
 Retail \$: 19.5 Bil  
 Pop per Station: 79,944

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. WLYF-F	488/9.4	7.8	---	7.6	8.0
2. WHYI-F	343/6.6	9.4	---	8.4	8.3
3. WQBA	293/5.7	4.8	---	7.2	7.2
4. WINZ-F	259/5.0	6.7	---	7.5	6.7
5. WSHE-F	248/4.8	3.8	---	3.0	3.4
6. WHQT-F	234/4.5	1.9	---	2.2	2.1
7. WAXY-F	228/4.4	3.5	---	3.7	3.6
WJQY-F	228/4.4	5.6	---	3.1	3.5
9. WIOD	204/3.9	4.0	---	3.0	3.2
10. WKQS-F	191/3.7	2.5	---	2.8	3.0
11. WNWS	173/3.3	3.7	---	3.0	4.3
12. WOCN	164/3.2	3.1	---	1.9	1.9
13. WLVE-F	163/3.1	2.5	---	2.7	2.5
14. WINZ	157/3.0	3.2	---	3.8	4.3
15. WCMQ-F	148/2.9	3.7	---	2.7	3.3
16. WTMI-F	145/2.8	2.2	---	2.2	2.5
17. WEDR-F	139/2.7	4.9	---	3.4	3.7
18. WAIA-F	133/2.6	3.2	---	3.7	3.3
19. WRHC	157/3.0	2.9	---	3.1	3.5
20. WQBA-F	120/2.3	2.1	---	2.7	2.5
21. WFTL	82/1.6	.9	---	2.0	1.0
22. WGBS	70/1.4	1.2	---	1.3	1.3
WMXJ-F	70/1.4	1.8	---	1.7	1.3
24. WCMQ	69/1.3	1.2	---	1.5	1.4
25. WKAT	67/1.3	1.4	---	1.9	1.1

12+ TSA	1/4/CUME
1. WLYF-F	513/4766
2. WHYI-F	427/6948
3. WQBA	297/1999
4. WSHE-F	276/3038
5. WAXY-F	265/3982
6. WIOD	263/3272
7. WINZ-F	262/5146
8. WJQY-F	251/2866
9. WHQT-F	241/2699
10. WKQS-F	223/2618
11. WEAT-F	187/1860
12. WNWS	184/2841
13. WLVE-F	176/2805
14. WOCN	164/1280
15. WINZ	163/3021
16. WTMI-F	155/1824
17. WCMQ-F	148/1613
18. WAIA-F	141/2713
19. WEDR-F	140/1976
20. WRHC	129/1006
21. WQBA-F	121/1849
22. WMXJ-F	93/2007
23. WFTL	88/ 690
24. WRBD	77/ 759
25. WGBS	76/1957

12+ METRO	CUME/ METRO CUME RATING	FAL 84	SPG 84
1. WHYI-F	5913/23.1	27.5	25.1
2. WINZ-F	4963/19.4	21.0	23.0
3. WLYF-F	4365/17.1	15.7	14.9
4. WAXY-F	3367/13.2	11.6	11.1
5. WINZ	2770/10.8	10.4	11.6
6. WLVE-F	2731/10.7	10.2	9.3
7. WIOD	2688/10.5	15.1	9.3
8. WJQY-F	2649/10.4	11.7	7.3
9. WHQT-F	2633/10.3	6.1	6.7
10. WSHE-F	2616/10.2	9.1	8.7
11. WNWS	2568/10.0	9.2	9.3
12. WAIA-F	2555/10.0	11.6	11.6
13. WKQS-F	2234/ 8.7	7.2	7.2
14. WQBA	1981/ 7.7	9.3	10.7
15. WEDR-F	1958/ 7.7	8.7	6.2
16. WQBA-F	1804/ 7.1	6.4	8.4
17. WGBS	1758/ 6.9	7.4	6.4
18. WTMI-F	1635/ 6.4	7.0	4.9
19. WCMQ-F	1601/ 6.3	7.2	6.3
20. WMXJ-F	1527/ 6.0	6.1	8.4
21. WOCN	1280/ 5.0	4.9	3.8
22. WRHC	1006/ 3.9	4.2	4.8
23. WKAT	869/ 3.4	3.8	4.3
24. WLQY	859/ 3.4		3.7
25. WQAM	814/ 3.2	3.8	4.7

12+ FM SHARE (METRO): 64.79% (3176 of 4902) (WIN 84: 61.42%)

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

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

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		602 (2)	602 (2)	12.3	15.7	WBSS	980	Pompano Beach	.4/1.5
AOR		248 (1)	248 (1)	5.1	5.0	WLQY	1320	Hollywood	1.2/3.4
AC/OLDIES/SOFT ROCK	22 (1)	594 (4)	616 (5)	12.6	16.0	WMBM	1490	Miami Beach	.8/2.6
MOR/VARIETY	99 (2)		99 (2)	2.0	1.1	WQAM	560	Miami	.9/3.2
COUNTRY	48 (1)	191 (1)	239 (2)	2.0	4.8	WRBD	1470	Pompano Beach	1.2/2.5
BLACK/URBAN	61 (1)	373 (2)	434 (3)	8.9	6.4	WSUA	1260	Miami	.8/2.7
BTFL MUSIC		755 (3)	755 (3)	15.4	9.3	WVCG	1080	Coral Gables	.4/ .9
NEWS/TALK	604 (4)		604 (4)	12.3	13.7	WEAT-F	104.5	West Palm Beach	.8/1.8
NOSTALGIA	131 (2)		131 (2)	2.7	3.1	WSBR	740	Boca Raton	.3/1.0
RELIGION	65 (2)		65 (2)	1.3	0				
SPANISH	696 (5)	268 (2)	964 (7)	19.7	22.3				
CLASSICAL		145 (1)	145 (1)	3.0	2.6				
UNKNOWN/OTHERS					0				
			4902 (34)						

RADIO STATIONS

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$ NA	(MMR)	
WGBS, 710, 50 KW (DA-2)	, NEWS/TALK	MBS, ABC-E, \$ NA	(Blair)	Jeff-Pilot
WINZ, 940, 50 KW/25 KW (DA-2)	, NEWS/TALK	CBS, \$105.00*	(Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	, TALK	ABC-I, NBC-T, \$ 85.00*	(Christal)	Cox
WKAT, 1360, 10 KW/1 KW	, NOSTALGIA	MBS, \$ 45.00	(P/W)	
WLQY, 1320, 5 KW (DA-2)	, NOST (Al Ham)	ABC-D, \$ NA	(HNWH)	Sunshine
WMBM, 1490, 1 KW/250 W	, BLACK/GOSPEL	NBN, \$ NA	(Masla)	
WNWS, 790, 25 KW (DA-2)	, TALK	WSJ, \$ 81.25	(CBS Spot)	
WOCN, 1450, 1 KW/250 W	, SPANISH NEWS/TALK	, \$ NA	(Lotus)	
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC, \$ NM	(Blair)	Storz
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$112.50	(Eastman)	Susquehanna
WRBD, 1470, 5 KW/2.5 KW (DA-1), BLACK		NBN, \$ 39.00	(Weiss)	
WRHC, 1550, 10 KW/500 W (DA-2)	, SPANISH NEWS/TALK	, \$ 65.00	(HNWH)	
WSUA, 1260, 5 KW (DA-2)	, SPANISH BTFL MUSIC	, \$ 32.00	(Caballero)	
WVCG, 1080, 50 KW/10 KW (DA-2)	, RELIGION/ETHNIC	, \$ NA	(----)	Statewide

FM STATIONS

WATA-F, 97.3, 98 KW @ 790, AC		, \$ 80.00*	(Christal)	Cox
WAXY-F, 105.9, 100 KW @ 1049, OLDIES/AC		RKO, \$ 88.00	(Republic)	RKO
WMXJ-F, 102.7, 100 KW @ 345, AC		ABC-C, \$ 81.00	(----)	Sconnix
WCMQ-F, 92.1, 3 KW @ 300, SPANISH (Burk-Abr)		, \$ 65.00*	(MMR)	
WEDR-F, 99.1, 70 KW @ 175, BLACK		NBN, \$ 62.00*	(HNWH)	Rivers
WHQT-F, 105.1, 100 KW @ 600, Urban		, \$ 56.00*	(MMR)	EZ
WHYI-F, 100.7, 100 KW @ 1000, CHR		ABC-C, \$150.00*	(Mc-Guild)	Metroplex
WINZ-F, 94.9, 100 KW @ 650, CHR		, \$125.00*	(Katz)	Guy Gannett
WKQS-F, 99.9, 100 KW @ 930, COUNTRY		RKO II, \$ 65.00*	(HNWH)	Sunshine
WLYF-F, 101.5, 100 KW @ 813, BTFL MUSIC		, \$120.00*	(Blair)	Jeff-Pilot
WQBA-F, 107.5, 100 KW @ 500, SPANISH CONTEMP		, \$ 63.00*	(Eastman)	Susquehanna
WSHE-F, 103.5, 100 KW @ 600, AOR		ABC-R, \$ 80.00*	(Eastman)	TK
WTMI-F, 93.1, 100 KW @ 480, CLASSICAL		, \$ 53.00	(CMBS)	
WJQY-F, 106.7, 100 KW @ 980, EZ/Soft AC		, \$ 80.00*	(Torbet)	Amaturo
WLVE-F, 93.9, 100 KW @ 650, AC/CONTEMP		CBS-R, \$ 68.00*	(Masla)	

MISCELLANEOUS COMMENTS

WIZI changed calls to WHQT and format from AC to Urban...WCKO changed calls to WMXJ and format from AOR to AC...WJQY is difficult to classify; their demos more resemble BTFL than AC...

NEW YORK

Arbitron Rank/Pop (12+): 1/14,613,900  
 CMSA Rank/Pop: # 1  
 MSA Rank/Pop: 1/8,143,600  
 ADI # 1  
 Average Person Rating: 19.7  
 Market TSL: 25.6 hours

Stations: 47/47  
 Diaries: 4219/3472:1/44.8%  
 Sample Target: 4000  
 Standard Error: .329  
 % Below Line: 0  
 % Not Listed: 10.1

Est. 1984 Revenue: \$207,900,000  
 Gross Inc.: 93.6 Bil  
 HH Inc.: \$29,462  
 Retail \$: 77.4 Bil  
 Pop per Station: 310,934

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 84	SPG 84
1. WRKS-F	1728/6.0	5.3	5.4	5.1	5.6	1. WRKS-F 1773/20458	1. WINS 26780/18.3	17.4	17.7
2. WHTZ-F	1655/5.7	5.9	6.6	7.2	5.5	2. WHTZ-F 1662/26719	2. WHTZ-F 26452/18.1	18.3	20.7
3. WOR	1402/4.8	5.2	4.7	4.2	4.9	3. WOR 1472/18137	3. WPLJ-F 25467/17.4	16.8	16.3
4. WPLJ-F	1379/4.8	4.3	5.3	4.4	4.1	4. WPLJ-F 1409/26410	4. WCBS 20765/14.2	14.4	14.0
5. WINS	1205/4.2	4.8	4.4	4.6	4.6	5. WINS 1219/27215	5. WRKS-F 20087/13.7	12.4	12.4
6. WNEW-F	1179/4.1	3.9	3.1	3.1	2.6	6. WNEW-F 1196/15081	6. WOR 16751/11.4	11.3	11.4
7. WRFM-F	1104/3.8	3.2	3.7	3.7	3.8	7. WRFM-F 1130/12204	7. WNBC 15150/10.3	11.2	12.1
8. WCBS	1048/3.6	3.9	3.3	3.6	4.6	8. WCBS 1121/22410	8. WNEW-F 14756/10.1	10.1	8.6
9. WBLS-F	1006/3.5	3.7	3.5	2.6	3.7	9. WPAT-F 1013/13050	9. WABC 14418/ 9.8	10.3	11.3
10. WPAT-F	967/3.3	3.0	2.9	3.6	4.0	10. WBLS-F 1012/14431	10. WCBS-F 14302/ 9.8	10.0	10.5
11. WLTW-F	856/3.0	3.0	2.8	2.4	1.6	11. WNBC 958/18362	11. WBLS-F 14265/ 9.7	10.2	9.6
12. WCBS-F	846/2.9	3.2	3.3	3.3	2.7	12. WCBS-F 864/14605	12. WKTU-F 14108/ 9.6	11.2	12.8
13. WNBC	837/2.9	2.9	3.0	3.0	2.9	13. WNEW 862/ 9855	13. WAPP-F 13414/ 9.2	9.0	10.1
14. WNEW	827/2.9	3.0	3.1	3.1	2.9	14. WLTW-F 861/11488	14. WYNY-F 13142/ 9.0	9.9	11.4
15. WABC	753/2.6	2.4	2.6	2.6	2.2	15. WABC 810/15942	15. WPAT-F 12571/ 8.6	7.6	9.5
16. WPIX-F	695/2.4	2.3	2.3	2.7	2.9	16. WPIX-F 707/12613	16. WPIX-F 12282/ 8.4	9.1	10.4
17. WKTU-F	676/2.3	2.8	3.1	3.3	4.0	17. WHN 691/12044	17. WRFM-F 11985/ 8.2	7.6	8.2
18. WYNY-F	641/2.2	2.4	2.8	2.6	2.9	18. WKTU-F 688/14299	18. WLTW-F 11397/ 7.8	7.5	7.1
19. WHN	624/2.2	2.5	2.9	2.9	2.3	19. WYNY-F 651/13436	19. WHN 10978/ 7.5	8.0	9.0
20. WADO	588/2.0	2.4	1.4	2.3	1.5	20. WADO 588/ 4501	20. WNEW 9222/ 6.3	7.1	7.4
21. WAPP-F	497/1.7	1.8	2.4	2.9	3.3	21. WAPP-F 512/13656	21. WQXR-F+ 7811/ 5.3	3.8	4.5
22. WQXR-F+	487/1.7	1.3	1.9	1.1	1.9	22. WQXR-F+ 492/ 7882	22. WPAT 7263/ 5.0	5.2	5.1
23. WPAT	457/1.6	1.6	2.0	1.6	1.5	23. WPAT 460/ 7388	23. WNCN-F 6420/ 4.4	2.5	3.5
24. WNCN-F	416/1.4	1.0	1.1	1.0	1.0	24. WNCN-F 423/ 6492	24. WMCA 5949/ 4.1	4.3	4.5
25. WMCA	338/1.2	1.5	1.8	1.5	1.5	25. WEZN-F 396/ 3913	25. WADO 4501/ 3.1	2.7	3.8

12+ FM SHARE (METRO): 60.95% (15852 of 26007) (WIN 84: 59.26%)

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

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

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		4411 (5)	4411 (5)	17.0	15.0	WALK-F+	97.5	Patchogue	.7/1.9
AOR		1754 (4)	1754 (4)	6.7	7.8	WBAB-F	102.3	Babylon	.9/2.4
AC/OLDIES/SOFT ROCK	843 (2)	3427 (7)	4270 (9)	16.4	11.1	WBLL-F	106.1	Patchogue	.7/2.1
MOR/VARIETY	229 (2)		229 (2)	0.9	1.4	WCTC	1450	New Brunswick, NJ	.5/1.2
COUNTRY	624 (1)		624 (1)	2.4	2.6	WDHA-F	105.5	Dover, NJ	.5/1.2
BLACK/URBAN	473 (2)	2734 (2)	3207 (4)	12.3	16.8	WEBE-F	107.9	Westport, CT	.3/1.2
BTFL MUSIC	457 (1)	2621 (4)	3078 (5)	11.8	11.3	WEZN-F	99.9	Bridgeport, CT	1.0/2.0
NEWS/TALK	4746 (5)		4746 (5)	18.2	19.8	WFME-H	94.7	Newark	.3/1.2
NOSTALGIA	1111 (2)		1111 (2)	4.3	3.9	WHLI	1100	Hempstead	1.0/1.4
RELIGION	399 (2)	92 (1)	491 (3)	1.9	2.6	WHUD-F	100.7	Peekskill	.9/1.6
SPANISH	1183 (4)		1183 (4)	4.5	4.2	WICC	600	Bridgeport, CT	.3/1.0
CLASSICAL	90 (1)	813 (2)	903 (3)	3.5	3.3	WJIT	1480	New York	.5/1.3
UNKNOWN/OTHERS					0	WKDM	1380	New York	.7/1.3
			26007 (47)			WLIB	1190	New York	1.0/2.0
						WLIR-F	92.7	Garden City	.6/1.9
						WVGQ-F	98.3	New Brunswick, NJ	.4/.9
						WNJR	1430	Newark	.6/1.9
						WSKQ	620	Newark	.8/1.8
						WWDJ	970	Hackensack	.6/1.3
						WWRL	1600	New York	.8/2.4

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I, \$ 18.00* (Blair)	ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH	, \$ 98.75 (----)	
WCBS, 880, 50 KW	, NEWS	CBS, \$375.00 (CBS Spot)	CBS
WHN, 1050, 50 KW (DA-1)	, COUNTRY	MBS, \$240.00* (MMR)	Doubleday
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-D, \$330.00* (Blair/RAR)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH	, \$107.50 (Caballero)	Infinity
WLIB, 1190, 10 KW (DA,DAYS)	, BLACK NEWS/TALK	SBN, \$ 55.00 (Mc-Guild)	Inner City
WMCA, 570, 5 KW (DA-1)	, TALK	APR,WSJ, MBS, \$125.00* (Roslin)	
WNBC, 660, 50 KW	, CONTEMP/AC	NBC, \$452.50 (HNWH)	NBC
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	, \$198.00 (Katz)	Metromedia
WOR, 710, 50 KW (DA-1)	, TALK	ABC-E,RKO II, \$220.00 (Republic)	RKO
WPAT, 930, 5 KW (DA-2)	, BTFL MUSIC	, \$220.00 (Christal)	Capital Cities
WSKQ, 620, 5 KW (DA-2)	, SPANISH	, \$ 85.00 (Caballero)	
WWDJ, 970, 5 KW (DA-2)	, RELIGION	, \$ 40.00 (----)	
WWRL, 1600, 5 KW (DA-2)	, GOSPEL/BLACK	NBN, \$ 93.13 (Weiss)	Unity

FM STATIONS

WAPP-F, 103.5, 5.8 KW @ 1390, CHR		, \$225.00* (MMR)	Doubleday
WBLS-F, 107.5, 5.4 KW @ 1241, BLACK		ABC-F,SBN, \$356.88 (Mc-Guild)	Inner City
WCBS-F, 101.1, 7.3 KW @ 1300, OLDIES/AC		CBS-R, \$297.50 (CBS Spot)	CBS
WFME-F, 94.7, 36 KW @ 580, RELIGION		, \$ NA (----)	Family
WHTZ-F, 100.3, 7.8 KW @ 1220, CHR		, \$280.00* (Eastman)	Malrite
WHUD-F, 100.7, 50 KW @ 500, BTFL MUS		, \$ 45.00 (Masla)	(PEEKSKILL)
WKTU-F, 92.3, 5.4 KW @ 1200, CHR		, \$316.88 (Torbet)	Infinity
WLTW-F, 106.7, 7.6 KW @ 1220, SOFT AC		, \$268.75 (Selcom)	Viacom
WNCN-F, 104.3, 7.6 KW @ 1220, CLASSICAL		APR,WSJ, \$ 95.00 (CMBS)	GAF
WNEW-F, 102.7, 5.9 KW @ 1360, AOR		Source, \$267.50 (Katz)	Metromedia
WPAT-F, 93.1, 5.3 KW @ 1420, BTFL MUS		, \$220.00 (Christal)	Capital Cities
WPIX-F, 101.9, 5.4 KW @ 1228, AC		, \$225.00* (Christal)	Tribune Co.
WPLJ-F, 95.5, 7.2 KW @ 1270, CHR		ABC-R, \$245.00* (Blair)	ABC
WQXR-F+, 96.3, 7.8 KW @ 1220, CLASSICAL		, \$147.50 (Mc-Guild)	NY Times
WRFM-F, 105.1, 7.8 KW @ 1220, BTFL MUS		, \$200.00 (Torbet)	Bonne
WRKS-F, 98.7, 7.8 KW @ 1250, URBAN		RKO, \$230.00* (Republic)	RKO
WYNY-F, 97.1, 7.2 KW @ 1300, AC		, \$280.00* (HNWH)	NBC

MISCELLANEOUS COMMENTS

WBNX chnged calls to WKDM...

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/3,979,900  
 CMSA Rank/Pop: # 4  
 MSA Rank/Pop: 4/4,676,700  
 ADI # 4  
 Average Person Rating: 20.1  
 Market TSL: 26.3 hours

Stations: 30/25  
 Diaries: 2804/1419:1/50.3  
 Sample Target: 2440  
 Standard Error: .401  
 % Below Line: 2.4  
 % Not Listed: 7.3

Est. 1984 Revenue: \$87,300,000  
 Gross Inc.: 49.0 Bil  
 HH Inc.: \$29,952  
 Retail \$: 25.1 Bil  
 Pop per Station: 159,196

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KYW	631/7.9	6.2	6.9	8.0	7.8
2. WMMR-F	611/7.6	5.9	6.2	5.5	4.7
3. WPEN	546/6.8	5.0	4.9	4.3	5.5
4. WUSL-F	518/6.5	6.7	6.1	6.2	5.0
5. WEAZ-F	500/6.3	8.3	7.1	7.5	9.1
6. WMGK-F	442/5.5	5.8	6.6	5.4	6.1
7. WCAU-F	413/5.2	6.3	4.7	5.5	5.5
8. WDAS-F	354/4.4	5.0	5.6	5.7	6.7
9. WWDB-F	347/4.3	4.5	3.4	4.4	4.6
10. WSNI-F	334/4.2	3.4	3.0	3.2	2.8
11. WCAU	332/4.2	4.4	5.5	5.6	4.1
12. WIOQ-F	330/4.1	3.7	4.3	4.4	4.6
13. WKSZ-F	329/4.1	3.2	2.7	2.3	2.4
14. WIP	310/3.9	3.7	3.5	3.3	3.7
15. WYSP-F	254/3.2	2.9	3.7	4.1	4.1
16. WXTU-F	207/2.6	3.7	3.3	2.6	.6
17. WFIL	185/2.3	1.9	2.3	1.8	2.0
18. WZGO-F	181/2.3	2.4	2.3	2.8	2.7
19. WFLN-F	111/1.4	1.7	1.6	1.7	1.6
20. WDAS	104/1.3	1.1	1.9	1.6	1.6
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO CUME RATING	FAL 84	SPG 84
1. WMMR-F	894/9975	1. KYW	11038/27.7	25.9	28.7
2. KYW	708/12891	2. WCAU-F	7686/19.3	21.2	21.4
3. WUSL-F	631/7035	3. WMMR-F	7008/17.6	16.5	15.5
4. WEAZ-F	605/8375	4. WEAZ-F	6913/17.4	17.0	16.4
5. WPEN	576/5250	5. WMGK-F	6581/16.5	14.3	16.5
6. WMGK-F	537/8200	6. WCAU	5750/14.4	15.6	17.8
7. WCAU-F	511/9783	7. WUSL-F	5749/14.4	14.7	14.9
8. WSNI-F	418/5622	8. WYSP-F	5040/12.7	12.1	13.3
9. WKSZ-F	409/5282	9. WPEN	4896/12.3	10.1	10.2
10. WWDB-F	402/4760	10. WIOQ-F	4527/11.4	11.0	12.0
11. WCAU	401/6793	11. WSNI-F	4319/10.9	10.0	10.1
12. WDAS-F	382/4672	12. WDAS-F	4298/10.8	11.5	13.0
13. WYSP-F	355/7079	13. WWDB-F	4161/10.5	9.4	9.0
14. WIOQ-F	355/5301	14. WKSZ-F	4140/10.4	8.4	7.2
15. WIP	348/4752	15. WIP	4083/10.3	12.9	8.1
16. WXTU-F	249/2474	16. WFIL	3807/ 9.6	8.0	7.3
17. WFMZ-F	239/2047	17. WZGO-F	3283/ 8.2	8.7	10.9
18. WFIL	233/4717	18. WXTU-F	1947/ 4.9	7.0	5.1
19. WZGO-F	197/3676	19. WFLN-F	1805/ 4.5	5.7	5.9
20. WFLN-F	141/2401	20. WDAS	1658/ 4.2	4.4	5.3
21.		21.			
22.		22.			
23.		23.			
24.		24.			
25.		25.			

12+ FM SHARE (METRO): 68.67% (5086 of 7406) (WIN 84: 68.83%)

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

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WMMR-F	1. WMMR-F	1. WMGK-F	1. WMGK-F	1. WMGK-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F
2. WUSL-F	2. WUSL-F	WUSL-F	2. WIOQ-F	2. WKSZ-F	2. WYSP-F	2. WIOQ-F	2. WIOQ-F	2. WIOQ-F	2. WMGK-F
3. WCAU-F	3. WIOQ-F	3. WSNI-F	3. WSNI-F	3. WEAZ-F	3. WUSL-F	3. WUSL-F	3. WMGK-F	3. WDAS-F	3. WSNI-F
4. WDAS-F	4. WMGK-F	4. WMMR-F	4. WDAS-F	4. WSNI-F	4. WCAU-F	4. WYSP-F	4. WUSL-F	4. WMGK-F	4. WIOQ-F
5. WSNI-F	5. WSNI-F	5. WIOQ-F	5. WUSL-F	5. KYW	5. WMGK-F	5. WMGK-F	5. WSNI-F	5. WSNI-F	5. KYW
6. WIOQ-F	6. WDAS-F	6. WKSZ-F	6. WMMR-F	6. WIOQ-F	6. WIOQ-F	6. WDAS-F	6. WYSP-F	6. WUSL-F	6. WEAZ-F
7. WZGO-F	7. WCAU-F	7. WDAS-F	7. WKSZ-F	WUSL-F	7. WDAS-F	7. WCAU-F	7. KYW	7. WKSZ-F	7. WFIL
8. WYSP-F	8. WZGO-F	8. WEAZ-F	8. WCAU-F	8. WDAS-F	8.	8. WSNI-F	8. WDAS-F	8. WFIL	8. WDAS-F
9. WMGK-F	9. WYSP-F	9. WCAU-F	9. WEAZ-F	9. WIP	9.	9. WFIL	9. WFIL	9. KYW	9. WKSZ-F
10. WKSZ-F	10. WKSZ-F	10. KYW	10. WZGO-F	10. WXTU-F	10.	10. WKSZ-F	10. WCAU-F	10.	10. WUSL-F

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		628 (3)	628 (3)	8.5	9.9	WCOJ	1420	Coatesville	.3/1.2
AOR		1195 (3)	1195 (3)	16.1	14.8	WFLN	900	Philadelphia	.3/ .7
AC/OLDIES/SOFT ROCK	242 (3)	1105 (3)	1347 (6)	18.2	14.7	WHAT	1340	Philadelphia	.8/3.5
MOR/VARIETY	335 (2)		335 (2)	4.5	4.1	WPGR	1540	Philadelphia	.5/1.1
COUNTRY		207 (1)	207 (1)	2.8	0.7	WZZD	990	Philadelphia	.6/2.1
BLACK/URBAN	166 (2)	872 (2)	1038 (4)	14.0	16.7	WBYO-F	107.5	Boyerstown	.4/1.0
BTFL MUSIC		592 (3)	592 (3)	8.0	11.2	WFMZ-F	100.7	Allentown	.4/1.1
NEWS/TALK	963 (2)	347 (1)	1310 (3)	17.7	18.6	WJBR-F	99.5	Wilmington, DE	.8/2.8
NOSTALGIA	546 (1)		546 (1)	7.4	6.1	WPST-F	97.5	Trenton	.4/2.7
RELIGION	47 (1)	29 (1)	76 (2)	1.0	1.2	WNBC	660	New York	.3/1.3
SPANISH					0				
CLASSICAL	21 (1)	111 (1)	132 (2)	1.8	2.0				
UNKNOWN/OTHERS					0				
			7406 (30)						

### RADIO STATIONS

#### AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	ABC-I,NBC, \$282.50 (Blair/RAR)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$182.50 (CBS Spot)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 65.00* (HNWH)	Unity
WFIL, 560, 5 KW (DA-2)	, OLDIES	ABC-D, \$ 90.00* (Eastman)	LIN
WHAT, 1340, 1 KW/250 W	, BLACK	SBN, \$ 41.00 (Selcom)	
WIP , 610, 5 KW (DA-1)	, MOR	ABC-D, \$170.63 (Katz)	Metromedia
WPEN, .950, 5 KW (DA-N)	, NOSTALGIA	RKO II, \$120.00* (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	RKO, \$ NA (Republic)	Pyramid
WTEL, 860, 10 KW (DAYS,DA)	, SPANISH/RELIGION	, \$ 23.00 (Caballero)	
WZZD, 990, 50 KW/10 KW (DA-2),	RELIGION	, \$ 27.00 (---)	

#### FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000, CHR		CBS-R, \$206.25 (CBS)	CBS
WDAS-F, 105.3, 4 KW @ 870, BLACK		, \$120.00* (HNWH)	Unity
WEAZ-F, 101.1, 13 KW @ 1010, BTFL MUS (SRP)		, \$271.88 (Mc-Guild)	
WFLN-F, 95.7, 50 KW @ 490, CLASSICAL		, \$ 85.00 (CMBS)	
WIOQ-F, 102.1, 30 KW @ 650, AOR		, \$140.00* (Mc-Guild)	Outlet
WKSZ-F, 100.3, 35 KW @ 600, AC		, \$100.00* (Christal)	(MEDIA)
WMGK-F, 102.9, 50 KW @ 300, AC		, \$200.00* (MMR)	Greater Media
WMMR-F, 93.3, 25 KW @ 670, AOR		Source, \$160.63 (Katz)	Metromedia
WSNI-F, 104.5, 13 KW @ 1008, AC		RKO, \$ 98.00 (Republic)	Pyramid
WUSL-F, 98.9, 18 KW @ 830, URBAN		ABC-F, \$115.00* (Eastman)	LIN
WWDB-F, 96.5, 18 KW @ 850, TALK		ABC-I, \$105.00* (Selcom)	
WZGO-F, 106.1, 23 KW @ 740, CHR		ABC-C, \$ 85.00* (Christal)	Cox
WXTU-F, 92.5, 50 KW @ 500, COUNTRY		MBS, \$ 75.00* (Weiss)	Beasley
WYSP-F, 94.1, 16 KW @ 900, AOR (Pollack)		ABC-R, \$186.25 (Torbet)	Infinity

#### MISCELLANEOUS COMMENTS

Note that four different stations lead the four major dayparts...WPEN and WMMR had superb books... WPEN leads in 12+ MID...

PHOENIX

Arbitron Rank/Pop (12+): 24/1,427,300  
 CMSA Rank/Pop: # 23  
 MSA Rank/Pop: 25/1,682,400  
 ADI # 26  
 Average Person Rating: 17.1  
 Market TSL: 22.4 hours

Stations: 26/26  
 Diaries: 1394/1024:1/52.2%  
 Sample Target: 1460  
 Standard Error: .520  
 % Below Line: 0  
 % Not Listed: 3.9

Est. 1984 Revenue: \$46,900,000  
 Gross Inc.: 17.6 Bil  
 HH Inc.: \$28,707  
 Retail \$: 10.1 Bil  
 Pop per Station: 54,896

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	FAL 84
1. KTAR	246/10.1	10.4	---	9.1	9.0
2. KUPD-F	201/ 8.2	7.1	---	5.4	6.9
3. KNIX-F	194/ 8.0	7.2	---	7.1	6.9
4. KMEO-F	164/ 6.7	5.8	---	5.9	5.8
5. KKLT-F	163/ 6.7	5.9	---	5.5	8.3
6. KZZP-F	163/ 6.7	6.0	---	5.5	6.7
7. KQYT-F	147/ 6.0	8.0	---	8.0	8.5
8. KOY	134/ 5.5	4.6	---	4.6	3.9
9. KOPA-F	121/ 5.0	5.3	---	4.5	5.8
10. KOOL-F	111/ 4.5	3.8	---	4.9	4.4
11. KLZI-F	103/ 4.2	4.2	---	3.2	.8
12. KDKB-F	101/ 4.1	4.1	---	7.4	7.1
13. KUKQ	77/ 3.2	2.6	---	2.6	2.4
14. KLFF	69/ 2.8	2.6	---	2.9	2.5
15. KSTM-F	50/ 2.0	2.2	---	2.0	2.1
16. KOOL	45/ 1.8	1.1	---	1.1	1.1
17. KJJJ-F	44/ 1.8	1.8	---	3.8	3.9
18. KONC-F	40/ 1.6	2.8	---	2.3	1.5
19.					
20.					
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. KTAR	258/2913
2. KNIX-F	240/2813
3. KUPD-F	234/3187
4. KZZP-F	177/2656
5. KMEO-F	174/2213
6. KKLT-F	172/2477
7. KQYT-F	172/2146
8. KOY	151/1813
9. KOPA-F	126/2375
10. KDKB-F	125/2474
11. KOOL-F	113/1668
12. KLZI-F	112/1890
13. KUKQ	77/ 827
14. KLFF	69/ 801
15. KJJJ-F	50/1055
16.	
17.	
18.	
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20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO	CUME/ METRO	CUME RATING	FAL 84	SPG 84
1. KUPD-F	2730/19.1		16.1	14.9
2. KTAR	2725/19.1		20.6	19.9
3. KZZP-F	2440/17.1		17.7	19.6
4. KNIX-F	2330/16.3		16.9	15.0
5. KKLT-F	2317/16.2		15.9	17.4
6. KOPA-F	2263/15.9		17.9	18.7
7. KDKB-F	2035/14.3		15.1	19.7
8. KMEO-F	2030/14.2		14.4	12.7
9. KQYT-F	1831/12.8		15.7	16.1
10. KLZI-F	1776/12.4		11.5	10.0
11. KOY	1602/11.2		12.5	14.0
12. KOOL-F	1583/11.1		9.5	13.3
13. KONC-F	924/ 6.5		6.7	4.8
14. KJJJ-F	918/ 6.4		5.7	10.1
15. KUKQ	827/ 5.8		6.0	6.1

12+ FM SHARE (METRO):

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

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KUPD-F	1. KKLT-F	1. KKLT-F	1. KKLT-F	1. KUPD-F	1. KUPD-F	1. KUPD-F	1. KUPD-F	1. KOOL-F	1. KNIX-F
2. KKLT-F	2. KUPD-F	2. KUPD-F	2. KLZI-F	2. KZZP-F	2. KZZP-F	2. KDKB-F	2. KOOL-F	2. KUPD-F	2. KOOL-F
3. KZZP-F	3. KLZI-F	3. KLZI-F	3. KNIX-F	3. KDKB-F	3. KDKB-F	3. KOOL-F	3. KNIX-F	3. KDKB-F	3. KTAR
4. KDKB-F	4. KZZP-F	4. KNIX-F	4. KZZP-F	KOPA-F	4. KOPA-F	4. KZZP-F	4. KDKB-F	4. KKLT-F	4. KOY
5. KUKQ	5. KOPA-F	5. KZZP-F	5. KOOL-F	5. KSTM-F	. KSTM-F	5. KKLT-F	5. KOY	5. KNIX-F	5. KUPD-F
6. KLZI-F	6. KDKB-F	6. KOPA-F	KOPA-F	6.	6.	6. KKLT-F	6. KOY	6. KLZI-F	6. KKLT-F
8. KOPA-F	KNIX-F	7. KOY	7. KUPD-F	7.	7.	7. KNIX-F	7. KTAR	KLZI-F	KDKB-F
8.	8.	8.	8.	8.	8.	8.	8. KZZP-F	KSTM-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	31 (2)	284 (5)	315 (4)	13.4	14.5	KFLR	1230	Phoenix	.7/1.9
AOR		352 (3)	352 (3)	15.0	16.9	KJJJ	910	Phoenix	1.5/4.2
AC/OLDIES/SOFT ROCK		377 (3)	377 (3)	16.1	13.3	KMEO	740	Phoenix	.8/3.4
MOR/VARIETY	179 (2)		179 (2)	7.6	5.2	KNIX	1580	Tempe	1.6/4.7
COUNTRY	75 (2)	238 (2)	313 (4)	13.4	15.6	KOPA	1440	Scottsdale	.7/2.0
BLACK/URBAN	77 (1)		77 (1)	3.3	2.5	KRDS	1190	Tolleson	.4/1.3
BTFL MUSIC	20 (1)	311 (2)	331 (3)	14.1	15.7	KVVA	860	Phoenix	.8/1.7
NEWS/TALK	246 (1)		246 (1)	10.5	9.4	KZZP	1310	Mesa	.6/4.1
NOSTALGIA	69 (1)		69 (1)	2.9	2.7				
RELIGION	25 (2)		25 (2)	1.1	1.0				
SPANISH	20 (1)		20 (1)	0.9	1.6				
CLASSICAL		40 (1)	40 (1)	1.7	1.6				
UNKNOWN/OTHERS					0				
			2344 (26)						

RADIO STATIONS

AM STATIONS

KJJJ, 910, 5 KW (DA-N), COUNTRY	RKO II, \$40.00* (MMR)	Wolpin
KLFF, 1360, 5 KW/1 KW (DA-N), NOST (Al Ham)	, \$42.00 (Masla)	
KNIX, 1580, 50 KW/10 KW (DA-N), COUNTRY	, \$ NA (Katz)	Buck Owens
KOOL, 960, 5 KW (DA-N), MOR (Radio Arts)	CBS, \$35.00 (Christal)	
KOPA, 1440, 5 KW (DAYS), CHR	ABC-C, \$ NA (Selcom)	First Media
KOY, 550, 5 KW/1 KW, MOR/AC (Klemm)	NBC, \$80.00 (Eastman)	Edens
KPHX, 1480, 1 KW/500 W (DA-2), SPANISH	, \$32.00 (Caballero)	
KTAR, 620, 5 KW (DA-N), NEWS/TALK	WSJ,MBS,ABC-I, \$90.00* (CBS Spot)	Pulitzer
KUKQ, 1060, 5 KW/500 W (DA-N), URBAN	, \$25.00 (Masla)	
KVVA, 860, 1 KW (DA-N), SPANISH	, \$37.00 (Lotus)	
KNEG, 1010, 1 KW/250 W, RELIGION	, \$10.50 (----)	
KZZP, 1310, 5 KW/500 W (DA-N), CHR	ABC-C, \$ NA (Mc-Guild)	Nationwide

FM STATIONS

KDKB-F, 93.3, 100 KW @ 1550, AOR (Pollack)	Source, \$90.00* (Blair)	Sandusky
KJJJ-F, 92.3, 100 KW @ 880, COUNTRY	RKO II, \$55.00* (MMR)	Wolpin
KONC-F, 101.5, 100 KW @ 1740, CLASSICAL	, \$39.00 (CMBS)	
KKLT-F, 98.7, 115 KW @ 1650, AC	, \$85.00* (CBS Spot)	Pulitzer
KMEO-F, 96.9, 100 KW @ 1550, BTFL MUSIC	, \$64.00 (Mc-Guild)	Scripps-Howard
KMZK-F, 106.3, 3 KW @ 97, AC	ABC-C, \$43.00 (Masla)	(SUN CITY)
KNIX-F, 102.5, 100 KW @ 1610, COUNTRY	, \$85.00* (Katz)	Buck Owens
KLZI-F, 99.9, 100 KW @ 1670, AC (Fairwest)	ABC-E, \$ NA (Torbet)	
KOOL-F, 94.5, 100 KW @ 1620, OLDIES/AC	CBS-R, \$70.00 (Christal)	
KOIA-F, 100.7, 100 KW @ 1847, CHR	RKO, \$70.00* (Selcom)	First Media
KQYT-F, 95.5, 100 KW @ 1550, BTFL MUS (Churchill)	, \$70.00* (Eastman)	Edens
KSTM-F, 107.1, 3 KW @ 450, AOR	, \$36.00 (Roslin)	(APACHE JUNCTION)
KUPD-F, 97.9, 100 KW @ 1620, AOR	, \$65.00* (Masla)	
KZZP-F, 104.7, 100 KW @ 1550, CHR	ABC-C, \$72.50 (Mc-Guild)	Nationwide

MISCELLANEOUS COMMENTS

KHEP-F chnages calls to KONC-F...

PITTSBURGH

Arbitron Rank/Pop (12+): 13/2,030,400  
 CMSA Rank/Pop: # 13  
 MSA Rank/Pop: 16/2,161,600  
 ADI # 16  
 Average Person Rating: 18.6  
 Market TSL: 24.4 hours

Stations: 32/31  
 Diaries: 1716/890:1/47.8%  
 Sample Target: 1490  
 Standard Error: .499  
 % Below Line: 0.3  
 % Not Listed: 8.5

Est. 1984 Revenue: \$40,400,000  
 Gross Inc.: 23.0 Bil  
 HH Inc.: \$28,758  
 Retail \$: 11.4 Bil  
 Pop per Station: 64,497

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KDKA	609/16.1	14.9	---	15.5	17.5
2. WSHH-F	414/11.0	9.7	---	4.5	5.3
3. WBZZ-F	333/ 8.8	8.8	---	7.4	6.3
4. WDVE-F	282/ 7.5	7.9	---	7.9	6.4
5. WAMO-F	186/ 4.9	4.0	---	5.5	5.1
6. WHTX-F	183/ 4.8	5.5	---	6.1	5.1
7. WWSW-F	180/ 4.8	4.5	---	5.7	4.5
8. WTKN	176/ 4.7	3.9	---	3.4	3.8
9. WTAE	153/ 4.0	5.3	---	4.7	5.8
10. WJAS	111/ 2.9	3.6	---	4.1	4.1
11. WDSY-F	108/ 2.9	3.4	---	3.2	3.3
12. WHYW-F	98/ 2.6	3.2	---	4.7	4.4
13. KQV	94/ 2.5	2.1	---	2.8	3.4
14. WPNT-F	83/ 2.2	2.3	---	4.5	4.7
15. WYDD-F	70/ 1.9	1.8	---	2.2	2.7
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. KDKA	767/10158
2. WSHH-F	481/ 4301
3. WDVE-F	475/ 5519
4. WBZZ-F	413/ 5670
5. WAMO-F	217/ 2600
6. WWSW-F	216/ 3322
7. WHTX-F	206/ 3915
8. WTKN	180/ 2047
9. WTAE	157/ 3333
10. WDSY-F	154/ 1962
11. WPNT-F	135/ 2298
12. WJAS	118/ 1719
13. WHYW-F	107/ 1975
14. KQV	95/ 1904
15. WYDD-F	93/ 2475
16.	
17.	
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21.	
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25.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	84	84
1. KDKA	7638/37.6	33.6	39.2
2. WBZZ-F	4342/21.4	22.4	20.1
3. WSHH-F	3533/17.4	17.5	11.7
4. WDVE-F	3441/16.9	18.7	17.6
5. WHTX-F	3428/16.9	18.7	18.8
6. WTAE	3189/15.7	19.6	16.0
7. WWSW-F	2729/13.4	13.3	14.3
8. WAMO-F	2167/10.7	10.3	12.9
9. WTKN	1960/ 9.7	9.4	8.0
10. KQV	1841/ 9.1	9.0	8.4
11. WHYW-F	1751/ 8.6	10.2	14.5
12. WYDD-F	1645/ 8.1	9.0	9.3
13. WJAS	1627/ 8.0	7.6	8.5
14. WPNT-F	1588/ 7.8	7.2	10.6
15. WDSY-F	1438/ 7.1	6.9	8.0
16.			
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25.			

12+ FM SHARE (METRO): 58.07% (2008 of 3458) (WIN 84: 55.26%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		552 (4)	552 (4)	16.0	13.0	WAMO	860	Pittsburgh	.3/1.5
AOR		352 (2)	352 (2)	10.2	9.8	WASP	1130	Brownsville	.3/1.2
AC/OLDIES/SOFT ROCK		377 (4)	377 (4)	10.9	10.1	WBVP	1230	Beaver Falls	.8/1.9
MOR/VARIETY	832 (4)		832 (4)	24.1	27.4	WCVI	1340	Scottsdale	.5/1.1
COUNTRY	134 (5)	120 (2)	254 (7)	7.3	7.8	WEPP	1080	Pittsburgh	1.1/3.5
BLACK/URBAN	11 (1)	186 (1)	197 (2)	5.7	6.5	WESA-F	98.3	Charleroi	.6/2.6
BTFL MUSIC		414 (1)	414 (1)	12.0	10.8	WHJB	620	Greensburg	.6/3.0
NEWS/TALK	270 (2)		270 (2)	7.8	7.7	WIXZ	1360	McKeesport	1.1/2.8
NOSTALGIA	154 (3)		154 (3)	4.5	5.9	WJPA	1450	Washington	.6/1.4
RELIGION	15 (1)	23 (1)	38 (2)	1.1	1.1	WKPA	1150	New Kensington	.6/1.6
SPANISH					0	WLSW-F	103.9	Scottsdale	.4/1.4
CLASSICAL					0	WMBS	590	Uniontown	1.0/2.4
UNKNOWN/OTHERS	18 (1)		18 (1)	0.5	0	WPIT	730	Pittsburgh	.4/1.4
			3458 (32)			WPIT-F	101.5	Pittsburgh	.6/3.5
						WWKS-F	106.7	Beaver Falls	.4/1.2
						WYTK-F	95.3	Washington	.5/1.1
						WELA-F	104.3	E. Liverpool, OH	.3/1.0

### RADIO STATIONS

#### AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$200.00	(Blair/RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS,WSJ,MBS, \$ 45.00	(Christal)	
WAMO, 860, 1 KW (DAYS,DA)	, BLACK/GOSPEL	SBN, \$ NA	(Selcom)	Sheridan
WEDO, 810, 1 KW (DAYS)	, NOSTALGIA	, \$ 13.00	(----)	
WEPP, 1080, 50 KW (DAYS,DA)	, COUNTRY	ABC-I, \$ 54.00*	(Republic)	Entercom
WJAS, 1320, 5 KW (DA-N)	, NOST (Al Ham)	ABC-D, \$ 50.00*	(MMR)	BENI
WPIT, 730, 5 KW (DAYS)	, RELIGION	, \$ 20.00	(----)	Associated
WTAE, 1250, 5 KW (DA-N)	, MOR/AC	ABC-E,RKO II, \$150.00	(Katz)	Hearst
WTKN, 970, 5 KW (DA-2)	, TALK	ABC-T,ABC-C, \$ 40.00*	(Mc-Guild)	Shamrock

#### FM STATIONS

WAMO-F, 105.9, 72 KW @ 440, BLACK	SBN, \$ 57.00*	(Selcom)	Sheridan
WBZZ-F, 93.7, 41 KW @ 547, CHR (Burk-Abr)	, \$ 85.00*	(Blair)	EZ
WDSY-F, 107.9, 50 KW @ 500, COUNTRY	ABC-I, \$ 67.50*	(Republic)	Entercom
WDVE-F, 102.5, 55 KW @ 820, AOR (Burk-Abr)	Source, \$ 90.00*	(Eastman)	Taft
WMTX-F, 96.1, 50 KW @ 500, CHR	RKO, \$ 78.00*	(Katz)	Hearst
WHYW-F, 96.9, 15 KW @ 930, AC	, \$ 70.00*	(Christal)	Benns
WOKU-F, 107.1, 1 KW @ 450, AC	MBS, \$ 14.50	(----)	Associated
WPIT-F, 101.5, 19 KW @ 520, RELIGION	, \$ 20.00	(----)	
WPNT-F, 92.9, 47 KW @ 890, AC	, \$ 60.00	(Christal)	
WSHH-F, 99.7, 11 KW @ 930, BTFL MUS	, \$ 50.00	(MMR)	
WWKS-F, 106.7, 47 KW @ 520, AC	ABC-F, \$ NA	(Market 4)	
WWSW-F, 94.5, 50 KW @ 810, AC	ABC-C, \$ 70.00*	(Mc-Guild)	Shamrock
WYDD-F, 104.7, 50 KW @ 500, AOR	ABC-R, \$ 45.00*	(Masla)	

PORTLAND, OR

Arbitron Rank/Pop (12+): 31/1,116,500  
 CMSA Rank/Pop: # 26  
 MSA Rank/Pop: 41/1,103,000  
 ADI # 23  
 Average Person Rating: 15.9  
 Market TSL: 21.3 hours

Stations: 24/23  
 Diaries: 1679/665:1/50.1%  
 Sample Target: 1320  
 Standard Error: .461  
 % Below Line: 0.5  
 % Not Listed: 7.4

Est. 1984 Revenue: \$32,500,000  
 Gross Inc.: 11.9 Bil  
 HH Inc.: \$27,799  
 Retail \$: 8.6 Bil  
 Pop per Station: 50,652

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KEX	158/8.9	6.0	---	3.8	---
2. KKRZ-F	139/7.8	7.0	---	3.1	---
3. KXL-F	124/7.0	8.2	---	8.5	---
4. KMJK-F	122/6.9	6.7	---	10.2	---
5. KKCW-F	119/6.7	5.3	---	4.6	---
6. KGW	116/6.5	5.7	---	7.9	---
7. KINK-F	104/5.8	6.8	---	5.9	---
8. KGON-F	98/5.5	3.5	---	5.3	---
KXL	98/5.5	3.9	---	4.0	---
10. KYTE	94/5.3	6.4	---	5.3	---
11. KUPL-F	77/4.3	3.3	---	4.1	---
12. KCNR-F	68/3.8	4.3	---	4.2	---
13. KWJJ	57/3.2	4.6	---	4.4	---
14. KJIB-F	49/2.8	1.8	---	4.1	---
15. KYTE-F	42/2.4	4.1	---	4.8	---
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12+ TSA	1/4/CUME
1. KEX	180/2666
2. KKRZ-F	178/2834
3. KXL-F	157/1902
4. KKCW-F	151/1993
5. KGW	149/2910
KMJK-F	149/2438
7. KINK-F	135/1888
8. KGON-F	122/1992
9. KXL	112/1663
KYTE	112/1285
11. KUPL-F	101/1200
12. KCNR-F	86/1691
13. KWJJ	71/1173
14. KJIB-F	70/1006
15. KPdq-F	57/ 635
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12+ METRO	CUME/ METRO CUME RATING	FAL 84	SPG 84
1. KKRZ-F	2283/20.4	15.7	10.6
2. KEX	2182/19.5	16.7	12.2
3. KGW	2161/19.4	17.9	20.7
4. KMJK-F	2060/18.5	15.7	20.1
5. KGON-F	1639/14.7	12.7	12.4
6. KKCW-F	1576/14.1	11.8	11.1
7. KXL-F	1508/13.5	12.3	13.7
8. KINK-F	1504/13.5	13.7	12.5
9. KXL	1377/12.3	11.8	9.8
10. KCNR-F	1334/11.9	11.1	12.1
11. KYTE	1025/ 9.2	10.0	7.8
12. KUPL-F	946/ 8.5	7.3	8.3
13. KWJJ	932/ 8.3	8.7	11.8
14. KYTE-F	794/ 7.1	10.3	11.3
15. KJIB-F	698/ 6.3	5.7	8.2
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12+ FM SHARE (METRO): 59.31% (978 of 1649) (WIN 84: NA)

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

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

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>OTHER RATED STATIONS/METRO SHARE &amp; CUME RATING</u>			
TOP 40/CHR/CONTEMP		270 (3)	270 (3)	16.4	KAAR	1480	Vancouver, WA	.4/ .9
AOR		202 (2)	202 (2)	12.2	KKEY	1150	Portland	2.3/3.3
AC/OLDIES/SOFT ROCK	155 (3)	187 (2)	342 (5)	20.7	KKSN	910	Vancouver, WA	2.0/4.9
MOR/VARIETY	158 (1)		158 (1)	9.6	KLIQ	1290	Lake Oswego	.4/2.1
COUNTRY	76 (2)	126 (2)	202 (4)	12.2	KPDQ	800	Portland	.4/1.8
BLACK/URBAN					KPDQ-F	93.7	Portland	1.5/3.5
BTFL MUSIC		124 (1)	124 (1)	7.5	KSGO	1520	Oregon City	1.8/6.2
NEWS/TALK	139 (2)		139 (2)	8.4	KUPL	1330	Portland	1.1/2.6
NOSTALGIA	94 (1)		94 (1)	5.7	KSKD-F	105.1	Salem	.5/3.0
RELIGION	7 (1)	27 (1)	34 (2)	2.1				
SPANISH								
CLASSICAL	35 (1)	42 (1)	77 (2)	4.7				
UNKNOWN/OTHERS	7 (1)		7 (1)	0.4				
			<u>1649 (24)</u>					

RADIO STATIONS

AM STATIONS

KAAR, 1480, 1 KW (DA-1)	, OLDIES	CBS-R, \$ 28.00	(Roslin)	
KCNR, 1410, 5 KW (DAYS)	, CONTEMP	ABC-C, \$ NA	(Christal)	Duffy
KEX, 1190, 50 KW (DA-1)	, MOR/TALK	ABC-I, \$ 78.80	(Katz)	Taft
KGW, 620, 5 KW (DA-N)	, AC	APR, \$121.25	(Blair)	King
KKEY, 1150, 5 KW (DAYS,DA)	, TALK	MBS, \$ NA	(----)	
KKSN, 910, 5 KW (DA-2)	, CLASSICAL/JAZZ	, \$ 45.50	(CMBS)	
KLIQ, 1290, 5 KW (DA-2)	, ? ? ?	ABC-T, \$ 40.00	(----)	Cascade
KPDQ, 800, 1 KW (DAYS)	, RELIGION	, \$ 23.00	(----)	
KRDR, 1230, 1 KW/250 W	, COUNTRY	MBS, \$ 21.00	(----)	Comm. Pacific
KUIK, 1360, 1 KW/5 KW (DA-N)	, COUNTRY	, \$ 16.00	(----)	
KUPL, 1330, 5 KW (DA-1)	, COUNTRY	MBS, \$ 38.00	(Torbet)	Scripps-Howard
KVAN, 1550, 10 KW (DA-N)	, COUNTRY	, \$ 20.00	(Moore)	Capps
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E, \$ NA	(Eastman)	Park
KXL, 750, 50 KW/1 KW (DA-1)	, NEWS/TALK	WSJ,NBC,NBC-T, \$ 60.00*	(Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW (DA-N)	, NOST (Al Ham)	CBS, \$ NA	(Selcom)	Henry
KSGO, 1520, 50 KW/10 KW (DA-1)	, OLDIES	, \$ 35.00*	(HNWH)	Ackerly

FM STATIONS

KCNR-F, 97.1, 100 KW @ 1200, AC/CONTEMP	, \$ 95.00	(Christal)	Duffy
KGON-F, 92.3, 100 KW @ 920, AOR (Burk-Abr)	, \$ 75.00*	(HNWH)	Ackerly
KINK-F, 101.9, 100 KW @ 1611, AOR	, \$133.75	(Blair)	King
KJIB-F, 99.5, 100 KW @ 920, COUNTRY	ABC-E, \$106.88	(Eastman)	Park
KKCW-F, 103.3, 100 KW @ 1654, SOFT AC	, \$ 59.38	(Masla)	
KKRZ-F, 100.3, 100 KW @ 920, CHR (Burk-Abr)	ABC-F,RKO, \$ 49.00	(Katz)	Taft
KMJK-F, 106.7, 100 KW @ 877, CHR	ABC-C,APR, \$ 68.00*	(Eastman)	Ives
KPDQ-F, 93.7, 100 KW @ 940, RELIGION	, \$ 27.00	(----)	
KYTE-F, 101.1, 100 KW @ 1640, CLASSICAL	, \$ 75.00*	(Selcom)	Henry
KUPL-F, 98.5, 100 KW @ 1100, COUNTRY	ABC-D, \$ 62.40	(Torbet)	Scripps-Howard
KXL-F, 95.5, 100 KW @ 920, BTFL MUS	, \$ 65.00*	(Mc-Guild)	Kaye-Smith
KSKD-F, 105.1, 100 KW @ 1099, AOR	, \$ 25.00	(Weiss)	(SALEM)

MISCELLANEOUS COMMENTS

KRCK-F changes calls to KYTE-F and format from AOR to classical...This is the first Winter book for Portland...

SACRAMENTO

Arbitron Rank/Pop (12+): 34/1,046,900  
 CMSA Rank/Pop: # 32  
 MSA Rank/Pop: 36/1,214,400  
 ADI # 20  
 Average Person Rating: 18.0  
 Market TSL: 23.5 hours

Stations: 26/21  
 Diaries: 1400/748:1/52.0%  
 Sample Target: 1240  
 Standard Error: .535  
 % Below Line: 5.6  
 % Not Listed: 10.8

Est. 1984 Revenue: \$31,700,000  
 Gross Inc.: 12.3 Bil  
 HH Inc.: \$26,409  
 Retail \$: 7.7 Bil  
 Pop per Station: 49,852

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KCTC-F	199/10.5	8.9	---	8.6	---
2. KZAP-F	177/ 9.4	7.5	---	8.3	---
3. KSFM-F	173/ 9.2	8.7	---	8.0	---
4. KXOA-F	158/ 8.4	8.2	---	7.9	---
5. KRAK	98/ 5.2	4.3	---	6.3	---
6. KFBK	97/ 5.1	4.7	---	6.4	---
KWOD-F	97/ 5.1	4.6	---	3.4	---
8. KPOP-F	80/ 4.2	3.9	---	2.5	---
9. KXOA	73/ 3.9	4.5	---	3.4	---
10. KGNR	69/ 3.7	4.4	---	4.2	---
11. KAER-F	65/ 3.4	4.9	---	7.3	---
KHYL-F	65/ 3.4	4.7	---	3.5	---
13. KSAC-F	63/ 3.3	2.5	---	3.8	---
14. KSKK-F	55/ 2.9	3.0	---	3.5	---
15. KGO	37/ 2.0	2.5	---	2.4	---
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12+ TSA	1/4/CUME
1. KCTC-F	246/2719
2. KZAP-F	229/2622
3. KSFM-F	226/3378
4. KRAK	200/2561
5. KXOA-F	175/2296
6. KWOD-F	147/2540
7. KFBK	120/1718
8. KSKK-F	104/1410
9. KGO	90/1278
10. KAER-F	87/1205
11. KPOP-F	82/1496
12. KHYL-F	79/1310
13. KXOA	74/ 842
KGNR	74/1072
15. KSAC-F	67/1058
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12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	84	84
1. KSFM-F	2440/23.3	23.2	21.3
2. KCTC-F	2073/19.8	17.4	18.5
3. KZAP-F	2036/19.4	16.8	18.9
4. KXOA-F	1992/19.0	18.9	19.0
5. KWOD-F	1830/17.5	16.2	12.0
6. KPOP-F	1410/13.5	13.1	10.1
7. KFBK	1314/12.6	13.6	13.6
8. KRAK	1226/11.7	10.3	12.8
9. KHYL-F	1084/10.4	12.7	11.7
10. KGNR	986/ 9.4	15.2	12.2
11. KSAC-F	944/ 9.0	7.8	15.3
12. KAER-F	933/ 8.9	9.7	11.9
13. KSKK-F	924/ 8.8	7.9	7.8
14. KXOA	828/ 7.9	9.2	7.6
15. KFRC	773/ 7.4	9.2	10.6
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12+ FM SHARE (METRO): 68.82% (1159 of 1684) (WIN 84: NA)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSFM-F	1. KZAP-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KCTC-F	1. KCTC-F	1. KCTC-F	1. KCTC-F	1. KSFM-F	1. KSFM-F
2. KPOP-F	2. KXOA-F	2. KZAP-F	2. KCTC-F	2. KCTC-F	2. KRAK	2. KXOA-F	2. KXOA-F	2. KZAP-F	KZAP-F	2. KCTC-F
3. KZAP-F	3. KSFM-F	3. KSFM-F	3. KSFM-F	3. KSFM-F	3. KXOA-F	3. KZAP-F	3. KZAP-F	3. KSFM-F	3. KCTC-F	3. KZAP-F
4. KWOD-F	4. KWOD-F	4. KCTC-F	4. KZAP-F	4. KZAP-F	4. KFBK	4. KSFM-F	4. KSFM-F	4. KXOA-F	4. KWOD-F	4. KXOA-F
5.	5. KSAC-F	5. KWOD-F	5. KHYL-F	5. KHYL-F	5. KXOA	5. KFBK	5. KRAK	5. KWOD-F	5. KPOP-F	5. KWOD-F
6.	6. KPOP-F	6. KHYL-F	6. KRAK	6. KRAK	6. KGNR	6. KRAK	6. KFBK	6. KRAK	6. KXOA-F	6. KRAK
7.	7. KHYL-F	7. KSAC-F	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	25 (1)	350 (3)	375 (4)	22.3	---	KEBR-F	100.5	Sacramento	.4/ .9
AOR		177 (1)	177 (1)	10.5	---	KENZ	1240	Sacramento	.3/2.7
AC/OLDIES/SOFT ROCK MOR/VARIETY	110 (3)	286 (3)	286 (3)	17.0	---	KFIA	710	Carmichael	.8/2.2
COUNTRY	98 (1)	120 (2)	218 (3)	12.9	---	KHTN-F	92.1	Placerville	1.5/5.1
BLACK/URBAN					---	KRCX	1110	Roseville	1.5/5.1
BTFL MUSIC		210 (2)	210 (2)	12.5	---	KSMJ	1380	Sacramento	1.4/5.1
NEWS/TALK	142 (3)		142 (3)	8.4	---	KTHO	590	Tahoe Valley	1.5/1.7
NOSTALGIA	100 (2)		100 (2)	5.9	---	KBEE-F	103.3	Modesto	.6/ .8
RELIGION	15 (1)	8 (1)	23 (2)	1.4	---	KCBS	740	San Francisco	.4/1.7
SPANISH	29 (1)		29 (1)	1.7	---	KFRC	610	San Francisco	1.3/7.4
CLASSICAL					---	KNBR	680	San Francisco	.7/2.8
UNKNOWN/OTHERS	6 (1)	8 (1)	14 (2)	0.8	---				
			1684 (26)						

### RADIO STATIONS

#### AM STATIONS

KENZ, 1240, 1 KW/250 W	, AC	, \$ 23.00 (Selcom)	Jonsson
KFBK, 1530, 50 KW (DA-N)	, NEWS/TALK	MBS,NBC,NBC-T,WSJ, \$66.25 (Katz)	McClatchy
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	, \$ 24.50 (----)	
KSMJ, 1380, 5 KW/1 KW (DA-2)	, MOR (Drake-Chen)	CBS, \$ 50.75 (MMR)	Duffy
KGNR, 1320, 5 KW (DA-2)	, TALK/MOR	ABC-I,ABC-E, \$ 60.00* (Christal)	Tribune Co.
KJAY, 1430, 500 W (DAYS,DA)	, RELIGION	, \$ 23.00 (----)	
KRAK, 1140, 50 KW (DA-1)	, COUNTRY	, \$109.00 (Eastman)	Affiliated
KRCX, 1110, 5 KW/500 W (DA-2)	, SPANISH	, \$ NA (Lotus)	Fuller-Jeffrey (ROSEVILLE)
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOST (Al Ham)	ABC-D, \$ NM (Blair)	Brown

#### FM STATIONS

KAER-F, 92.5, 115 KW @ 240, COUNTRY		, \$ 75.00 (Katz)	McClatchy
KCTC-F, 96.1, 45 KW @ 520, BTFL MUS (KalaMusic)		, \$ 72.00* (Christal)	Tribune Co.
KHYL-F, 101.1, 50 KW @ 465, AC/OLDIES		RKO II, \$ 58.00 (Torbet)	Empire (AUBURN)
KPOP-F, 93.5, 3 KW @ 300, CHR		ABC-C, \$ 40.00 (CBS Spot)	Fuller-Jeffrey (ROSEVILLE)
KSAC-F, 96.9, 50 KW @ 540, AC		, \$ 69.00 (Selcom)	Jonsson
KSFN-F, 102.5, 50 KW @ 535, CHR		, \$ 91.13 (MMR)	Duffy
KSKK-F, 105.1, 50 KW @ 240, COUNTRY		, \$ 81.75 (Eastman)	Affiliated
KWOD-F, 106.5, 50 KW @ 310, CHR		CBS-R,RKO, \$ 66.25 (Masla)	
KXOA-F, 107.9, 28 KW @ 420, AC		, \$110.00 (Blair)	Brown
KZAP-F, 98.5, 50 KW @ 495, AOR		, \$ 80.00 (Mc-Guild)	Nationwide
KEBR-F, 100.5, 115 KW @ 380, RELIGION		, \$ NA (----)	Family

Other ranked stations - See San Francisco or Stockton

### MISCELLANEOUS COMMENTS

First Winter book for Sacramento...Bonneville issued press release saying they had signed KCTC. Inreality KCTC is not using their tapes...KGMS changed calls to KSMJ...KSAC changes to AC...

St. Louis

Arbitron Rank/Pop (12+): 14/1,970,800  
 CMSA Rank/Pop: # 14  
 MSA Rank/Pop: 22/1,781,900  
 ADI # 17  
 Average Person Rating: 18.6  
 Market TSL: 24.0 hours

Stations: 27/27  
 Diaries: 2022/975:1/604  
 Sample Target: 1740  
 Standard Error: .452  
 % Below Line: 0  
 % Not Listed: 5.1

Est. 1984 Revenue: \$47,100,000  
 Gross Inc.: 22.4 Bil  
 HH Inc.: \$30,291  
 Retail \$: 13.7 Bil  
 Pop per Station: 72,993

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KMOX	765/20.9	20.6	21.8	20.2	20.6
2. KSHE-F	434/11.9	12.0	8.8	7.2	5.6
3. KEZK-F	264/ 7.2	5.9	6.4	5.6	7.7
4. KMJM-F	255/ 7.0	7.6	6.7	6.2	6.8
5. WIL-F	226/ 6.2	5.8	5.8	6.8	6.3
6. KSD-F	192/ 5.2	4.8	4.9	5.7	4.7
7. KHTR-F	165/ 4.5	4.8	6.5	7.9	8.0
8. KUSA	158/ 4.3	3.9	4.1	3.9	3.9
9. KWK-F	140/ 3.8	4.3	5.3	5.9	5.9
10. KYKY-F	121/ 3.3	3.7	3.3	3.2	3.1
11. WRTH	115/ 3.1	4.1	3.1	4.5	3.5
12. KXOK	92/ 2.5	2.6	2.0	1.7	2.0
13. KGLD	78/ 2.1	1.9	2.0	1.1	.9
14. KATZ	73/ 2.0	1.9	2.5	1.9	2.6
15. KCFM-F	60/ 1.6	1.6	1.4	1.3	1.8
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12+ TSA	1/4/CUME
1. KMOX	882/9465
2. KSHE-F	459/4261
3. KEZK	299/3260
4. KUSA	285/3887
5. WIL-F	276/3279
6. KMJM-F	259/2414
7. KHTR-F	241/4152
8. KSD-F	241/3197
9. KWK-F	169/3230
10. KYKY-F	129/2283
11. WRTH	118/1489
12. KXOK	98/1516
13. KGLD	79/1366
14. KATZ	73/1203
15. KCFM-F	73/ 785
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12+ METRO	CUME/	FAL 84	SPG 84
1. KMOX	7799/39.6	39.9	39.8
2. KSHE-F	3907/19.8	19.6	15.6
3. KHTR-F	3180/16.1	16.3	22.2
4. KWK-F	2853/14.5	14.6	16.7
5. KEZK-F	2824/14.3	13.4	14.4
6. WIL-F	2733/13.9	12.8	15.0
7. KSD-F	2673/13.6	12.4	14.5
8. KMJM-F	2330/11.8	12.1	12.0
9. KUSA	2167/11.0	10.3	10.9
10. KYKY-F	2082/10.6	11.7	10.9
11. WRTH	1373/ 7.0	8.9	10.2
12. KGLD	1343/ 6.8	5.8	5.3
13. KXOK	1316/ 6.7	6.8	5.4
14. KADI-F	1227/ 6.2	7.5	8.1
15. KATZ	1203/ 6.1	4.8	5.7
16.			
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25.			

12+ FM SHARE (METRO): 58.32% (2025 of 3472) (WIN 84: 58.09%)

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

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

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		305 (2)	305 (2)	8.8	8.3	KADI-F	96.3	St. Louis	1.5/6.2
AOR		434 (1)	434 (1)	12.5	13.0	KFUO-F	99.1	Clayton	.7/2.3
AC/OLDIES/SOFT ROCK	78 (1)	427 (4)	505 (5)	14.5	12.3	KIRL	1460	St. Charles	.5/1.5
MOR/VARIETY				0	0	KSTL	690	St. Louis	.4/1.3
COUNTRY	218 (3)	226 (1)	444 (4)	12.8	13.2	WBGZ	1570	Alton, IL	.4/.9
BLACK/URBAN	111 (2)	326 (3)	437 (5)	12.6	13.3	WCBW-F	104.9	Columbia, IL	.4/1.9
BTFL MUSIC		264 (1)	264 (1)	7.6	8.1	WESL	1490	East St. Louis, IL	1.0/3.8
NEWS/TALK	857 (2)		857 (2)	24.7	23.7	WEW	770	St. Louis	.5/1.7
NOSTALGIA	150 (3)		150 (3)	4.3	4.5	WIBV	1260	Belleville, IL	.5/1.9
RELIGION	33 (2)		33 (2)	1.0	2.0	WIL	1430	St. Louis	1.2/4.4
SPANISH				0	0	WMRY-F	101.1	East St. Louis, IL	.6/2.9
CLASSICAL		27 (1)	27 (1)	0.8	0.7	WZEN-F	100.3	Alton, IL	1.4/5.0
UNKNOWN/OTHERS		16 (1)	16 (1)	0.5	0.9				
			3472 (27)						

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ NA	(Weiss)	Unity
KIRL, 1460, 5 KW/500 W (DA-2)	, RELIGION/JAZZ	, \$ 23.00	(Roberts)	
KMOX, 1120, 50 KW	, TALK/VARIETY	CBS, \$231.25	(CBS Spot)	CBS
KSIV, 1320, 5 KW (DAYS)	, RELIGION	, \$ 29.00	(----)	Bolt
KUSA, 550, 5 KW (DA-N)	, COUNTRY	MBS, \$ 65.00*	(Mc-Guild)	Gannett
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	, \$ NA	(HNWH)	Robinson
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 12.00	(----)	
KXOK, 630, 5 KW (DA-2)	, TALK	NBC, NBC-T, ABC-T, \$ 60.00*	(Katz)	Storz
WESL, 1490, 1 KW/250 W	, BLACK	SBN, \$ NA	(Lazar)	Willis
WEW, 770, 1 KW (DAYS)	, BIG BAND	, \$ NA	(----)	
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-I, \$ NA	(Blair)	LIN
WRTH, 590, 1 KW (DA-2)	, NOST (Al Ham)	WSJ, RKO II, \$ 70.00*	(MMR)	Adams

FM STATIONS

KADI-F, 96.3, 100 KW @ 650, CONTEMP/AC	Source, RKO, \$ 30.00*	(Masla)	
KCFM-F, 97.1, 32 KW @ 600, OLDIES (Drake-Chen)	ABC-D, \$ NA	(Weiss)	
KEZK-F, 102.5, 100 KW @ 500, BTFL MUS	, \$110.00*	(MMR)	Adams
KFUO-F, 99.1, 100 KW @ 557, CLASSICAL	WSJ, \$ NA	(CMBS)	Lutheran Church
KHTR-F, 103.3, 100 KW @ 1212, CHR	CBS-R, \$110.00*	(CBS Spot)	CBS
KMJM-F, 107.7, 100 KW @ 575, URBAN	, \$ 85.00*	(Christal)	Amaturo
KSD-F, 93.7, 100 KW @ 850, AC	, \$110.00*	(Mc-Guild)	Gannett
KSHE-F, 94.7, 100 KW @ 500, AOR (Pollack)	, \$125.00*	(Katz)	Emmis
KWK-F, 106.5, 39 KW @ 592, CHR/AOR	, \$ 11.94	(HNWH)	Robinson
KYKY-F, 98.1, 100 KW @ 580, AC	, \$ 75.00*	(Republic)	EZ
WIL-F, 92.3, 100 KW @ 510, COUNTRY	ABC-E, \$ 90.00*	(Blair)	LIN
WZEN-F, 100.3, 50 KW @ 495, BLACK	NBN, \$ 60.00	(Weiss)	Unity

SAN DIEGO

Arbitron Rank/Pop (12+): 20/1,753,600  
 CMSA Rank/Pop: # 19  
 MSA Rank/Pop: 17/2,093,300  
 ADI # 25  
 Average Person Rating: 16.4  
 Market TSL: 21.7 hours

Stations: 32/21  
 Diaries: 1728/1015:1/46.1%  
 Sample Target: 1610  
 Standard Error: .478  
 % Below Line: 20.5  
 % Not Listed: 6.8

Est. 1984 Revenue: \$49,800,000  
 Gross Inc.: 22.5 Bil  
 HH Inc.: \$29,392  
 Retail \$: 12.2 Bil  
 Pop per Station: 83,505

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KJQY-F	278/9.7	8.0	9.2	8.4	7.3
2. KGB-F	199/6.9	8.9	9.2	7.6	7.9
3. KFMB-F	186/6.5	5.3	6.2	4.2	4.7
4. KSDO-F	175/6.1	5.7	5.0	6.5	5.2
5. KFMB	159/5.5	7.1	9.4	8.0	5.5
6. KSDO	154/5.4	4.5	5.8	4.6	4.5
7. KLZZ-F	153/5.3	2.9	2.5	3.5	1.5
8. XHRM	137/4.8	4.1	4.4	5.5	4.1
9. XTRA-F	120/4.2	4.8	4.4	4.1	6.5
10. KPQP	119/4.1	3.3	2.5	4.0	4.4
11. KIFM-F	103/3.6	3.6	2.7	2.7	2.9
12. KYXY-F	90/3.1	3.5	3.7	3.6	3.8
13. KSON-F	86/3.0	2.3	2.3	3.1	2.7
14. KFSD-F	77/2.7	2.6	1.8	2.6	2.5
15. KBZT-F	76/2.6	2.4	3.0	2.9	3.6
16. XTRA	73/2.5	2.7	3.5	2.9	3.8
17. KCBQ-F	59/2.1	2.6	1.5	2.0	3.1
18. KNX	52/1.8	1.8	1.2	1.6	1.9
19. KMLO	47/1.6	1.7	2.7	2.4	2.0
20. KCBQ	38/1.3	1.9	1.2	2.5	2.4
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
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6.	SAN DIEGO'S METRO,
7.	TSA, AND ADI ARE
8.	THE SAME.
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12+ METRO	CUME/ METRO CUME RATING	FAL 84	SPG 84
1. KFMB-F	3371/19.2	15.8	14.5
2. KSDO-F	3130/17.8	15.2	17.7
3. KGB-F	2721/15.5	16.9	14.9
4. KJQY-F	2720/15.5	14.4	13.9
5. KFMB	2391/13.6	18.7	21.9
6. KSDO	2342/13.4	12.1	10.6
7. XTRA-F	1938/11.1	12.4	12.1
8. KLZZ-F	1933/11.0	7.7	7.9
9. XHRM-F	1716/ 9.8	7.7	11.1
10. KIFM-F	1638/ 9.3	8.0	7.3
11. XTRA	1531/ 8.7	10.5	13.4
12. KYXY-F	1505/ 8.6	9.1	8.0
13. KBZT-F	1454/ 8.3	8.5	9.0
14. KSON-F	1247/ 7.1	6.9	6.9
15. KFSD-F	1223/ 7.0	6.7	5.5
16. XHZ-F	1078/ 6.1	5.5	5.6
17. KPQP	1060/ 6.0	5.9	6.9
18. KLZZ-F	969/ 5.5	7.7	7.9
19. KCBQ-F	941/ 5.4	7.2	---
20. KNX	934/ 5.3	6.2	6.4
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 70.54% (1887 of 2675) (WIN 84: 67.48%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	36 (1)	514 (3)	550 (4)	20.6	11.7	KEZL	1320	Oceanside	.3/1.0
AOR		361 (4)	361 (4)	13.5	18.6	KEZL-F	102.1	Oceanside	1.2/3.8
AC/OLDIES/SOFT ROCK	118 (3)	340 (6)	458 (9)	17.1	18.6	KKOS-F	95.9	Carlsbad	.9/2.1
MOR/VARIETY	159 (1)		159 (1)	5.9	6.0	KLZZ	600	San Diego	1.3/5.5
COUNTRY	58 (2)	145 (2)	203 (4)	7.6	10.3	KSON	1240	San Diego	.7/3.4
BLACK/URBAN		172 (2)	172 (2)	6.4	4.5	KABC	790	Los Angeles	.5/1.6
BTFL MUSIC		278 (1)	278 (1)	10.4	7.9	KBRT	740	Avalon	1.1/2.0
NEWS/TALK	220 (3)		220 (3)	8.2	9.2	KFI	640	Los Angeles	1.3/5.2
NOSTALGIA	166 (2)		166 (2)	6.2	9.3	KL0S-F	95.5	Los Angeles	.9/2.4
RELIGION	31 (1)		31 (1)	1.2	0.8	KMET-F	94.7	Los Angeles	.5/5.3
SPANISH				0	0.6	KRTH-F	101.1	Los Angeles	.3/1.4
CLASSICAL		77 (1)	77 (1)	2.8	2.7	XHZ-F	90.3	Tijuana	1.2/6.1
UNKNOWN/OTHERS				0	0				
			2675 (32)						

RADIO STATIONS

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2), COUNTRY	, \$40.00 (Republic)	Infinity
KFMB, 760, 5 KW (DA-N), MOR	, \$85.00 (Mc-Guild)	Midwest TV
KMJC, 910, 5 KW (DA-2), RELIGION	, \$30.00 (Gates)	
KNLO, 1000, 2.5 KW/250 W (DA-2), NOST (A1 Ham)	, \$52.00 (----)	
KLZZ, 600, 5 KW (DA-1), CONTEMP	APR, \$40.00* (Eastman)	Southwest
KPQP, 1360, 5 KW/1 KW, BIG BAND	ABC-E, \$34.00* (Katz)	Brown
KSDO, 1130, 10 KW (DA-2), NEWS/TALK	C-S, NBC-T, \$80.00* (HNWH)	Gannett
KSON, 1240, 1 KW/250 W, COUNTRY	ABC-I, \$35.00* (Blair)	Jeff-Pilot
XTRA, 690, 50 KW, CLDIES	, \$60.00* (MMR)	Noble (TIJUANA)

FM STATIONS

KBZT-F, 94.9, 2 KW @ 1850, AC/CONTEMP	, \$ 67.00 (Christal)	Alta
KCBQ-F, 105.3, 29 KW @ 620, COUNTRY	, \$ 40.00* (Republic)	Infinity
KEZL-F, 102.1, 10 KW @ 980, OLDIES	ABC-D, \$ NA (Selcom)	
KFMB-F, 100.7, 30 KW @ 620, AC/CONTEMP	, \$ 70.00 (Mc-Guild)	Midwest TV
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	WSJ, \$ 70.00 (Christal)	Lotus
KGB-F, 101.5, 50 KW @ 577, AOR	Source, \$ 78.00* (Katz)	Brown
KIFM-F, 98.1, 28 KW @ 640, AC	CBS-R, \$ 44.00* (CBS Spot)	
KJQY-F, 103.7, 36 KW @ 650, BTFL MUSIC	, \$125.00 (Blair/RAR)	Westinghouse
KKOS-F, 95.9, 3 KW @ 305, AC (Churchill)	, \$ 47.00 (----)	
KLZZ-F, 106.5, 50 KW @ 442, CONTEMP/AC (Fairwest)	, \$ 50.00* (Eastman)	SBI
KSDO-F, 102.9, 2 KW @ 1840, CHR	, \$ 55.00* (HNWH)	Gannett
KSON-F, 97.3, 50 KW @ 445, COUNTRY	MBS, \$ 38.00* (Blair)	Jeff-Pilot
KYXY-F, 96.5, 30 KW @ 540, AC	, \$ 90.00* (Torbet)	
XHRM-F, 92.5, 50 KW @ 749, BLACK	SBN, \$ ? ? (MMR)	(TIJUANA)
XTRA-F, 91.1, 100 KW @ 1000, AOR	, \$ 65.00* (MMR)	Noble (TIJUANA)
XHZ-F, 90.3, 100 KW @ 1000, URBAN	, \$ NA (Selcom)	(TIJUANA)

MISCELLANEOUS COMMENTS

KLZZ A/F now classified as Contemp...KOGO changes calls to KLZZ...

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,889,900  
 CMSA Rank/Pop: # 5  
 MSA Rank/Pop: SF - 28/1,518,200  
 ADI # 5 Oak - 19/1,844,000  
 Average Person Rating: 16.6  
 Market TSL: 22.2 hours

Stations: 48/46  
 Diaries: 3702/1321:1/45.7%  
 Sample Target: 2660  
 Standard Error: .342  
 % Below Line: 0.9  
 % Not Listed:

Est. 1984 Revenue: \$126,000,000  
 Gross Inc.: 45.5 Bil  
 HH Inc.: \$34,200  
 Retail \$: 23.1 Bil  
 Pop per Station: 106,302

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	FAL 84
1. KGO	712/8.8	9.0	7.4	8.7	7.4
2. KCBS	429/5.3	5.3	4.4	4.3	5.8
3. KYUU-F	335/4.1	3.4	3.9	3.6	3.5
4. KIOI-F	281/3.5	2.8	3.0	2.8	2.4
5. KSOL-F	278/3.4	4.0	6.1	5.1	3.8
6. KABL-F	269/3.3	3.0	3.5	3.0	4.3
7. KSAN-F	259/3.2	1.9	3.5	3.0	3.8
8. KFRC	251/3.1	2.7	2.6	3.4	3.1
9. KNBR	227/2.8	2.9	3.3	4.0	2.8
10. KFOG-F	223/2.7	2.6	1.9	2.1	1.9
11. KRQR-F	218/2.7	2.2	1.8	2.8	2.4
12. KBLX-F	214/2.6	2.5	2.7	2.3	3.0
13. KNEW	206/2.5	2.3	2.5	2.8	2.7
14. KMEL-F	202/2.5	2.2	1.6	1.4	1.6
15. KITS-F	191/2.4	2.0	3.1	2.4	2.3
16. KLOK-F	183/2.3	1.9	2.8	2.2	1.4
17. KBAY-F	168/2.1	2.4	2.3	2.6	1.7
18. KABL	166/2.0	2.8	2.6	2.6	2.6
19. KDFC-F+	165/2.0	2.0	1.2	1.2	1.5
20. KOME-F	148/1.8	1.7	1.5	2.0	1.4
21. KKHI-F+	147/1.8	2.2	1.8	2.0	1.8
KSFO	146/1.8	2.4	2.7	3.0	2.6
23. KOIT-F	146/1.8	2.7	2.6	3.0	4.0
24. KWSS-F	142/1.7	1.9	2.3	1.8	1.6
25. KQAK-F	135/1.7	1.7	1.6	1.4	2.1

12+ TSA	1/4/CUME
1. KGO	845/10423
2. KCBS	521/ 9391
3. KYUU-F	337/ 6278
4. KNBR	298/ 5651
5. KFRC	293/ 7118
6. KIOI-F	283/ 5617
7. KSOL-F	282/ 4372
8. KABL-F	276/ 3894
9. KSAN-F	267/ 4029
10. KSFM-F	254/ 3946
11. KRAK	248/ 3193
12. KRQR-F	239/ 3596
13. KBAY-F	227/ 3354
14. KBLX-F	225/ 3275
15. KFOG-F	223/ 3022
16. KMEL-F	217/ 5736
17. KNEW	212/ 3280
18. KITS-F	191/ 4128
19. KLOK-F	184/ 3405
20. KDFC-F+	172/ 2522
21. KABL	166/ 2841
22. KWSS-F	154/ 2930
KOIT-F	154/ 2937
24. KKHI-F+	153/ 2944
25. KSFO	152/ 3060

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	84	84
1. KGO	8460/17.3	19.3	18.3
2. KCBS	7793/15.9	18.2	12.6
3. KYUU-F	6209/12.7	10.8	10.6
4. KIOI-F	5555/11.4	10.1	10.9
5. KFRC	5551/11.4	11.3	13.8
6. KMEL-F	5390/11.0	7.3	6.7
7. KSOL-F	4324/ 8.8	10.1	11.4
8. KNBR	4289/ 8.8	9.1	12.0
9. KITS-F	4076/ 8.3	8.1	9.7
10. KSAN-F	3871/ 7.9	6.4	7.9
11. KABL-F	3745/ 7.7	7.4	7.1
12. KLOK-F	3358/ 6.9	6.5	6.4
13. KRQR-F	3222/ 6.6	6.3	7.3
14. KBLX-F	3182/ 6.5	6.7	6.4
15. KNEW	3158/ 6.5	5.1	6.0
16. KFOG-F	2970/ 6.1	6.5	4.8
17. KSFO	2873/ 5.9	7.3	8.9
18. KKHI-F+	2787/ 5.7	5.8	5.4
19. KABL	2786/ 5.7	7.0	6.7
20. KOIT-F	2757/ 5.6	6.4	6.9
21. KOME-F	2710/ 5.5	5.2	5.4
22. KBAY-F	2648/ 5.4	5.4	5.3
23. KWSS-F	2520/ 5.2	5.2	5.2
24. KDFC-F+	2418/ 4.9	5.2	4.0
25. KLOK	2204/ 4.5	3.9	NA

12+ FM SHARE (METRO): 59.99% (4266 of 7111) (WIN 84: 59.35%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	278 (2)	607 (5)	885 (7)	12.4	13.0	KARA-F	105.7	Santa Clara	1.0/3.0
AOR		796 (5)	796 (5)	11.2	12.3	KBRG-F	104.9	Fremont	.7/1.2
AC/OLDIES/SOFT ROCK		1115 (7)	1115 (7)	15.6	9.6	KEEN	1370	San Jose	1.2/2.4
MOR/VARIETY	328 (2)		328 (2)	4.6	4.2	KEST	1450	SF	.4/1.0
COUNTRY	333 (3)	259 (1)	592 (4)	8.3	8.4	KEZR-F	106.5	San Jose	1.1/3.2
BLACK/URBAN	65 (1)	575 (3)	640 (4)	9.0	11.2	KFAX	1100	SF	.6/1.6
BTFL MUSIC	213 (2)	646 (4)	859 (6)	12.1	14.6	KFYI	1310		.4/2.1
NEWS/TALK	1174 (3)		1174 (3)	16.5	14.4	KHTT	1500	San Jose	.3/1.7
NOSTALGIA	239 (2)		239 (2)	3.4	4.1	KJAZ-F	92.7	Alameda	1.0/3.4
RELIGION	83 (2)		83 (2)	1.2	0.9	KLIV	1590	San Jose	.3/1.7
SPANISH	34 (1)	54 (1)	88 (2)	1.2	3.6	KLOK	1170	San Jose	1.1/2.3
CLASSICAL	98 (2)	214 (2)	312 (4)	4.4	3.6	KLZE-F	97.7	Los Altos	.8/1.9
UNKNOWN/OTHERS					0	KOFY	1050	San Mateo	.4/1.4
			7111 (48)			KOIT	1260	SF	.6/2.3
						KRE	1400	Berkeley	.8/2.7
						KREO-F	92.9	Healdsburg	.5/1.2
						KSJO-F	92.3	San Jose	.9/3.6
						KYA-F	93.3	SF	1.3/4.1
						KZST-F	100.1	Santa Rosa	.5/1.4
						KRAK	1140	Sacramento	.3/1.2
						KSFM-F	102.5	Woodland	.4/1.4

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1), BTFL MUS (TM)	, \$153.56 (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2), NEWS	CBS, \$203.75 (CBS Spot)	CBS
KFIA, 1310, 5 KW (DA-N), NEWS/TALK	ABC-E, APR, \$ 65.00* (Selcom)	BENI
KEST, 1450, 1 KW/250 W, RELIGION	, \$ 37.50 (Unirep)	Universal
KFRC, 610, 5 KW, CHR	RKO, \$220.00* (Republic)	RKO
KGO, 810, 50 KW (DA-1), TALK/NEWS	ABC-I, \$234.00 (Blair)	ABC
KNBR, 680, 50 KW, MOR/AC	NBC, \$145.00 (Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N), COUNTRY	ABC-E, \$ 95.00* (Katz)	Malrite
KOIT, 1260, 5 KW/1 KW, BTFL MUS	, \$ NA (Torbet)	Bonneville
KRE, 1400, 1 KW/250 W, BLACK	SBN, \$ NA (HNWH)	Inner City
KSFO, 560, 5 KW (DA-N), NOST/MOR	RKO II, \$ 80.00* (Eastman)	King

FM STATIONS

KABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)	, \$153.56 (Christal)	Shamrock
KBLX-F, 102.9, 7 KW @ 1285, BLACK	SBN, \$100.00* (HNWH)	Inner City
KDFC-F+, 102.1, 33 KW @ 1360, CLASSICAL	, \$ 47.00 (CMBS)	
KFOG-F, 104.5, 8 KW @ 1454, AOR (Burk-Abr)	Source, \$ NA (Selcom)	Susquehanna
KIOI-F, 101.3, 125 KW @ 1220, AC	ABC-C, \$140.00* (MMR)	Price Comm.
KITS-F, 105.3, 15 KW @ 1200, CHR	, \$ 90.00* (Republic)	Entercom
KJAZ-F, 92.7, 2 KW @ 550, JAZZ	, \$ NA (Roslin)	
KKHI-F+, 95.7, 9 KW @ 1473, CLASSICAL	, \$ 70.00* (HNWH)	Buckley
KLOK-F, 103.7, 8 KW @ 1470, AC	, \$ NA (Weiss)	Davis/Weaver
KMEL-F, 106.1, 69 KW @ 1290, CHR	, \$110.00 (Christal)	Century
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS	, \$135.00 (Torbet)	Bonneville
KQAK-F, 98.9, 4 KW @ 1450, AOR	, \$ 80.00* (Weiss)	
KRQR-F, 97.3, 82 KW @ 1100, AOR	CBS-R, \$160.00 (CBS)	CBS
KSAN-F, 94.9, 35 KW @ 1290, COUNTRY	ABC-E, \$130.00* (Katz)	Malrite
KSOL-F, 107.7, 5 KW @ 1590, URBAN	APR, \$120.00* (Masla)	United
KYA-F, 93.3, 31 KW @ 593, OLDIES/AC	RKO II, \$ NA (Eastman)	King
KYUU-F, 99.7, 45 KW @ 1240, AC/CONTEMP	, \$150.00* (Mc-Guild)	NBC

KSFM, KRAK - See Sacramento

Other ranked stations - See San Jose

MISCELLANEOUS COMMENTS Best book in over a year for KIOI and KYUU...KFOG continues to gain strength...KFYI is now off the air...KYUU classified as AC...

SAN JOSE

Arbitron Rank/Pop (12+): 28/1,185,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 30/1,411,600  
 San Fran ADI  
 Average Person Rating: 15.8  
 Market TSL: 21.0 hours

Stations: 41/15  
 Diaries: 1384/856:1/43.4%  
 Sample Target: 1200  
 Standard Error: .514  
 % Below Line: NA  
 % Not Listed: NA

Est 1984 Revenue: \$25,000,000  
 Gross Inc.: 19.1 Bil  
 HH Inc.: \$37,858  
 Retail \$: 10.9 Bil  
 Pop per Station: 79,013

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KWSS-F	106/5.7	5.8	---	6.7	5.9
2. KBAY-F	101/5.4	6.3	---	8.0	5.0
3. KOME-F	97/5.2	4.6	---	4.9	3.8
4. KEZR-F	84/4.5	1.9	---	3.1	3.4
5. KEEN	83/4.4	2.3	---	3.2	2.1
6. KLOK	63/3.4	2.2	---	3.4	2.7
7. KLIV	59/3.2	3.1	---	3.7	2.8
8. KARA-F	55/2.9	4.0	---	2.8	2.2
9. KLZE-F	53/2.8	1.6	---	1.2	1.5
10. KSJO-F	52/2.8	3.5	---	4.2	4.1
11. KNTA	30/1.6	3.4	---	1.3	1.6
12. KDFC-F+	27/1.5	2.0	---	1.1	1.1
13. KHTT	23/1.2	.8	---	1.5	2.0
14. KAZA	12/ .6	---	---	---	1.3
15.					

12+ TSA	1/4/CUME
1. KBAY-F	211/3038
2. KWSS-F	160/3018
3. KOME-F	148/2686
4. KEEN	99/1116
5. KEZR-F	89/1567
6. KLOK	87/2029
7. KARA-F	78/1437
8. KSJO-F	77/1811
9. KDFC-F+	75/1370
KLIV	75/ 968
11. KLZE-F	64/ 917
12. KNTA	30/ 262
13. KHTT	27/ 716
14. KAZA	22/ 254
15.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	84	84
1. KWSS-F	1803/15.2	14.8	18.0
2. KOME-F	1477/12.5	11.8	13.7
3. KBAY-F	1447/12.2	13.3	13.4
4. KEZR-F	1231/10.4	8.7	9.1
5. KLOK	1227/10.4	9.0	10.2
6. KSJO-F	1120/ 9.4	9.7	12.9
7. KARA-F	1087/ 9.2	9.6	9.2
8. KEEN	872/ 7.4	5.7	6.9
9. KLZE-F	669/ 5.6	4.9	6.1
10. KLIV	646/ 5.5	6.6	7.8
11. KDFC-F+	635/ 5.4	5.5	4.1
12. KHTT	505/ 4.3	4.5	6.1
13. KNTA	249/ 2.1	3.5	2.3
14. KAZA	134/ 1.1	NA	NA
15.			

12+ FM SHARE (METRO): NA **NOTE:** San Jose is part of the San Francisco metro. Only stations above the line in the rating book are ranked.

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWSS-F	1. KOME-F	1. KEZR-F	1. KEZR-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KEZR-F	1. KWSS-F	1. KOME-F	1. KBAY-F
2. KOME-F	2. KWSS-F	2. KWSS-F	2. KBAY-F	2. KEZR-F	2. KEEN	2. KWSS-F	2. KBAY-F	2. KBAY-F	2. KWSS-F	2. KOME-F
3. KSJO-F	3. KEZR-F	3. KOME-F	3. KLOK	3. KLOK	3. KLZE-F	3. KEZR-F	3. KOME-F	3. KEEN	3. KEEN	3. KEEN
4.	4. KSJO-F	4. KARA-F	4. KARA-F	4. KEEN	4. KLOK	4. KOME-F	4. KWSS-F	4. KOME-F	4. KSJO-F	KWSS-F
5.	5. KARA-F	KEEN	KOME-F	5. KARA-F	5. KLIV	5. KLOK	5. KLIV	5. KLOK	5. KBAY-F	5. KEZR-F
				KOME-F		6. KEEN		6. KARA-F		
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54	
1. KWSS-F	1. KEZR-F	1. KLOK	1. KARA-F	1. KLOK	1. KOME-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KEZR-F	
2. KEZR-F	2. KWSS-F	KARA-F	2. KEZR-F	2. KARA-F	2. KWSS-F	2. KEZR-F	2. KEZR-F	2. KEZR-F	2. KOME-F	
3. KEEN	3. KARA-F	3. KEZR-F	3. KLOK	3. KEZR-F	3. KSJO-F	3. KWSS-F	3. KWSS-F	3. KWSS-F	3. KEEN	
	KOME-F	4. KOME-F	4. KWSS-F	4. KARA-F	4. KEZR-F	4. KSJO-F	4. KEEN	4. KSJO-F	4. KWSS-F	
5.	5. KLOK	5. KBAY-F	5. KWSS-F	5. KLIV	5.	5. KEEN	5. KLOK	5.	5. KLOK	
		KEEN								

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP					KABL .5/2.7 KNBR 2.0/6.8
AOR					KABL-F 1.4/3.1 KNEW .7/2.4
AC/OLDIES/SOFT ROCK					KBLX-F 1.6/4.9 KOIT .4/2.5
MOR/VARIETY					KBRG 1.1/1.9 KOIT-F 1.0/3.9
COUNTRY					KCBS 3.6/13.2 KQAK-F 1.7/4.4
BLACK/URBAN					KFAX .4/1.7 KSAN-F 3.7/8.9
BTFL MUSIC					KFOG-F 2.8/5.0 KSFO 1.0/3.9
NEWS/TALK					KFRC 1.4/7.0 KSOI-F 3.5/8.5
NOSTALGIA					KGO 8.5/17.3 KYA .4/1.4
RELIGION					KIOI-F 2.5/9.5 KYUU-F 4.4/12.0
SPANISH					KITS-F 1.2/6.4 KJAZ-F .5/1.9
CLASSICAL					KKHI-F+ 1.1/3.6 KLOK-F 1.3/5.1
UNKNOWN/OTHERS					KMEL-F 1.3/8.2

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA) , SPANISH  
 KEEN, 1370, 5 KW (DA-2) , COUNTRY  
 KHTT, 1500, 10 KW/5 KW (DA-2) , CHR  
 KLIV, 1590, 5 KW (DA-N) , NOST (Al Ham)  
 KLOK, 1170, 50 KW/5 KW (DA-2) , MOR/AC  
 KNTA, 1430, 1 KW (DA-1) , SPANISH  
 KARA-F, 105.7, 50 KW @ 500, AC/OLDIES  
 KBAY-F, 100.3, 15 KW @ 2580, BTFL MUS  
 KEZR-F, 106.5, 50 KW @ 430, AC  
 KOME-F, 98.5, 13 KW @ 880, AOR (Pollack)  
 KLZE-F, 97.7, 3 KW @ 600, BTFL MUS (Churchill)  
 KSJO-F, 92.3, 50 KW @ 68, AOR  
 KWSS-F, 94.5, 1.1 KW @ 2580, CHR

, \$37.00 (Caballero)  
 UPI, \$47.75 (MMR)  
 APR, \$31.00 (HNWH) Sterling  
 , \$40.00\* (Selcom) Empire  
 WSJ, \$77.25 (Weiss) Davis/Weaver  
 , \$32.00 (Lotus) Cascade  
 , \$55.00\* (Selcom) Empire  
 , \$84.13 (MMR)  
 , \$96.00 (Christal) Alta  
 ABC-R, \$107.50 (Torbet) Infinity  
 APR, \$35.00 (Roslin)  
 , \$115.00 (HNWH) Sterling  
 , \$75.00\* (Mc-Guild) Nationwide

KDFC-F+ - See San Francisco

See San Francisco for other stations

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 17/1,861,400  
 CMSA Rank/Pop: # 18  
 MSA Rank/Pop: Sea - 26/1,644,300  
 ADI # 15 Tac - 95/503,300  
 Average Person Rating: 16.9  
 Market TSL: 22.3 hours

Stations: 32/31  
 Diaries: 1820/1023:1/50.4%  
 Sample Target: 1670  
 Standard Error: .453  
 % Below Line: 0.8  
 % Not Listed: 6.3

Est. 1984 Revenue: \$66,600,000  
 Gross Inc.: 25.7 Bil  
 HH Inc.: \$29,200  
 Retail \$: 16.4 Bil  
 Pop per Station: 60,045

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. KIRO	262/8.3	10.7	---	7.8	8.6
2. KUBE-F	249/7.9	7.4	---	6.5	5.5
3. KOMO	215/6.8	8.5	000	6.5	7.7
4. KISW-F	203/6.5	5.4	---	4.7	3.9
5. KBRD-F	184/5.9	6.6	---	6.2	5.8
6. KSEA-F	142/4.5	4.5	---	4.8	4.6
7. KPLZ-F	142/4.5	4.4	---	4.7	3.7
8. KIXI	121/3.8	4.6	---	4.6	4.5
9. KING-F	120/3.8	3.1	---	2.9	3.4
10. KMPS-F	115/3.7	3.1	---	3.0	3.9
11. KNBQ-F	111/3.5	3.3	---	3.9	4.7
12. KLSY-F	110/3.5	4.4	---	4.2	4.5
13. KRPM-F	106/3.4	2.6	---	3.3	2.5
14. KEZX-F	105/3.3	2.2	---	3.2	3.2
15. KJR	93/3.0	3.0	---	3.3	2.7
16. KZOK-F	86/2.7	2.5	---	3.2	3.7
17. KCMS-F	83/2.6	2.1	---	2.4	3.2
18. KKMI-F	80/2.5	1.2	---	1.0	1.7
19. KVI	67/2.1	3.2	---	3.4	1.7
20. KING	66/2.1	1.9	---	1.5	1.9
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. KIRO	343/5035
2. KUBE-F	268/3526
3. KISW-F	250/2951
4. KOMO	250/4148
5. KBRD-F	245/2691
6. KPLZ-F	183/2661
7. KSEA-F	172/2251
8. KMPS-F	157/1978
9. KIXI	142/2022
10. KNBQ-F	129/2426
11. KING-F	127/1914
12. KLSY-F	126/2136
13. KRPM-F	126/1367
14. KEZX-F	120/1690
15. KCMS-F	117/1273
16. KJR	113/2246
17. KKMI-F	111/1297
18. KZOK-F	96/1828
19. KING	78/1686
20. KVI	76/1291
21.	
22.	
23.	
24.	
25.	

12+ METRO	CUME/METRO	CUME RATING	FAL 84	SPG 84
1. KIRO	4041/21.7		27.6	22.6
2. KOMO	3453/18.6		22.8	17.8
3. KUBE-F	3170/17.0		17.8	15.9
4. KISW-F	2303/12.4		12.2	11.4
5. KPLZ-F	2023/10.9		11.2	11.6
6. KNBQ-F	2015/10.8		10.3	12.5
7. KBRD-F	2008/10.8		10.3	11.2
8. KJR	1939/10.4		10.2	10.1
9. KLSY-F	1830/ 9.8		10.3	10.8
10. KSEA-F	1806/ 9.7		10.5	11.4
11. KING-F	1756/ 9.4		7.0	7.9
12. KIXI	1679/ 9.0		8.9	10.0
13. KZOK-F	1540/ 8.3		7.8	9.8
14. KEZX-F	1489/ 8.0		5.5	6.5
15. KING	1486/ 8.0		6.4	7.0
16. KMPS-F	1472/ 7.9		7.4	6.7
17. KVI	1175/ 6.3		10.5	9.8
18. KIXI-F	1115/ 6.0		6.0	6.1
19. KRPM-F	1098/ 5.9		4.9	6.4
20. KKMI-F	1092/ 5.9		5.0	5.1
21.				
22.				
23.				
24.				
25.				

12+ FM SHARE (METRO): 64.79% (1908 of 2945) (WIN 84: 60.74%)

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

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

FORMATS			WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING				
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP	17 (1)	525 (4)	542 (5)	18.4	20.1	KBAE	1380	Everett	.3/1.5
AOR		394 (3)	394 (3)	13.4	8.1	KCIS	630	Edmonds	.6/2.8
AC/OLDIES/SOFT ROCK	183 (4)	239 (3)	422 (7)	14.3	14.0	KGW	1150	Seattle	.6/1.6
MOR/VARIETY	215 (1)		215 (1)	7.3	10.1	KIXI-F	95.7	Seattle	1.6/6.0
COUNTRY	85 (3)	221 (2)	306 (5)	10.4	10.2	KJET	1590	Seattle	.5/2.7
BLACK/URBAN	39 (1)		39 (1)	1.3	0	KJUN	1450	Puyallup	.3/1.2
BTFL MUSIC		326 (2)	326 (2)	11.1	11.2	KKFX	1250	Seattle	1.2/4.2
NEWS/TALK	328 (2)		328 (2)	11.1	12.0	KLSY	1540	Bellevue	.2/1.6
NOSTALGIA	121 (1)		121 (1)	4.1	4.9	KMPS	1300	Seattle	1.8/4.6
RELIGION	39 (2)	83 (1)	122 (3)	4.1	5.3	KTAC	850	Tacoma	.5/2.3
SPANISH				0	0	KWYZ	1230	Everett	.6/1.2
CLASSICAL		120 (1)	120 (1)	4.1	3.7	KHIT-F	106.9	Bremerton	.7/3.3
UNKNOWN/OTHERS	10 (1)		10 (1)	0.3	0.6				
			2945 (32)						

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW (DAYS)	, RELIGION	, \$ 21.00 (----)	
KCIS, 630, 5 KW/2.5 KW (DA-N)	, RELIGION	, \$ 45.00 (----)	
KING, 1090, 50 KW (DA-2)	, NEWS	WSJ, NBC, \$ 44.00* (Blair)	King
KIRO, 710, 50 KW (DA-N)	, NEWS	CBS, MBS, \$130.00* (CBS Spot)	Bonneville
KIXI, 880, 50 KW/1 KW (DA-2)	, NOSTALGIA	, \$ 70.00* (Christal)	
KJET, 1590, 5 KW (DA-N)	, ROCK	Source, \$ NA (HNWH)	Sterling
KJR, 950, 5 KW (DA-N)	, AC	RKO, ABC-D, \$ 83.13 (Eastman)	Ackerly
KJZZ, 1540, 5 KW (DA-N)	, JAZZ	CBS-R, \$ 45.00* (Selcom)	Sandusky
KKFX, 1250, 5 KW (DA-N)	, URBAN	UPI, \$ NA (Weiss)	
KMPS, 1300, 5 KW (DA-N)	, COUNTRY	, \$ 55.00* (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I, \$167.50 (Katz)	
KVI, 570, 5 KW	, AC/OLDIES	MBS, \$ 48.00* (Selcom)	Golden West
KTAC, 850, 10 KW/1 KW (DA-2)	, AC	ABC-D, \$ 40.00* (Masla)	Entercom

FM STATIONS

KBRD-F, 103.7, 100 KW @ 1675, BTFL MUS (Churchill)	, \$ 95.00* (Mc-Guild)	Entercom
KCMS-F, 105.3, 115 KW @ 721, RELIGION (Burk-Abr)	UPI, \$ 45.00 (Radio Spot)	
KEZX-F, 98.9, 100 KW @ 1070, SOFT ROCK/JAZZ	ABC-E, \$ 58.00 (HNWH)	Park
KING-F, 98.1, 100 KW @ 850, CLASSICAL	WSJ, \$ 70.00* (Blair)	King
KISW-F, 99.9, 100 KW @ 1200, AOR	, \$ 95.00* (Mc-Guild)	Kaye-Smith
KIXI-F, 95.7, 100 KW @ 1100, AC	, \$ 75.00* (Christal)	
KLSY-F, 92.7, 100 KW @ 1100, AC (Fairwest)	CBS-R, \$ 80.00* (Selcom)	Sandusky
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY	, \$ 75.00* (Eastman)	Affiliated
KNBQ-F, 97.3, 100 KW @ 700, CHR	, \$ 82.00 (Christal)	
KPLZ-F, 101.5, 100 KW @ 1200, CHR	, \$ 80.00* (Selcom)	Golden West
KRAB-F, 107.7, 63 KW @ 1200, ? ?	, \$ NA (----)	Sunbelt
KRPM-F, 106.1, 100 KW @ 700, COUNTRY	APR, \$ 42.50 (Christal)	Highsmith (TACOMA)
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS	, \$ 85.00* (CBS Spot)	Bonneville
KUBE-F, 93.3, 100 KW @ 1070, CHR	, \$100.00* (MMR)	First Media
KKMI-F, 96.5, 81 KW @ 1220, AC/CONTEMP	, \$ 50.00 (Christal)	
KZOK-F, 102.5, 100 KW @ 1165, AOR	, \$ 70.00* (HNWH)	Sterling

MISCELLANEOUS COMMENTS

KRKO changes calls to KBAE...

TAMPA

Arbitron Rank/Pop (12+): 21/1,596,200  
 CMSA Rank/Pop: # 20  
 MSA Rank/Pop: 20/1,818,300  
 ADI # 18  
 Average Person Rating: 18.7  
 Market TSL: 25.2 hours

Stations: 25/22  
 Diaries: 1632/978:1/49.8  
 Sample Target: 1530  
 Standard Error: .501  
 % Below Line: 4.6  
 % Not Listed: 10.9

Est. 1984 Revenue: \$38,900,000  
 Gross Inc.: 19.5 Bil  
 HH Inc.: \$26,062  
 Retail \$: 11.0 Bil  
 Pop per Station: 72,555

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. WWBA-F	386/12.9	13.3	---	13.5	15.1
2. WRBQ-F	342/11.5	11.2	---	11.2	11.1
3. WYNF-F	234/ 7.8	6.7	---	7.5	6.7
4. WQYK-F	224/ 7.5	6.7	---	8.7	5.8
5. WIQI-F	175/ 5.9	6.8	---	5.2	5.9
6. WDAE	144/ 4.8	5.2	---	4.9	5.6
7. WSUN	128/ 4.3	6.5	---	4.8	5.0
WZNE-F	128/ 4.3	4.3	---	5.6	6.0
9. WGUL-F	114/ 3.8	2.1	---	1.8	1.7
10. WFLA	112/ 3.8	4.0	---	3.2	3.9
11. WTMP	97/ 3.2	3.8	---	3.3	3.2
12. WPLP	90/ 3.0	3.5	---	2.9	3.6
13. WMGG-F	86/ 2.9	3.5	---	3.2	2.7
14. WDUV-F	63/ 2.1	2.1	---	1.6	2.0
15. WLFF	46/ 1.5	.9	---	3.1	2.4
16.					
17.					
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12+ TSA	1/4/CUME
1. WWBA-F	509/3860
2. WRBQ-F	441/4799
3. WYNF-F	362/3619
4. WQYK-F	255/2298
5. WDUV-F	192/2299
6. WIQI-F	182/2273
7. WSUN	176/2427
8. WDAE	155/1662
9. WZNE-F	140/2515
10. WFLA	126/1754
11. WVFM-F	114/1010
WGUL-F	114/ 918
13. WTMP	100/ 947
14. WAVE-F	99/1200
15. WMGG-F	92/1548
WPLP	92/1034
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12+ METRO	CUME/ METRO	CUME RATING	FAL 84	SPG 84
1. WRBQ-F	3838/24.0		24.8	26.0
2. WWBA-F	3228/20.2		20.2	21.0
3. WYNF-F	2283/14.3		12.5	13.6
4. WIQI-F	2058/12.9		14.7	13.3
5. WZNE-F	1971/12.3		13.5	15.6
6. WQYK-F	1929/12.1		11.4	15.7
7. WSUN	1629/10.2		14.0	14.2
8. WDAE	1539/ 9.6		10.2	10.1
9. WFLA	1464/ 9.2		10.5	10.7
10. WMGG-F	1446/ 9.1		10.8	9.3
11. WDUV-F	1013/ 6.3		4.7	4.8
12. WFLA-F	962/ 6.0		7.1	6.8
13. WPLP	952/ 6.0		8.0	6.6
14. WGUL-F	918/ 5.8		4.6	NA
15. WTMP	899/ 5.6		6.9	5.8
16.				
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12+ FM SHARE (METRO): 71.09% (1891 of 2660) (WIN 84: 68.13%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRBQ-F	1. WYNF-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WWBA-F	1. WRBQ-F+	1. WWBA-F	1. WWBA-F	1. WWBA-F	1. WWBA-F
2. WYNF-F	2. WRBQ-F	2. WYNF-F	2. WIQI-F	2. WIQI-F	2. WQYK-F	2. WWBA-F	2. WRBQ-F	2. WRBQ-F	2. WYNF-F	2. WRBQ-F
3. WZNE-F	3. WIQI-F	3. WIQI-F	3. WQYK-F	3. WQYK-F	3. WRBQ-F	3. WQYK-F	3. WQYK-F	3. WYNF-F	3. WRBQ-F	3. WYNF-F
4.	4. WZNE-F	4. WQYK-F	4. WYNF-F	4. WWBA-F	4. WIQI-F	4. WYNF-F	4. WIQI-F	4. WQYK-F	4. WFLA	4. WQYK-F
5.	5. WMGG-F	5. WZNE-F	5. WTMP	5. WYNF-F	5. WDAE	5. WIQI-F	5. WYNF-F	5. WIQI-F	5. WQYK-F	5. WZNE-F
6.	6. WQYK-F	6. WMGG-F	6. WWBA-F	6. WTMP	6. WSUN	6. WSUN	6. WDAE	6. WZNE-F	6. WZNE-F	6. WDAE
7.	7. WTMP	7. WTMP	7.	7. WSUN	7. WFLA	7. WDAE	7. WSUN	7. WDAE	7.	7. WIQI-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WYNF-F	1. WYNF-F	1. WYNF-F	1. WYNF-F	1. WRBQ-F
2. WYNF-F	2. WIQI-F	2. WIQI-F	2. WIQI-F	2. WIQI-F	2.	2. WRBQ-F	2. WRBQ-F	2. WRBQ-F	2. WQYK-F
3. WIQI-F	3. WYNF-F	3. WQYK-F	3. WMGG-F	3. WQYK-F	3.	3.	3. WQYK-F	3. WIQI-F	3. WYNF-F
WZNE-F	4. WZNE-F	4. WYNF-F	4. WZNE-F	4. WWBA-F	4.	4.	4. WIQI-F	4. WTMP	4. WIQI-F
5. WMGG-F	5. WMGG-F	5. WMGG-F	5.	5. WMGG-F	5.	5.	5. WTMP	5. WAVE-F	5. WTMP
WQYK-F	6.	6. WZNE-F	6.	WSUN	6.	6.	6. WZNE-F	6.	6. WWBA-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	26 (1)	470 (2)	496 (3)	18.6	19.7	WFLA-F	93.3	Tampa	1.3/6.0
AOR		234 (1)	234 (1)	8.8	7.3	WGUL	1500	New Port Richey	1.1/1.8
AC/OLDIES/SOFT ROCK	21 (1)	346 (4)	367 (5)	13.8	12.4	WHBO	1040	Tampa	.7/1.2
MOR/VARIETY	131 (2)		131 (2)	4.9	5.4	WPLA	910	Plant City	.3/1.0
COUNTRY	136 (2)	224 (1)	361 (3)	13.5	14.4	WRBQ	1380	St. Petersburg	.9/3.7
BLACK/URBAN	141 (2)		141 (2)	5.3	4.6	WRXB	1590	St. Petersburg	1.5/2.6
BTFL MUSIC	46 (1)	464 (3)	510 (4)	19.2	19.5	WTAN	1340	Clearwater	.6/2.3
NEWS/TALK	90 (1)		90 (1)	3.4	4.4	WXCR-F	92.1	Safety Harbor	1.3/3.1
NOSTALGIA	178 (2)	114 (1)	292 (3)	11.0	11.6	WAVE-F	102.5	Sarasota	1.5/4.1
RELIGION					0	WVFM-F	94.1	Lakeland	.5/1.1
SPANISH					0				
CLASSICAL		39 (1)	39 (1)	1.5	0.7				
UNKNOWN/OTHERS					0				
			2660 (25)						

### RADIO STATIONS

#### AM STATIONS

WAMA, 860, 500 W (DA-1)	, SPANISH	, \$ 17.00 (Caballero)	
WCBF, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 13.00 (----)	Sudbrink
WDAE, 1250, 5 KW (DA-N)	, NOST (Primetime)	ABC-I, \$ 66.00* (Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$ 60.00 (Blair)	Blair
WFNN, 1470, 5 KW (DAYS)	, TALK/NEWS	ABC-T, \$ 20.00 (HNWH)	
WGUL, 1500, 250 W (DAYS)	, NOSTALGIA	MBS, \$ NA (Southern)	
WHBO, 1050, 250 W (DAYS)	, OLDIES	UPI, \$ NA (----)	
WLFF, 680, 1 KW (DAYS)	, NOST/BTFL	WSJ, \$ 35.00 (Christal)	Century
WPLP, 570, 1 KW (DA-2)	, TALK	CBS, MBS, \$ 38.00* (Selcom)	Guy Gannett
WRBQ, 1380, 5 KW (DA-N)	, CHR	ABC-F, \$ NA (Eastman)	Edens
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, RKO II, \$ 78.75 (Katz)	Taft
WTAN, 1340, 1 KW/250 W	, MOR	ABC-D, \$ 20.00 (S. Katz)	
WTYM, 1300, 5 KW/1 KW (DA-2)	, SPANISH	, \$ 28.00 (Lotus)	Associated
WTMP, 1150, 5 KW/2.5 KW (DA-2), BLACK	, BLACK	SBN, \$ 50.00 (HNWH)	

#### FM STATIONS

WFLA-F, 93.3, 100 KW @ 925, CONTEMP/AC	, \$ 52.50 (Blair)	Blair
WGUL-F+, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ NA (Southern)	
WIQI-F, 100.7, 100 KW @ 503, AC	, \$ 76.00* (Mc-Guild)	Gannett
WMGG-F, 95.7, 100 KW @ 507, OLDIES/AC (Burk-Abr)	, \$ 66.00* (MMR)	Metroplex
WQYK-F, 99.5, 100 KW @ 550, COUNTRY	, \$ 75.00* (Torbet)	Lake Huron
WRBQ-F, 104.7, 100 KW @ 555, CHR	ABC-F, \$125.00* (Eastman)	Edens
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS	WSJ, \$110.00* (Republic)	Metromedia
WYNF-F, 94.9, 100 KW @ 1460, AOR (Pollack)	ABC-R, \$ 79.00* (Katz)	Taft
WZNE-F, 97.9, 100 KW @ 639, CHR	Source, \$ 60.00 (Christal)	DKM

WVFM, WAVE - See Sarasota

WVFM - See Lakeland

WASHINGTON

Arbitron Rank/Pop (12+): 9/2,854,300  
 CMA Rank/Pop: # 9  
 MSA Rank/Pop: 7,353,300  
 ADI # 9  
 Average Person Rating: 18.3  
 Market TSL: 23.8 hours

Stations: 33/29  
 Diaries: 2341/1219:1/51.3%  
 Sample Target: 2050  
 Standard Error: .417  
 % Below Line: 3.0  
 % Not Listed: 10.7

Est. 1984 Revenue: \$91,600,000  
 Gross Inc.: 48.6 Bil  
 HH Inc.: \$39,966  
 Retail \$: 23.6 Bil  
 Pop per Station: 98,424

12+ METRO	1/4/SHARE	FAL 84	SUM 84	SPG 84	WIN 84
1. WKYS-F	419/8.0	7.3	8.2	8.9	8.0
2. WMAL	398/7.6	9.7	6.6	7.2	9.4
3. WRQX-F	381/7.3	5.3	5.6	5.7	6.3
4. WGAY-F	376/7.2	8.2	8.5	8.0	8.4
5. WHUR-F	340/6.5	6.4	7.1	7.3	5.2
6. WWDC-F	309/5.9	5.8	5.3	4.2	5.1
7. WAVA-F	247/4.7	4.4	4.1	5.6	4.3
8. WTOP	231/4.4	3.2	4.1	4.6	3.3
9. WMZQ-F	187/3.6	4.3	4.1	3.7	4.8
10. WLTT-F	184/3.5	4.6	4.7	4.6	4.4
11. WCLY-F+	181/3.4	4.1	4.6	3.3	3.5
12. WDJY-F	170/3.3	2.8	3.7	2.7	2.3
13. WASH-F	167/3.2	2.8	2.6	2.2	2.3
14. WGMS-F+	165/3.2	3.3	2.3	3.2	2.7
15. WPKX-F	150/2.9	2.8	2.8	3.0	2.3
16. WXTR-F	113/2.2	2.1	2.4	2.5	2.7
WVRC	113/2.2	1.5	4.2	3.3	4.2
18. WHFS-F	85/1.6	1.6	1.7	1.2	1.7
19. WWDC	70/1.3	1.0	.9	.8	.6
20. WBNW-F	58/1.1	1.6	1.8	1.5	1.2
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. WRQX-F	451/6706
2. WKYS-F	423/4715
3. WWDC-F	422/6340
4. WMAL	419/5373
5. WGAY-F	412/5284
6. WHUR-F	363/4767
7. WAVA-F	285/5392
8. WTOP	260/5254
9. WMZQ-F	246/3687
10. WLTT-F	221/4147
11. WCLY-F+	219/4172
12. WASH-F	197/3416
13. WDJY-F	181/3480
WPKX-F	181/3025
15. WGMS-F+	179/2858
16. WXTR-F	166/2682
17. WLIF-F	127/1451
18. WVRC	121/2016
19. WHFS-F	105/1331
20. WFRE-F	102/ 985
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12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	84	84
1. WRQX-F	5537/19.4	17.0	20.6
2. WMAL	4991/17.5	22.4	16.0
3. WGAY-F	4696/16.5	16.6	16.1
4. WWDC-F	4634/16.2	14.7	14.8
5. WTOP	4577/16.0	12.9	14.8
6. WKYS-F	4545/15.9	15.6	19.2
7. WAVA-F	4447/15.6	15.4	18.9
8. WHUR-F	4372/15.3	16.3	17.2
9. WCLY-F+	3613/12.7	12.9	13.1
10. WLTT-F	3556/12.5	13.0	14.5
11. WDJY-F	3240/11.4	9.9	10.4
12. WASH-F	2767/ 9.7	11.3	10.3
13. WMZQ-F	2679/ 9.4	11.4	10.4
14. WGMS-F+	2576/ 9.0	9.0	8.4
15. WPKX-F	2508/ 8.8	8.4	9.1
16. WXTR-F	2154/ 7.5	6.8	9.0
17. WVRC	1900/ 6.7	5.2	7.1
18. WBMW-F	1334/ 4.7	5.9	5.5
19. WWDC	1241/ 4.3	2.6	3.0
20. WOL	1122/ 3.9	4.0	4.4
21.			
22.			
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24.			
25.			

12+ FM SHARE (METRO): 77.54% (3619 of 4667) (WIN 84: 73.78%)

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

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

FORMATS	AM	FM	TOTAL	WIN 84		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		686 (3)	686 (3)	14.7	14.1	WFMD	930	Frederick, MD	.4/1.5
AOR		413 (3)	413 (3)	8.8	7.7	WFRE-F	99.9	Frederick, MD	.6/1.5
AC/OLDIES/SOFT ROCK	6 (1)	639 (4)	645 (5)	13.8	12.8	WMZQ	1390	Arlington	.1/1.7
MOR/VARIETY	420 (2)		420 (2)	9.0	10.3	WNTR	1050	Silver Spring	.8/1.6
COUNTRY	27 (2)	337 (2)	364 (4)	7.8	8.2	WOL	1450	Washington	1.1/3.9
BLACK/URBAN	57 (1)	929 (3)	986 (4)	21.1	18.4	WPKX	730	Alexandria	.4/1.1
BTFL MUSIC		462 (4)	462 (4)	9.9	12.0	WTKS-F	102.3	Bethesda	.7/2.7
NEWS/TALK	274 (2)		274 (2)	5.9	8.3	WYCB	1340	Washington	1.0/3.0
NOSTALGIA	183 (2)		183 (2)	3.9	1.6	WFSI-F	107.9	Annapolis	.3/1.1
RELIGION	52 (1)	17 (1)	69 (2)	1.5	3.6	WIYY-F	97.9	Baltimore	.4/1.8
SPANISH					0	WLIF-F	101.9	Baltimore	.3/1.3
CLASSICAL	29 (1)	136 (1)	165 (2)	3.5	3.0				
UNKNOWN/OTHERS					0				
			4667 (33)						

RADIO STATIONS

AM STATIONS

WEEL, 1310, 5 KW/500 W (DA-2), NEWS/TALK					\$ 26.00 (Groskin)	
WFAX, 1220, 5 KW (DAYS), RELIGION					\$ 20.00 (---)	
WMAL, 630, 5 KW (DA-2), MOR			ABC-I,	\$249.38 (Mc-Guild)		ABC
WMDO, 1540, 5 KW (DAYS,DA), SPANISH				\$ 40.00 (Lotus)		Lotus
WOL, 1450, 1 KW/250 W, BLACK			SBN,	\$ 25.00 (Roslin)		
WWRC, 980, 5 KW (DA-N), NOSTALGIA			NBC,	\$ 76.88 (MMR)		Greater Media
WTOP, 1500, 50 KW (DA-2), NEWS			MBS, CBS,	\$ 85.00* (CBS Spot)		Outlet
WUST, 1120, 1 KW (DAYS), GOSPEL			NBN,	\$ 23.00 (P/W)		
WYCB, 1340, 1 KW/250 W, RELIGION/BLACK			SBN,	\$ 40.00 (Savalli)		
WWDC, 1260, 5 KW (DA-N), NOSTAL (Al Ham)			RKO II,	\$ NA (Christal)		

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, AC			RKO,	\$148.13 (Katz)		Metromedia
NAVA-F, 105.1, 50 KW @ 500, CHR			ABC-R,	\$125.00* (HNWH)		Doubleday
WDJY-F, 100.3, 40 KW @ 320, BLACK			SBN,	\$ 70.00* (Masla)		
WBMW-F, 106.7, 50 KW @ 500, CHR				\$ 76.25 (Weiss)		EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS				\$200.00* (MMR)		Greater Media
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL			MBS,	\$120.00* (Republic)		RKO
WHUR-F, 96.3, 24 KW @ 670, BLACK/JAZZ				\$125.00* (Weiss)		Howard Univ
WKYS-F, 93.9, 50 KW @ 485, URBAN			NBC,	\$234.38 (Eastman)		NBC
WLTT-F, 94.7, 21 KW @ 780, AC				\$125.00* (HNWH)		Gulf
WMZQ-F+, 98.7, 50 KW @ 490, COUNTRY				\$ 85.00* (Christal)		Viacom
WCLY-F+, 95.5, 50 KW @ 496, AC			ABC-C,	\$147.00* (Torbet)		First Media
WPKX-F, 105.9, 50 KW @ 410, COUNTRY (Burk-Abr)			APR,	\$ 98.00* (Selcom)		Metroplex
WRQX-F, 107.3, 50 KW @ 410, CHR			ABC-R,	\$225.00* (Blair)		ABC
WTKS-F, 102.3, 2 KW @ 340, BTFL MUS				\$ 40.00 (CBS Spot)		Outlet
WWDC-F, 101.1, 50 KW @ 500, AOR (Burk-Abr)			RKO,	\$ 85.00* (Christal)		
WXTR-F, 104.1, 50 KW @ 500, OLDIES/AC				\$ 95.00 (Masla)		(LA PLATA)
WHFS-F, 99.1, 50 KW @ 390, AOR				\$ 40.00 (Masla)		(ANNAPOLIS)

MISCELLANEOUS COMMENTS

WPGC-F changes calls to WCLY-F...WEZR-F changes calls to WBMW...



