



RATINGS REPORT

& DIRECTORY

YOUR COMPLETE INDUSTRY RESOURCE GUIDE

5

August

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- MADONNA
- DAVID BOWIE
- PERSIAN GULF
- THE WHITE HOUSE



WESTWOOD ONE COMPANIES

MUTUAL BROADCASTING SYSTEM NBC RADIO NETWORKS WESTWOOD ONE RADIO NETWORKS R&R RADIO & RECORDS WESTWOOD ONE STATIONS GROUP

Sunday August 1990

5

**ON SUNDAY, AUGUST 5th
WESTWOOD ONE BROADCAST
MADONNA LIVE FROM NICE, FRANCE,
DAVID BOWIE LIVE FROM ENGLAND,
NBC RADIO NEWS REPORTS
FROM THE PERSIAN GULF AND
MUTUAL NEWS FROM THE WHITE HOUSE.**

Plus two dozen regularly scheduled programs
on thousands of radio stations around the world.

Just a normal day at the office.



WESTWOOD ONE COMPANIES

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OVER 1900 UPDATED DIRECTORY LISTINGS • A-Z DIRECTORY INDEX
TOP 100 MARKET PROFILES • ARBITRON/BIRCH COMPARISONS
DRIVETIME DOMINATORS & KEY FORMAT LEADERS

FLASHBACK!
FLASHBACK!
FLASHBACK!

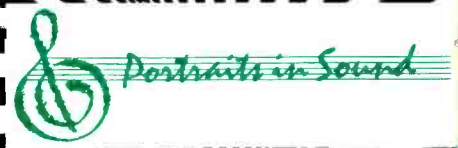
ROCK STARS

ROCK
SLIDES



THE
LIVE
SHOW

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STARLINE

RARITIES



**“Film House
isn’t just the best
in the business.
They *are*
the business.”**

--Bill Figenshu
President
Viacom Radio



“Nine years ago we made a strategic decision to use television as the primary advertising medium for our radio stations. At the same time, we decided to entrust that TV advertising to Film House.

“We’ve made Film House a key part of our strategic marketing team. Together we formulate a marketing plan to continually maximize audience share.

“The folks at Film House tell us they’ve learned a lot from that kind of first hand involvement with our stations. That helps Film House consistently produce very effective TV campaigns for our radio stations.

“When we started working with Film House, they were the best TV spot producer for radio stations. Now they’ve actually evolved a whole new category: Film House is the only company that really understands how to maximize the value of a radio property through TV advertising.

“As we enter the 90’s, we believe more than ever in TV as the primary medium for marketing our stations. And working with Film House was one of the smartest decisions we ever made.”

The Leader
filmhouse
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HLC

KILLER MUSIC

**"Way to go, HLC!
Your fan,**

**Rick Dees
KIIS-FM
Los Angeles**

"Doing a jingle package for the world's largest countdown show is a major project ... but as soon as I heard HLC's demo tape I knew they could deliver the unique sound we wanted. They did and we ended up with killer jingles."

**Rod West
V.P./General Manager
ABC Watermark**

"The jingle package HLC produced for American Top 40 is second to none! ... These jingles are the only hit you'll hear on 'American Top 40' that isn't on the Billboard Charts."

**Tom Cuddy
Vice President
Entertainment Programming
ABC Radio Networks**

"With uncompromising quality and attention to detail, Killer Music has great patience and delivered stunning originality (and great Thai food, too!). The whole experience was a delight."

**Shadoe Stevens
Host - American Top 40**

**"At last a jingle package
for the 1990s."**

**Richard Park
Program Controller
Capital Radio - London**

"HLC produced two packages for us, an identity package for the Boston Celtics Radio Network and a package for WEEI, Newsradio 590. HLC is not your average jingle company. Instead of the usual musical cliches the products were original, crisp, and exciting. The HLC people are as good as their music, and we'll be back there for our next project."

**John Rodman
WEEI 590AM
Boston**

6528 Sunset Boulevard, Hollywood, CA 90028

(213) 464-6333

CONTENTS

RATINGS REPORT

NATIONAL & REGIONAL REACH CHARTS 4

A quick overview of the leading radio formats, comparing overall numbers on a national and regional basis.

DRIVETIME DOMINATORS 8

Radio's top 25 morning and afternoon personalities and stations, ranked by both AQH and Cume estimates.

FORMAT LEADERS 133

The top stations in each of the 12 top formats, ranked by both AQH and Cume, Monday-Sunday, 6am to midnight — prefaced by a national "all-format" section, from the Top 100 markets.

CONTEMPORARY HIT RADIO	133	CLASSICAL	137
NATIONAL OVERVIEW (ALL-FORMAT)	133	GOLD	138
ADULT CONTEMPORARY	134	NEWS/TALK	138
ALBUM-ORIENTED ROCK	134	BEAUTIFUL/EASY LISTENING	139
COUNTRY	136	NAC	139
URBAN CONTEMPORARY	136	SPANISH	139
BIG BAND/NOSTALGIA	137		

THE RATINGS INFORMATION GUIDE 140

A step-by-step manual for using R&R's comprehensive ratings data features.

TOP 100 MARKET PROFILES 143

R&R's exclusive single-source ratings data overview featuring Arbitron one-year trends, Birch 12+ figures, rankings in five key demographics, owners, net affiliations, and more.

DIRECTORY INDEX 224

Every company in the Industry Directory, listed in alphabetical order.

MARKET INDEX 232

Top 100 profiled markets listed alphabetically.

ADVERTISERS INDEX 232

A handy alphabetical listing of every advertiser in the Ratings Report & Directory.

MARKETPLACE 231

INDUSTRY DIRECTORY 14

"Your Complete Industry Resource Guide," the most comprehensive compilation of industry-oriented companies and organizations.

BROADCAST SCHOOLS	15	MOVIE STUDIOS	65
COMPUTERS & SOFTWARE	16	PRODUCTION SERVICES	66
CONSULTANT FIRMS	20	PROGRAM SUPPLIERS & NETWORKS	73
EMPLOYMENT SERVICES	35	RADIO GROUP OWNERS	88
EQUIPMENT SUPPLIERS	37	RECORD COMPANIES	102
FINANCIAL INSTITUTIONS	46	REPRESENTATIVES	112
INDUSTRY ORGANIZATIONS	50	RESEARCH FIRMS	116
MARKETING & PROMOTIONAL	51	SHOW PREP	128
MEDIA BROKERS	61	TV PRODUCTION FIRMS	132

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EXECUTIVE VP/GM: Dick Krizman
SENIOR VP/EDITOR: Ken Barnes

EXECUTIVE EDITOR: Gail Mitchell
ART DIRECTOR: Richard Zumwalt

RATINGS REPORT EDITOR: Hurricane Heeran
DIRECTORY EDITOR: Jill Needleman
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Los Angeles Offices: (213) 553-4330, 1930 Century Park West, Los Angeles, CA 90067 Fax: (213) 203-9763
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FORMAT REACH CHARTS

Each radio market has its own individual audience composition. Because of this, listener format reach can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another one — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the U.S. during the Spring '90 book.

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

AC 19.9% (20.0%)

CHR 17.9% (18.3%)

Ctry 13.9% (14.4%)

AOR/NR 11.6% (10.3%)

Gold/CR 9.1% (8.5%)

N/T 7.5% (7.5%)

UC 7.2% (7.2%)

B/EZ 5.8% (6.5%)

BBnd/Nost 2.5% (2.5%)

Span 1.8% (2.0%)

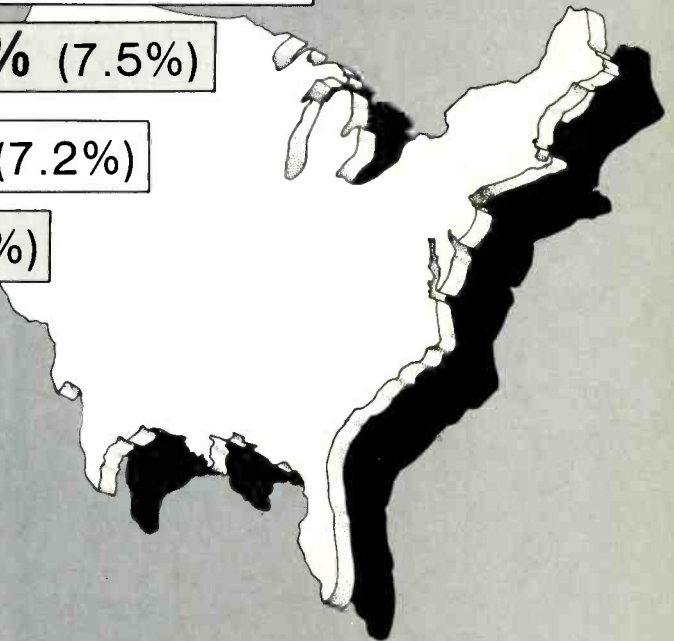
NAC .9% (.9%)

Rel/CC .8% (.8%)

Clas .7% (.8%)

Jazz .1% (.2%)

Misc .1% (.1%)



(Fall '89)

FORMAT LEGEND

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

NOW THERE'S

FM LISTENERS

THIS WHEN

THE RADIO.

A WAY TO KEEP

FROM DOING

LISTENING TO

Upscale listeners are fickle. But we have a cure for fickleness.

We're the Dow Jones Report, and we help prevent dial-hopping by providing your FM listeners with what they want.

And independent research shows that what 72% of them want are updates on the economy: late-breaking reports on the economic stories and trends that affect their lives.

The kind of reporting, in short, that Dow Jones has specialized in for over 100 years.

But the Report won't just help to "anchor"

your listeners. It will help attract advertisers as well. Because they've found the Report to be an appealing vehicle for reaching upscale audiences.

So if you're concerned about listener defections, call Jonathan Krongard at (800) 828-6397. He'll gladly discuss how your station can become the exclusive source of the Report in your area.

And how it can create the kind of loyalty that

 **puts an** **end to**
this type **of listening.**
Dow Jones Report

Based on listeners to adult music stations with HH1 of \$40,000 or more. Source: 1987 Statistical Research, Inc. Dow Jones Report is a registered service mark of Dow Jones & Company, Inc. © 1990 Dow Jones & Company, Inc. All Rights Reserved.

EAST

AC	██	24.9 (26.1)
AOR/NR	██	11.9 (11.1)
BBnd/Nost	██	3.9 (4.1)
B/EZ	██	5.5 (7.9)
CHR	██	19.1 (18.7)
Clas	██	.8 (.8)
Ctry	██	7.5 (6.4)
Gold/CR	██	10.5 (9.0)
Jazz	0 (0)	
Misc	1.1 (0)	
NAC	1.3 (.3)	
N/T	██	9.8 (9.8)
Rel/CC	1.4 (.5)	
Span	1.3 (.5)	
UC	██	5.0 (4.8)



(Fall '89)

SOUTH

AC	██	15.5 (15.4)
AOR/NR	██	10.1 (8.5)
BBnd/Nost	██	1.6 (1.3)
B/EZ	██	6.3 (6.6)
CHR	██	16.9 (17.2)
Clas	1.2 (.2)	
Ctry	██	18.2 (20.1)
Gold/CR	██	7.4 (6.8)
Jazz	1.1 (.1)	
Misc	1.1 (.1)	
NAC	1.6 (.4)	
N/T	██	4.3 (4.9)
Rel/CC	1.7 (1.7)	
Span	3.2 (3.0)	
UC	██	13.9 (14.0)



(Fall '89)

MIDWEST

AC	██	24.0 (23.5)
AOR/NR	██	12.1 (10.3)
BBnd/Nost	██	2.1 (1.7)
B/EZ	██	5.1 (7.4)
CHR	██	17.3 (18.4)
Clas	1.8 (.7)	
Ctry	██	14.7 (15.2)
Gold/CR	██	10.1 (9.8)
Jazz	1.3 (.4)	
Misc	0 (0)	
NAC	1.4 (.4)	
N/T	██	7.5 (6.4)
Rel/CC	1.3 (.3)	
Span	1.1 (.2)	
UC	██	5.2 (5.3)



(Fall '89)

WEST

AC	██	17.7 (17.1)
AOR/NR	██	13.1 (12.5)
BBnd/Nost	██	3.2 (3.4)
B/EZ	██	6.0 (3.8)
CHR	██	18.7 (19.9)
Clas	1.5 (1.8)	
Ctry	██	12.7 (13.1)
Gold/CR	██	9.1 (9.3)
Jazz	1.1 (.2)	
Misc	1.3 (.3)	
NAC	2.5 (2.8)	
N/T	██	10.4 (10.5)
Rel/CC	1.3 (.2)	
Span	3.1 (4.2)	
UC	1.9 (.9)	



(Fall '89)

"GO WITH THE WINNERS.

DYNAMAX CTR100 SERIES"



"For reliability and ease of maintenance, nothing beats DYNAMAX cart machines. And for lifelike fidelity, you can't equal DYNAMAX Cobalt carts."

*Bill Dorweiler
Chief Engineer
KPLZ-FM
#1 in Seattle, WA*



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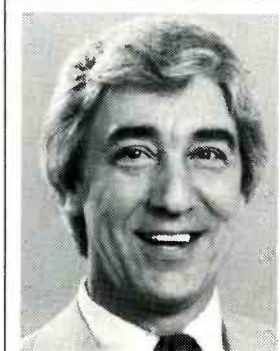
DRIVETIME DOMINATORS

AM Drive/Top 25

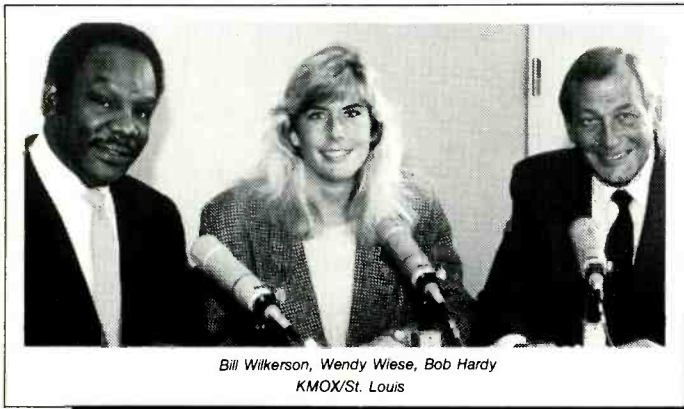
Average Quarter-Hour Share
12+, M-F, 6-10am



Claude Tomlinson
WIVK-AM & FM/Knoxville



Wayne Perkey
WHAS/Louisville



Bill Wilkerson, Wendy Wiese, Bob Hardy
KMOX/St. Louis



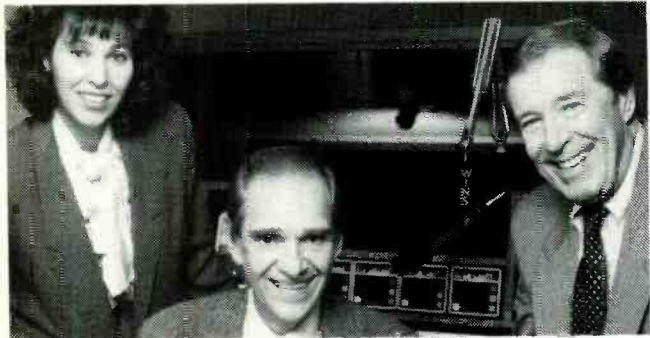
Michael W. Perry & Larry Price
KSSK-AM & FM/Honolulu

1. **WIVK-AM & FM/Knoxville (Ctry)** 39.3
Claude Tomlinson
2. **WTIC/Hartford (AC)** 28.3
Tom McCarthy & Arnold Dean, Bob Steele
3. **KMOX/St. Louis (Talk)** 24.2
Bob Hardy, Bill Wilkerson, Wendy Weiss
4. **WQUT/Johnson City (CHR)** 24.0
Steve Mann
5. **WHAS/Louisville (AC)** 23.7
Wayne Perkey
6. **KUZZ-AM & FM/Bakersfield (Ctry)** 23.5
Steve Gradowitz
7. **KSSK-AM & FM/Honolulu (AC)** 23.3
Michael W. Perry & Larry Price
8. **WCCO/Minneapolis-St. Paul (AC)** 22.9
Charlie Boone & Roger Erickson
9. **WNDE & WFBQ/Indianapolis (AOR)** 21.8
Bob & Tom
10. **KSSN/Little Rock (Ctry)** 21.7
Bob Robbins
11. **WICC/Bridgeport (AC)** 21.2
Tim Quinn
11. **WVIC-AM & FM/Lansing-E. Lansing (CHR)** 21.2
Rich Michaels
13. **WDEF-AM & FM/Chattanooga (AC)** 20.7
Luther Masingill
14. **KRQQ/Tucson (CHR)** 20.5
Tim & Willy
15. **WRVA/Richmond (AC)** 20.1
Alden Aaroe & Tim Timberlake
16. **WRNS-AM & FM/Coastal NC (Ctry)** 20.0
Mac Edwards
17. **KXXY-AM & FM/Oklahoma City (Ctry)** 19.8
Dave & Dan
17. **WKSJ-AM & FM/Mobile (Ctry)** 19.8
Wayne Gardner & Bill Dotson
19. **WCOS-AM & FM/Columbia, SC (Ctry)** 19.6
Jim Mason & Gary Dixon
20. **WIBC/Indianapolis (AC)** 19.1
Jeff Pigeon
21. **WXLK/Roanoke-Lynchburg (CHR)** 18.7
Larry Dowdy, Sally Severeid, Eric Summers
22. **KDKA/Pittsburgh (AC)** 18.5
John Cigna & The K-Team
23. **WUSY/Chattanooga (Ctry)** 18.3
Big Jon Anthony, Captain Bobby Byrd
24. **WSIX-AM & FM/Nashville (Ctry)** 17.7
Gerry House & The House Foundation
24. **WZZK-AM & FM/Birmingham (Ctry)** 17.7
Patti & The Doc

DRIVETIME DOMINATORS

AM Drive/Top 25

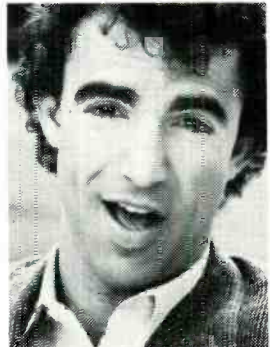
Cume Persons
12+, M-F, 6-10am



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



Rick Dees
KIIS-AM & FM/Los Angeles



Jay Thomas
KPWR/Los Angeles



Bob Collins
WGN/Chicago



Howard Stern
WXRK/New York

1. **WINS/New York (News) 1,888,500**
Paul Smith, Michael O'Neil, Judy DeAngelis
2. **WCBS/New York (News) 1,367,500**
Bridget Quinn, Jim Donnelly
3. **WHTZ/New York (CHR) 1,308,900**
Ross Brittain
4. **KIIS-AM & FM/Los Angeles (CHR) 1,084,700**
Rick Dees, Ellen K, Vick the Brick, Chuck Street
5. **WXRK/New York (CR) 955,600**
Howard Stern, Robin Quiver
6. **WRKS/New York (UC) 945,700**
Ken Webb & Jeff Fox
7. **WCBS-FM/New York (Gold) 908,400**
Harry Harrison, Ron Lundy
8. **WGN/Chicago (AC) 878,400**
Bob Collins
9. **WPAT-AM & FM/New York (CHR) 827,100**
Del De Montreaux
10. **KFWB/Los Angeles (News) 825,800**
Charlie Brailer, Iris Shelton, John Brooks
11. **WPLJ/New York (CHR) 813,500**
Archer & Rusty
12. **KPWR/Los Angeles (CHR) 808,400**
Jay Thomas, Monica Brooks, Gina Davis
13. **WOR/New York (Talk) 799,500**
John A. Gambling & John R. Gambling
14. **WNSR/New York (AC) 782,700**
Bill Neil, Liz White
15. **KOST/Los Angeles (AC) 773,400**
Mark Wallengren & Kim Amidon
16. **KYW/Philadelphia (News) 769,700**
Pat Farnack, Harry Donahue, Ed Abrams
17. **WNEW-FM/New York (AOR) 767,600**
Dave Harman
18. **WLTW/New York (AC) 766,100**
Bill Bachner
19. **KLOS/Los Angeles (AOR) 746,300**
Mark & Brian
20. **WQHT/New York (CHR) 738,800**
Stephanie Miller & Howard Hoffman
21. **WBLS/New York (UC) 733,300**
Sergio Dean & Charlie Burger, Chuck Leonard
22. **WFAN/New York (Sports) 696,900**
Don Imus
23. **WLUP-AM & FM/Chicago (AOR) 685,700**
Jonathon Brandmeier
24. **KNX/Los Angeles (News) 629,300**
Dave Zorn, Tom Simmons
25. **WGCI-FM/Chicago (UC) 628,400**
Doug Banks & Co., Shannon Dell

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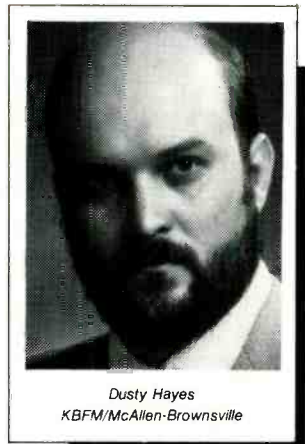
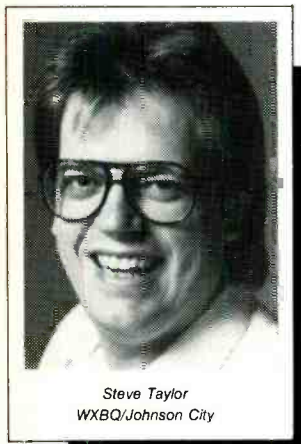
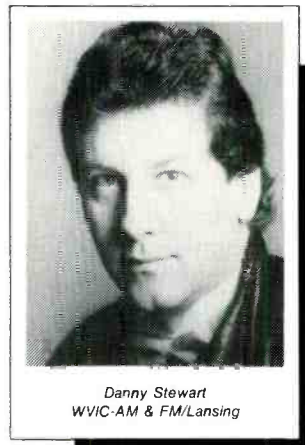
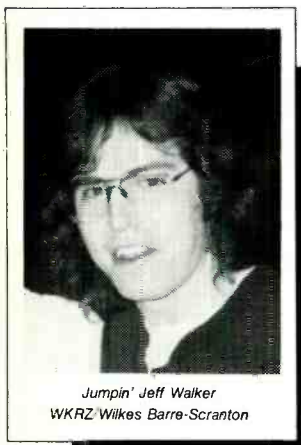
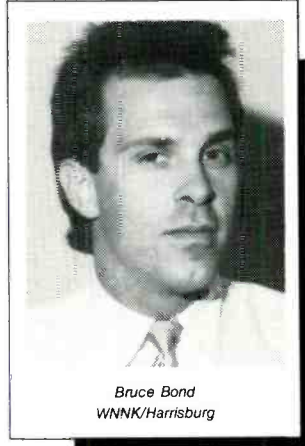
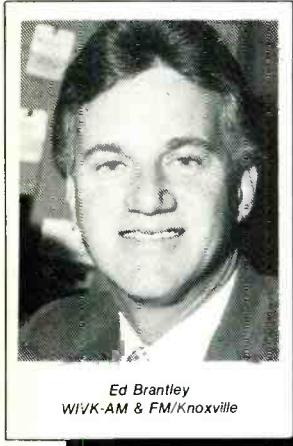
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DRIVETIME DOMINATORS

PM Drive/Top 25

Average Quarter-Hour Share
12+, M-F, 3-7pm

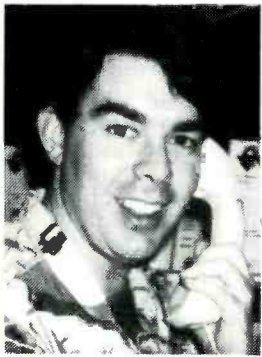


1. **WIVK-AM & FM/Knoxville (Ctry)** 31.9
Ed Brantley
2. **WQUT/Johnson City (CHR)** 24.4
Scott Michaels
3. **KRQQ/Tucson (CHR)** 20.9
Smokin' Steve Hart
4. **WBLX-FM/Mobile (UC)** 20.1
Skip Cheatam
5. **KSSN/Little Rock (Ctry)** 19.7
Don Moore
6. **KBFM/McAllen-Brownsville (CHR)** 19.3
Dusty Hayes
7. **WDUV/Sarasota-Bradenton (B/EZ)** 18.7
Automated
8. **WIKS/Coastal NC (UC)** 18.6
Jeff Kenney
8. **WWDM/Columbia, SC (UC)** 18.6
Marvelous Marv Miller & Theresa Riley
10. **KEZO-AM & FM/Omaha (AOR)** 18.3
Bruce McGregor
10. **WNNK/Harrisburg (CHR)** 18.3
Bruce Bond
12. **WXBQ/Johnson City (Ctry)** 18.0
Steve Taylor
13. **KUZZ-AM & FM/Bakersfield (Ctry)** 17.9
Chris Conner
13. **WVIC-AM & FM/Lansing-E. Lansing (CHR)** 17.9
Danny Stewart
15. **WKRZ/Wilkes Barre-Scranton (CHR)** 17.8
Jumpin' Jeff Walker
16. **WRNS-FM/Coastal NC (Ctry)** 17.6
Mark Reid
17. **WUSY/Chattanooga (Ctry)** 17.0
The Bearman
18. **WAMZ/Louisville (Ctry)** 16.8
Coyote Calhoun, Dan Robinson
19. **WNCI/Columbus, OH (CHR)** 16.6
Mark Dancer
19. **WXLK/Roanoke-Lynchburg (CHR)** 16.6
David Lee Michaels, Eddie Haskell
21. **KGBT/McAllen-Brownsville (Span)** 16.4
Hugo De La Cruz, Ramon Telles
21. **WZZK-AM & FM/Birmingham (Ctry)** 16.4
Jay Michaels
23. **WMYU/Knoxville (AC)** 16.2
Jeff Garnigan
24. **KZZU/Spokane (CHR)** 15.9
Ken Hopkins
25. **WSKZ/Chattanooga (CHR)** 15.8
Mike Allison

DRIVETIME DOMINATORS

PM Drive/Top 25

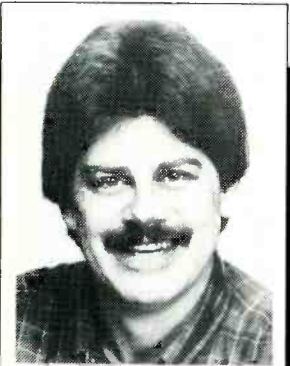
Cume Persons
12+, M-F, 3-7pm



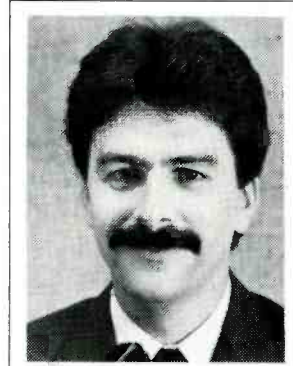
Elvis Duran
WHTZ/New York



Magic Matt Alan
KIIS-AM & FM/Los Angeles



Fast Jimi Roberts
WPLJ/New York



Steve Roy
WLTW/New York



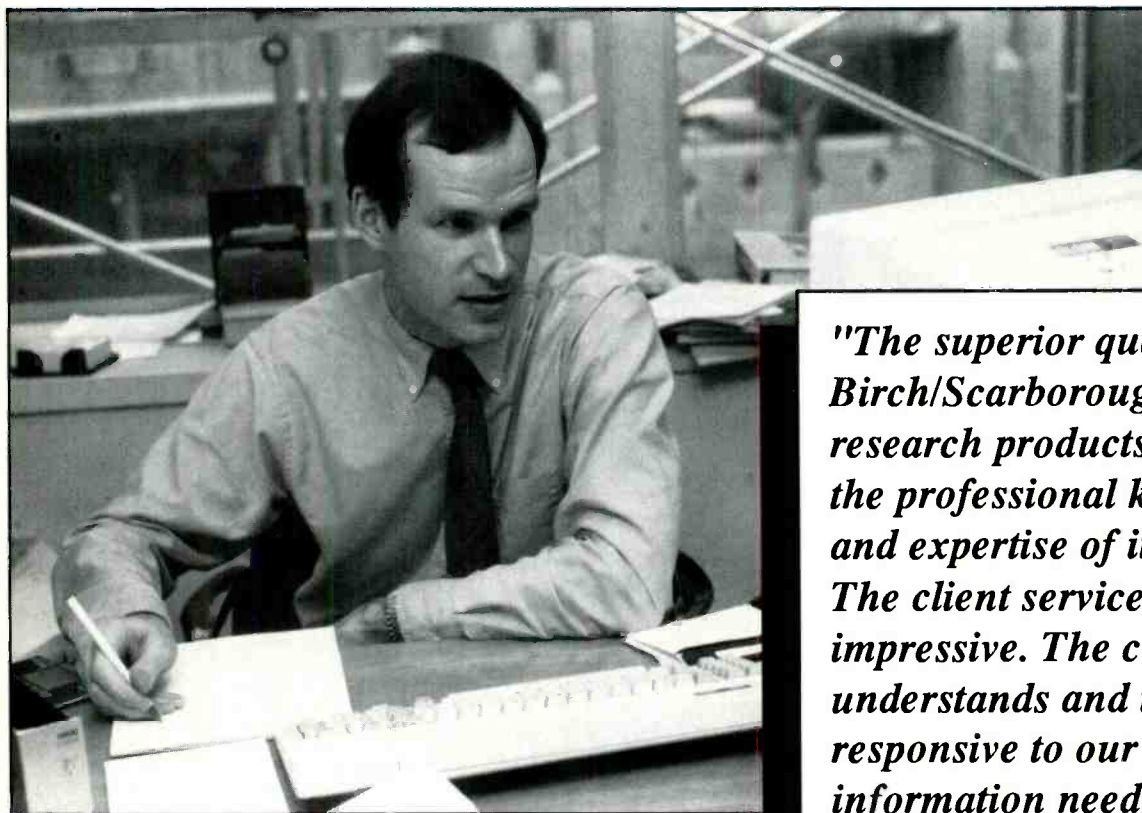
Carol Ford
WRKS/New York



Carol Miller
WNEW-FM/New York

1. **WHTZ/New York (CHR)** 1,170,400
Elvis Duran
2. **KIIS-AM & FM/Los Angeles (CHR)** 996,700
Magic Matt Alan
3. **WPLJ/New York (CHR)** 954,700
Fast Jimi Roberts, Domino
4. **WLTW/New York (AC)** 938,700
Steve Roy
5. **WRKS/New York (UC)** 908,900
Carol Ford
6. **WNEW-FM/New York (AOR)** 905,200
Scott Muni, Carol Miller
7. **WCBS-FM/New York (Gold)** 895,200
Bob Shannon
8. **WQHT/New York (CHR)** 892,700
Bill Lee
9. **WNSR/New York (AC)** 841,700
Jim Douglas
10. **WINS/New York (News)** 840,300
Alice Stockton
11. **KPWR/Los Angeles (CHR)** 831,200
Joe Servantez
12. **KOST/Los Angeles (AC)** 814,800
Bryan Simmons
13. **WCBS/New York (News)** 807,800
Rita Sands, Tom Franklin
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Gino Mitchellini
22. **KQLZ/Los Angeles (CHR)** 587,100
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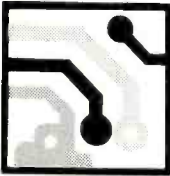
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Page 15



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Page 16



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Page 20



EMPLOYMENT SERVICES

Page 35



EQUIPMENT SUPPLIERS

Page 37



FINANCIAL INSTITUTIONS

Page 46



INDUSTRY ORGANIZATIONS

Page 50



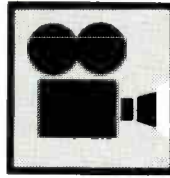
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Page 51



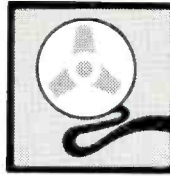
MEDIA BROKERS

Page 61



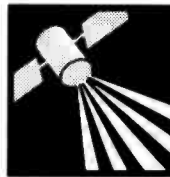
MOVIE STUDIOS

Page 65



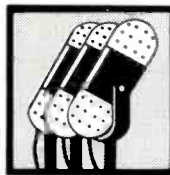
PRODUCTION SERVICES

Page 66



PROGRAM SUPPLIERS & NETWORKS

Page 73



RADIO GROUP OWNERS

Page 88



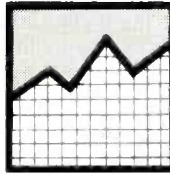
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Page 102



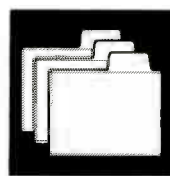
REPRESENTATIVE

Page 112



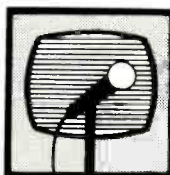
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Page 116



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Page 128



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Page 132



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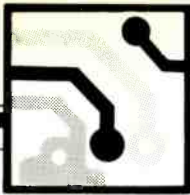
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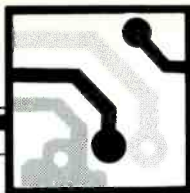
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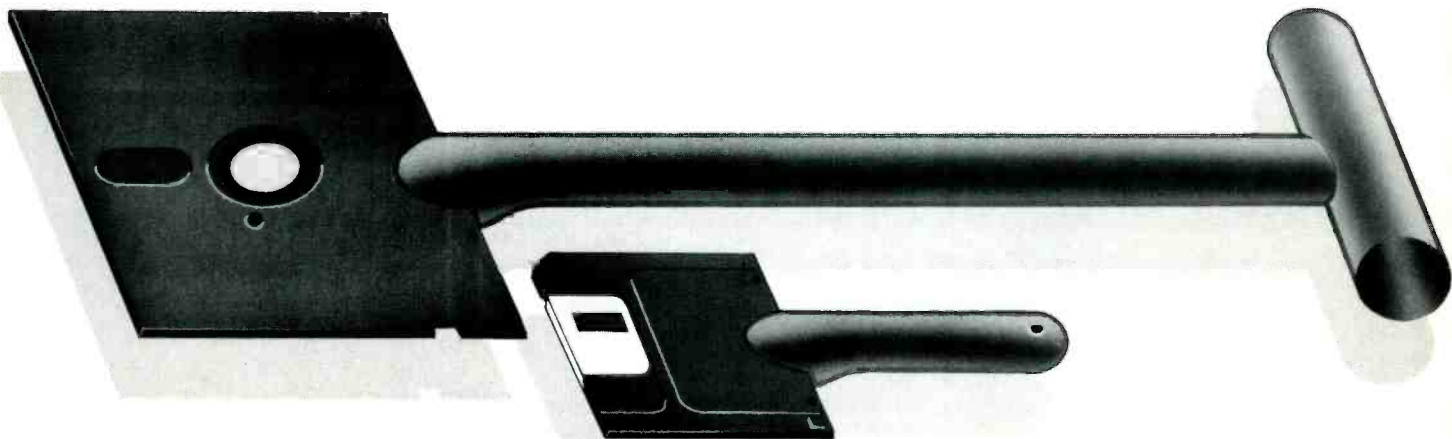
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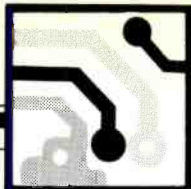


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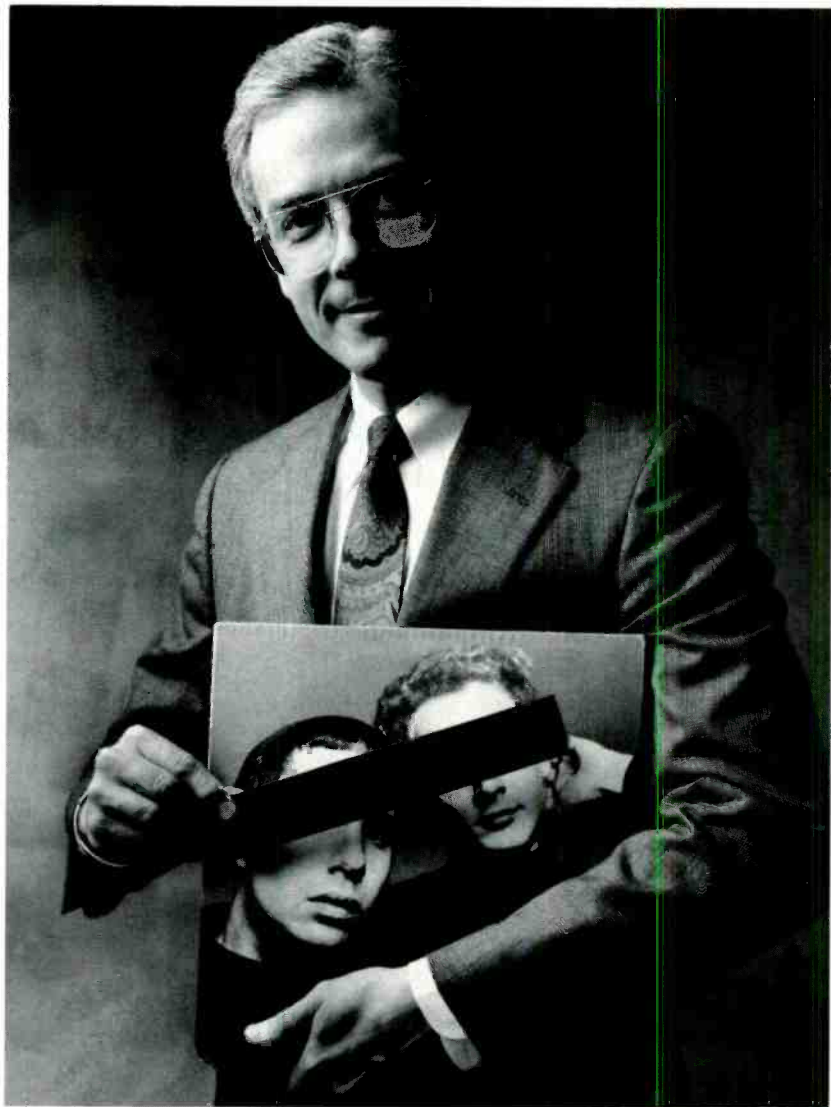
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8500 Melrose Avenue, Ste. 213
Los Angeles, CA 90069
(213) 854-4475
FAX: (213) 854-5979
Rodger Layng
P

Lipsky Marketing
100 Presidential Blvd.
Bala Cynwyd, PA 19004
(215) 668-1820
FAX: (215) 668-1822
Mark Lipsky, President
MP

Local Marketing Corp.
12770 High Bluff Drive, Ste. 200
San Diego, CA 92130
(619) 481-7976
FAX: (619) 481-7035
Tim Hackett
MP

Jim Long Companies
13747 Montfort Dr., Ste. 220
Dallas, TX 75240
(214) 934-2222, (800) 858-8880
FAX: (214) 404-9656
Jim Long, Chairman
MP

Lontos Sales & Motivation
P.O. Box 2874
Laguna Hills, CA 92654
(714) 831-8861
FAX: (714) 831-8645
Pam Lontos, Cons/Keynote Speaker/Audio
MP S

James Loupas Associates, Inc.
3727 Northridge Drive
Irving, TX 75038
(214) 255-0550
Jim Loupas, President
E

R.M. Lowry & Company
6302 E. Monte Cristo Avenue
Scottsdale, AZ 85254
(602) 483-0586
FAX: (602) 443-1025
Bob Lowry, President

Lund Consultants To Broadcast Mgt., Inc.
1330 Millbrae Ave.
Millbrae, CA 94030
(415) 692-7777
FAX: (415) 692-7FAX
John C. Lund, President

Lyles Urban Consultancy
"The Urban Specialist"
1101 Collier Road NW, #C3
Atlanta, GA 30318
(404) 351-6410
Harry Lyles, President
P M MP O

Chris Lytle & Associates
429 Gammon Place
Madison, WI 53719
(608) 833-8384
FAX: (608) 833-8558
Chris Lytle, Seminar Leader
Sara McCann, Pres. of the Advisory Bd.
S

Bobby Magic & Associates
20 Captains Landing
Tiburon, CA 94920
(415) 381-8753
Bobby Magic, President
M P S MP E

Marketing Entertainment Group of America
(MEGA)
270 Lafayette St., Ste. 710
New York, NY 10012
(212) 226-8700
FAX: (212) 925-4036
Daniel Socolof, President
Amelia Pollack, Dir. of Promotion
Lisa Protter, Dir. Creative Services
MP

Marketing Horizons, Inc.
(Media Research Division)
605 Old Ballas Rd., Ste. 101
St. Louis, MO 63141
(314) 432-1957
FAX: (314) 432-7014
Earl W. Wims, Ph.D./Chairman
Robert Jasper, President
Sue Jackson, Director Mktg.

Bruce Marr & Associates
1855 Del Monte Ln.
Reno, NV 89511
(702) 851-4188
FAX: (702) 851-4187
Bruce Marr, President
MP P

Pat Martin & Associates
4359 S. Howell Ave., Ste. 106
Milwaukee, WI 53207
(414) 482-2638
Pat Martin, President
Jennifer Lopeman, VP
Dawn Skaradzinski, Office Manager
M MP P O

Maxagrid, Inc.
1350 Walnut Hill Lane, Ste. 135
Irving, TX 75038
(214) 550-0977
FAX: (214) 518-0935
James Tiller, Jr., President/CEO
Shane Fox, VP/COO

Paul McKnight Communications
278 West 5th Street
North Vancouver
British Columbia, CN V7M 1K1
(604) 988-3915
FAX: (604) 988-3915
Paul McKnight
P E

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CONSULTANT FIRMS



MCT Management
1619 Broadway, Ste. 402
New York, NY 10019
(212) 265-3740
FAX: (212) 315-4601
Alan Wolmark, President
Barry Taylor

McVAY/MEDIA

McVay Media, Inc.
24650 Center Ridge Road,
Ste. 148
Cleveland, OH 44145
(216) 892-1910
FAX: (216) 892-8817
Michael A. McVay, President
Charlie Cook, Sr. VP
Harv Blain, VP/Contemporary
Chris Elliott, Consultant
Dan Garfinkle, Consultant
P M S

Kenneth R. Meades
Communications Consultant
P.O. Box 71098
Los Angeles, CA 90071
(213) 662-2463
Kenneth R. Meades

MEDIA CONSULTANTS, INC.

Media Consultants, Inc.
210 Route 4
Paramus, NJ 07652
(201) 843-6363
FAX: (201) 843-4837
Paul Anovick, President
Theresa Merrill, VP/Sales
Dick Williams, GM
M S

Media Mark
545 Boylston Street, Ste. 1401
Boston, MA 02116
(617) 536-4992
FAX: (617) 536-0904
Tony Franceschelli, President
MP

Media Perspectives
2901 Elberta Lane
Marlton, NJ 08053
(609) 985-7474
Steven Apel, President

Media Research Graphics, Inc.
4615 Rubio Avenue
Encino, CA 91436
(818) 789-4000
FAX: (818) 789-2928
Allen Klein, President

Media Specialists
5070 N. 6th, Ste. 172
Fresno, CA 93710
(209) 227-5000
FAX: (209) 222-1690
John Lee Walker, President
MP P O

Media Strategies
26400 Lahser Road, Ste. 215
Southfield, MI 48034
(313) 353-9030
FAX: (313) 353-0709
Fred Jacobs, President
P

Media Vision
8609 Springdell Place
Chevy Chase, MD 20815
(301) 951-0005
FAX: (301) 951-0021
Deborah Cover-Lewis, President
S

Mediavision Ltd.
Key Bank Building
10655 N.E. 4th - Ste. 404
Bellevue, WA 98004
(206) 453-6362
FAX: (206) 455-8080
Bill McMahon, President
M P

MediaWorks
P.O. Box 142
Merrick, NY 11566
(516) 546-8508
Ron Yurman, Partner
Greg Pierce, Partner

MegaMedia Worldwide
70 Gold Street
San Francisco, CA 94133
(415) 781-1234
FAX: (415) 781-MMWW
Frederic W. Constant, Chairman
Jason Jennings, Exec. Producer
Art Samuel, VP/Radio Mktg.
Liz Roper
M MP S O

Jay Mitchell Associates
P.O. Box 1285, Route 2
Fairfield, IA 52556
(515) 472-4087
FAX: (515) 472-6457
Jay Mitchell, Owner
Jeff Davis, Sr. Consultant
E. Marie Kiefer, Exec. Assistant
Dawn Bergendahl, Speech Language
Pathologist
Jeffrey Hedquist, Production & Sweepers
M MP P S

Tim Moore & Assoc.
Edgewater Suites
100 Michigan Avenue
Charlevoix, MI 49720
(616) 547-6704
Tim Moore, President
P MP

M.O.R. Media
7510 Sunset Blvd., Ste. 500
Hollywood, CA 90046
(800) 827-1722, (213) 876-1722
FAX: (213) 874-3393
Steve Warren
P

Moss Broadcasting Comm, Inc.
4975 Ireland Lane
W. Linn, OR 97068
(503) 656-5005
FAX: (503) 656-5676
John L. Moss, President

Mr. Radio's Creative Productions
P.O. Box 3494
Daytona Beach, FL 32118-0494
(904) 788-4678
Stephen Springfield, President
P

MRS Development
20055 Wells Dr.
Woodland Hills, CA 91364
(818) 883-2231
Kevin Sweeney, President
M S

Music Only Consultants
256 Beacon Street, Ste. 4
Boston, MA 02116
(617) 536-4904
FAX: (617) 267-6805
Barbara Temple
P

Music Unlimited Productions
"Blues Deluxe"/Music Unlimited
763 Taft Dr., Ste.G
Arlington, TX 76011
(800) 999-3520, (817) 261-3520
David A. Fusco, President

Musica En Flor
(Spanish Language Radio)
Calle E, #F 1-4 Villanova
Rio Piedres., PR 00926
(809) 720-1545
David F. Gleason, President
P

National Supervisory Network
P.O. Box 578
Avon, CO 81620
(303) 949-7774, (800) 345-VSAT
Muffy Montemayor, GM
E

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CONSULTANT FIRMS

Nightengale-Conant Corporation

7300 N. Lehigh
Chicago, IL 60648
(708) 647-0300

Mark Boyle, VP/Marketing

O'Brien & Shore Broadcast Enterprises

26792 Ashford
Mission Viejo, CA 92692
(714) 367-0315

Scott O'Brien
Sandy Shore

P

Dan O'Day

11060 Cashmere St.
Los Angeles, CA 90049
(213) 479-1767
FAX: (213) 471-7762

Warren Only Datacom

Box 1201
Brigantine, NJ 08203
(609) 266-1085
FAX: (609) 861-0948

Warren Only
P MP E

Ott & Associates

9225 Chatham Grove Lane, Ste. D
Richmond, VA 23236
(804) 320-5223

Rick Ott, President

Packer Communications

19785 W. 12 Mile Road, Ste. 380
Southfield, MI 48076
(313) 351-4334

Michael Packer, President
M MP P

PATHFINDER CONSULTING

Pathfinder Consulting

1145 Kensington Road
Kensington, CT 06037
(203) 828-8815

FAX: (203) 828-3088

Daniel F. Hayden, President
Chris Edgar, Director of Research

Patrick Broadcasting Consulting

1008 SE 9th Court, Ste. A
Cape Coral, FL 33990
(813) 574-9191

Joe Patrick, President
MP P

Patrick Communications Corp.

10632 Little Patuxent Pkwy., Ste. 223
Columbia, MD 21044
(301) 992-9722

FAX: (301) 964-0335

Larry Patrick, President
M MP P



PATRICK
PROGRAMMING
SERVICES

Patrick Programming Service

1730 Minor Avenue, Ste. 1270
Seattle, WA 98101
(206) 624-9121

FAX: (206) 624-9122

Terry Patrick, President
Mary Darlington, Business Mgr.

Peters Productions, Inc.

3914 Murphy Canyon Road, #223
San Diego, CA 92123
(619) 565-8511

FAX: (619) 565-7218

Edward J. Peters, President
MP

Keith Petersen & Associates

P.O. Box 1131
Green Bay, WI 54305
(800) 542-5654

Kevin Lyons-Tarr, Director of Marketing

PETERSON MEDIA SERVICES

Peterson Media Services

3397 Wrightwood Drive
Studio City, CA 91604
(213) 650-4168

FAX: (213) 650-1346

Al Peterson, President
M MP P

Pizzolato and Pizzolato

P.O. Box 37732
Shreveport, LA 71133-7732
(318) 222-5910

Mark Christopher



Pollack Media Group

984 Monument Street, Ste. 105
Pacific Palisades, CA 90272
(213) 459-8556

FAX: (213) 454-5046

Jeff Pollack, Chairman/CEO
Tommy Hedges, President
E M MP P S

Pollack Media Nashville

104 E. Park Drive, Ste. 300
Brentwood, TN 37027
(615) 370-8590

FAX: (615) 370-8392

Moon Mullins, President
E M MP P S

IRWIN POLLACK IN-STATION SALES TRAINING

Irwin Pollack In-Station Sales Training

One Devonshire Place, Ste. 1914
Boston, MA 02109
(617) 367-1005

FAX: (617) 367-9441

Irwin Pollack, President
Karen Zack, VP
S M MP

Margie Poole Creative Services

6124 Sherry Lane, Ste. 324A
Dallas, TX 75226
(214) 368-3704

FAX: (214) 691-3359

Margie Poole, President
M MP

The Programming Associates

40 Bellam Road
P.O. Box 3294
San Rafael, CA 94912-3294

(415) 223-6874

FAX: (415) 223-6874

Don Sainte-Johnn, President

Programming Co-Op

Rt. 1, Box 400 E
Fayetteville, AR 72703
(501) 521-1435

Steve Warren, Director
M

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CONSULTANT FIRMS



THE PROGRAMMING WORKS

The Programming Works
203 Corporate Drive East
Langhorne, PA 19047
(215) 579-9100
FAX: (215) 579-9195
Garry Mitchell
Dan O'Toole
P MP

JOEL RAAB



**Joel Raab, Country
Programming/Marketing**
666 Fifth Avenue, 34th Floor
New York, NY 10103
(212) 265-9292
FAX: (718) 797-4943
Joel S. Raab, President
MP P

The RAD Report
23507 Heritage Oak Court
Santa Clarita, CA 91321
(805) 259-2856
FAX: (805) 255-5339
David Adams, President

Radio Broadcast Communications
P.O. Box 419
Reisterstown, MD 21236-0419
(301) 833-0975
Bill Parris, President
Libby Parris, Placement Dir.

Radio Et Cetera
2290 Agate Court
Simi Valley, CA 93065
(800) 767-1267
Denny Adkins, President
Rick Lemmo, Sales Manager

Radio Marketing Concepts
P.O. Box 800497
Dallas, TX 75380-0497
(214) 490-3311
FAX: (214) 458-7226
Norm Goldsmith, President
MP S

Radio On
140 Hollywood Avenue
Oxnard, CA 93035
(805) 985-8216
Jeff Nack
Darrell Wayne
Larry Woodside

Radio Plus
2190 S.E. 17th St., Ste. 307
Ft. Lauderdale, FL 33316
(305) 760-7120, (800) 872-2090
FAX: (305) 728-8385
Michael Dalfonzo, President
MP O P

Radio Program Director Report
2616 N. Monitor Street
Chicago, IL 60639
(312) 237-3669
Les Wielgos, VP
Lloyd Cole, VP
Mike Ratner, Editor

Radio Rx
910 Black Horse Pike, Ste. 342
Turnersville, NJ 08012
(609) 228-6476
Glenn W. Summers
P

Radio Sales Management Resources
P.O. Box 82284
Portland, OR 97282-0284
(503) 653-4904
Russ Martineau, President
S

Radio Success Services
16626 S. Annette Drive
Oregon City, OR 97045
(503) 632-3541
FAX: (503) 632-3547
Alan Mason, President
Rick Sadle, Senior VP

Radioactivity, Inc.
3954 Peachtree Rd. NE, Ste. 201
Atlanta, GA 30319
(404) 266-1977
FAX: (404) 266-1977
Dain Schult, President

RadioVisions Music
Scheduling Service
7710 Halsey, Ste. D
Lenexa, KS 66216
(913) 268-5861, (913) 888-3366
FAX: (913) 888-4423
Richard A. DePaoli, President
M P

Rah Rah Productions
P.O. Box 75304
Tampa, FL 33675-5304
(813) 626-4108
FAX: (813) 621-0616
Chris Turner, VP/Corporate Mgr.

Lee Randall
15611 Bluff Springs
San Antonio, TX 78247
(512) 494-4962
Lee Randall
P MP

Research Concepts Company
P.O. Box 65117
Baltimore, MD 21209
(301) 484-8615
FAX: (301) 363-8500
Jay M. Krakowitz, President

The Research Group

The Research Group
1100 Olive Way, Ste. 1200
Seattle, WA 98101
(206) 624-3888
FAX: (206) 624-5086
Bill Moyes, Chairman
Larry Campbell, President

Research Specialists, Inc.
5830 N. 44th Place
Phoenix, AZ 85018
(602) 234-0242
FAX: (602) 266-3858
Marc A. McCoy, President

Dave Roberts Associates
116 Marguerite Avenue
Mill Valley, CA 94941
(415) 381-8168
FAX: (415) 381-3319
Dave Roberts, President
Dave Cooke, VP
P

David Rogers & Associates
P.O. Box 684
Highland Park, IL 60035
(708) 432-7052
FAX: (708) 433-8289
David Rogers
M

R.P.M. Associates
1612 Greenfield Drive
Richmond, VA 23235
(804) 232-5197
Bill James
Howard Keller
Michael Williams
M MP P S O

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CONSULTANT FIRMS



J.R. Russ

J.R. Russ

Programming and Research
9106 Huntington Court, #104
Laurel, MD 20708
(301) 604-1869
J.R. Russ, President
P M P O

W.R. Sabo Inc.

241 Third Avenue, 3rd Floor
New York, NY 10003
(212) 475-4546
FAX: (212) 254-1868
Walter R. Sabo, President
P

Pete Salant
Broadcast
Consultant

Pete Salant Broadcast Consultant

Box 575
Cheshire, CT 06410
(203) 272-9424
FAX: (203) 272-0704
Pete Salant
P M P E M

Sales Athlete

9808 Wilshire Blvd., Ste. 209
Beverly Hills, CA 90212
(213) 277-7754
Nancy Leeds
S

Jeff Salgo & Assoc.

2040 SW First Ave.
Portland, OR 97201
(503) 222-1011
FAX: (503) 222-2047
Jeff Salgo, President

Ray Sasser & Associates

P.O. Box 5471
Lewisville, NC 27023-0547
(919) 945-5323
Ray Sasser, President
M M P P S

SB Management

P.O. Box 12837
San Luis Obispo, CA 93406
(805) 543-9214
FAX: (805) 543-9243
Michael Hesser, President
M S

Semper-Barris, Inc.

2-12 West Park Avenue
Long Beach, NY 11561
(516) 423-6030
FAX: (516) 432-6020
Andrew Batkin, President



Shane Media Services

2500 Fondren Road, Ste. 222
Houston, TX 77063
(713) 952-9221
FAX: (713) 952-1207
Ed Shane
Alan Furst
Pamela Shane
M M P P

Patrick S. Shaughnessy & Associates

Two Dallas Communications Complex
6309 N. O'Connor Road, Ste 220, LB 154
Irving, TX 75039-3510
(214) 869-1345
FAX: (214) 869-3465
Patrick S. Shaughnessy, President/CEO
M

Barry Sherman & Associates, Inc.

7640 Tremayne Place, Ste. 204
McLean, VA 22102
(703) 821-0877
Barry Sherman, President
M S

Barry Skidelsky, Esq.

Attorney at Law
757 Third Ave, 26th Floor
New York, NY 10017
(212) 832-4800
FAX: (212) 644-0544
Barry Skidelsky, President
E M M P P S O

Sklar Communications

Sklar Communications

100 Park Avenue, 5th Floor
New York, NY 10017
(212) 370-0077
FAX: (212) 799-2536
Rick Sklar, President
E M M P P S O

Skywatch Weather Center

347 Prestley Rd.
Bridgeville, PA 15017
(800) SKYWATCH
FAX: (412) 221-3160
Richard J. Mancini, President
Stanley Bostjancic, Treasurer
Stanley J. Penkala, VP
P

SM Communications Ltd.

1311 West Foster, 3rd Floor
Chicago, IL 60640
(312) 769-0251
Robert Shaw, President
Phil Manning, VP

**CLARK SMIDT
BROADCAST ADVISOR**

New York - New England

Clark F. Smidt, Inc.

56 Lindbergh Ave.
West Newton, MA 02165
(617) 969-0200
FAX: (617) 964-0688
Clark Smidt, Broadcast Advisor
M M P P O

Smith and Company

5910 John Hancock Center
175 East Delaware Place
Chicago, IL 60611
(312) 822-0123
James A. Smith, President

Sound Data Research, Inc.

P.O. Box 37043
Denver, CO 80237
(303) 770-4962
FAX: (303) 773-3198
Sherry Brudeseth, President
Richard Brudeseth, VP
M

Sound Decisions

2051 Glenhill Rd.
Colorado Springs, CO 80906-3352
(800) 552-2545, (719) 471-4125
FAX: (719) 473-4546
Bobby Christian

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CONSULTANT FIRMS

Southern Union Blues
124 Long Shadow Place
Durham, NC 27713
(919) 490-1763
Ryan R. Williams, Owner
P

Spectrum Research
1808 Landmark One
Cherry Hill, NJ 08034
(609) 795-7990
FAX: (609) 795-6013
Peter Mokover, President
MP P

Stadlen Radio Associates, Inc.
Brenton Financial Center
150 1st Avenue N.E., Ste. 363
Cedar Rapids, IA 52401
(319) 365-0410
FAX: (319) 365-0567
Richard Stadlen, President

Stecker-Thompson Associates
5206 Independence Avenue
Arlington, TX 76017
(817) 572-5353
FAX: (817) 483-7502
Doris Thompson, President
P

Steele Radio Production Consultants
2504 Normandy Drive, Ste. B112
Grand Rapids, MI 49506
(616) 241-2124
Rick Steele, President

Jay Stevens & Associates
150 E. Olive Avenue, Ste. 108
Burbank, CA 91502
(818) 953-5099
Jay Stevens, President
Ron Lewis, Dir. Sales/Mktg.
Al Gordon
P

Success Broadcast Marketing
2616 North Monitor St.
Chicago, IL 60639
(312) 237-3669
Les Wielgos, VP
Mike Ratner, Mktg. Dir.

Jack Taddeo
Communications Corp.

Jack Taddeo
Communications Corp.
1820 South Vine Avenue
Park Ridge, IL 60068
(708) 518-0340
FAX: (708) 518-0341
Jack Taddeo, President
P MP

The Telemart Co.
7431 N.W. 14th Street
Ocala, FL 32675
(904) 873-3211
Cidney Betz, President
Marceline Wilkinson, VP/Operations
MP

Telemetrics, Inc.
645 W. Carmel Drive, #140
Carmel, IN 46032
(317) 573-8200
Tom Stoughton, President
Karen Grantham, Director of Ops.
MP

Telesis Resources Unlimited Int'l, Inc.
8317 Creighton Avenue
Westchester, CA 90045
(213) 215-0222
FAX: (213) 215-0441
Roger Bibeau, President
Christopher D. Mau, VP
E

Tesset Inc.
1 Gaslight Square
Corpus Christi, TX 78404
(512) 888-5342
FAX: (512) 888-5329
Thom Smith, President
M MP P S

TGM Evaluations, Inc.
1821 Featherwood St.
Silver Spring, MD 20904
(301) 622-4842
Thom Moon, President
M MP P S O

Tobin Communications, Inc.
306 S. Keel Ridge Rd.
Hermitage, PA 16148
(412) 346-2046
Jeffrey Tobin, President
P S

Trained Ear Ltd.
320 N. Michigan Avenue, Ste. 1200
Chicago, IL 60601
(312) 774-8925
Bob Barnes-Watts, President
O

Kim Travis, Programming Consultant

Kim Travis Programming Consultants
5110 Golondrina N.W.
Albuquerque, NM 87120
(505) 897-1376
Kim Travis, President
P

Vallie Consulting
Lee-Jackson Executive Center
14016-B Sullyfield Circle
Chantilly, VA 22021
(703) 802-0700
FAX: (703) 802-0714
Dan Vallie, President
Jim Richards, VP

Rusty Walker
P.O. Box 417
Iuka, MS 38852
(601) 423-1046
FAX: (601) 423-3420
Rusty Walker, President
Rick Shayne, Sr. VP, Ops.
Phil Hunt, VP, Consulting Svcs.
Elaine Horton, Office Mgr.
Joseph "JJ" Jobe, Tech. Dir.
M MP P O

Todd Wallace Associates
P.O. Box 90597
Houston, TX 77290
(713) 376-9100, (800) 528-6082
FAX: (713) 251-4800
Todd Wallace, President
MP P

Wescom Media Services
1532 Dunwoody Village Pkwy., #200
Atlanta, GA 30338
(404) 671-8015
FAX: (404) 395-6881
Alan Sneed, President
Larry Schuster, Marketing Director
P MP

West Communications
763 Bright Star St.
Thousand Oaks, CA 91360
(805) 493-0010
FAX: (805) 494-3303
Charlie West, President
P

Jim West Company
6515 Laurel Valley
Dallas, TX 75248
(214) 750-4772
Jim West, President
MP

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CONSULTANT FIRMS

Ron White

Radio Program Consultant

Ron White

5053 Ocean Blvd., Ste. 129
Sarasota, FL 34242
(813) 349-1916

Ron White
P MP

George Williams Communications

5330 Bent Tree Forest Dr., Ste. 912
Dallas, TX 75248

(214) 980-4050

FAX: (214) 960-2416

George Williams, President

P

Jim Wood & Associates

Broadcast Consultant

P.O. Box 822

Medina, OH 44258

(216) 722-7041

Jim Wood, President

Yancey Marketing Corp.

11350 N. Meridian, Ste. 370

Carmel, IN 46032

(317) 843-5215

Richard Yancey, President

Scott Yancey, VP

Lynn Halterman

Rich C. Yancey

Michael Tavel

Youngs, Walker & Co.

1605 Colonial Pkwy.

Inverness, IL 60067

(708) 991-6900

Carl E. Youngs, President

M

Thomas R. Zarecki, Consultant

129 Brookside

Danbury, CT 06811

(203) 748-8411

FAX: (203) 798-1970

Tom Zarecki

M MP P

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RESUME

EMPLOYMENT SERVICES

Advanced Aircheck Systems

257 Sunset
Glen Ellyn, IL 60137

(708) 858-7026

Tom Hamilton, Owner/Operator

A

American Radio Job Market

1553 N. Eastern Ave.

Las Vegas, NV 89101

(702) 362-5412

Tim Ingstad

Baker Scott & Company

1259 Route 46

Parsippany, NJ 07054

(201) 263-3355

FAX: (201) 263-9255

Judy Bouer, Principal

Susan Berkley's Voice Over Workshops

Box 6599

Yorkville Station

New York, NY 10128

(212) 369-3148, (800) 333-8108

Broadcast Center

7720 Forsyth

St. Louis, MO 63105

(314) 862-8181

Douglas Huber, President

California Aircheck

P.O. Box 4408

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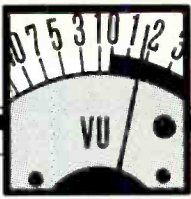
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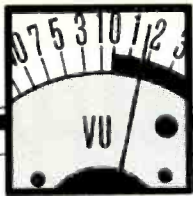
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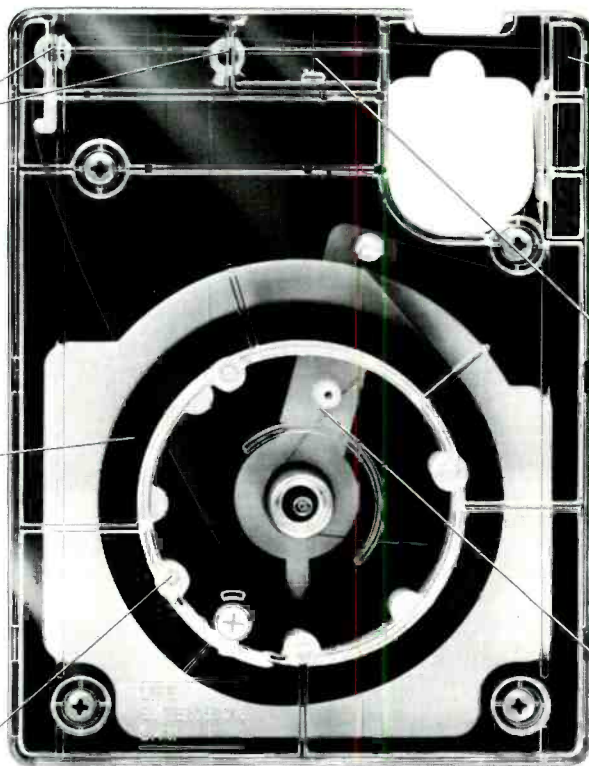
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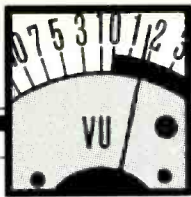
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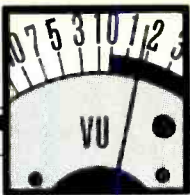
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TA = Towers/Antennas
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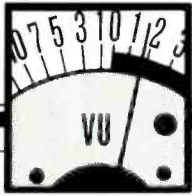


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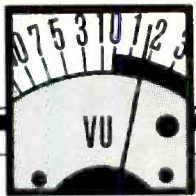
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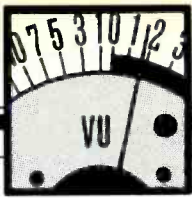
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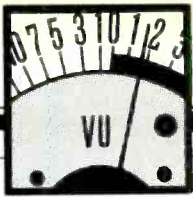
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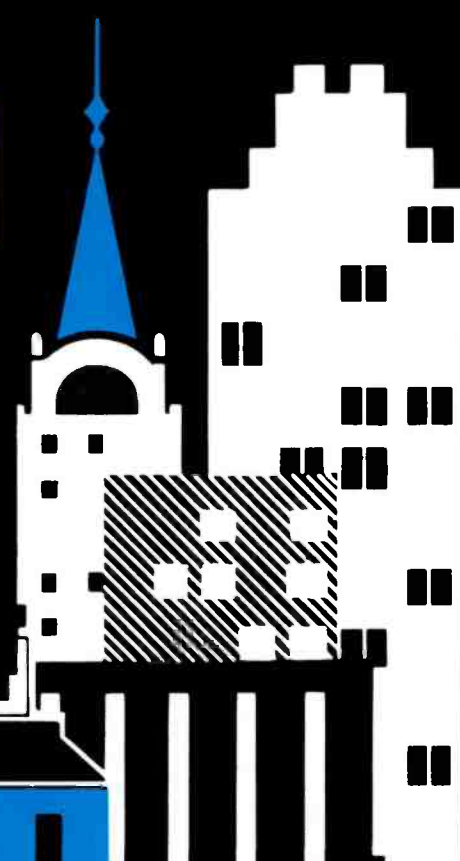
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Jeff Kilrea, (312) 855-1900

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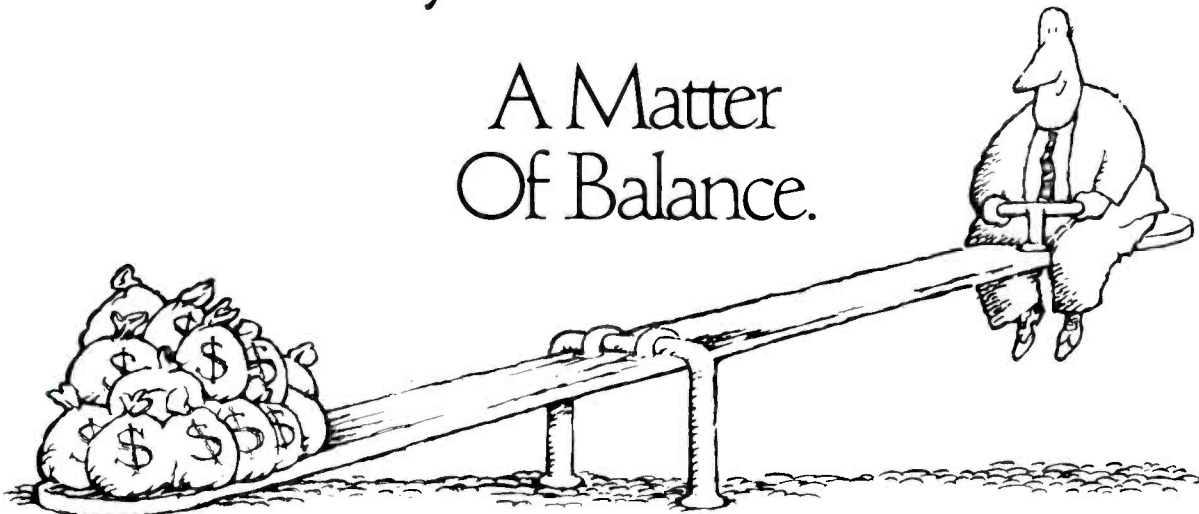
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Tony Kern, VP, Financial Services

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Paul J. Taubman, Associate

Price Waterhouse

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FAX: (312) 565-1458

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FAX: (212) 391-0397

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FAX: (213) 462-3253
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The Academy of Radio Broadcasting
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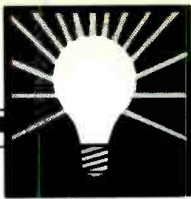
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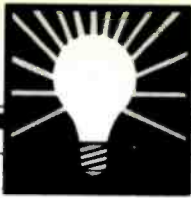
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Bob Carter

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FAX: (713) 995-2412

James F. Wiseheart, President

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Contemporary Group

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(314) 962-4000

FAX: (314) 962-0445
Gregory J. Hagglund, VP

Continental Marketing

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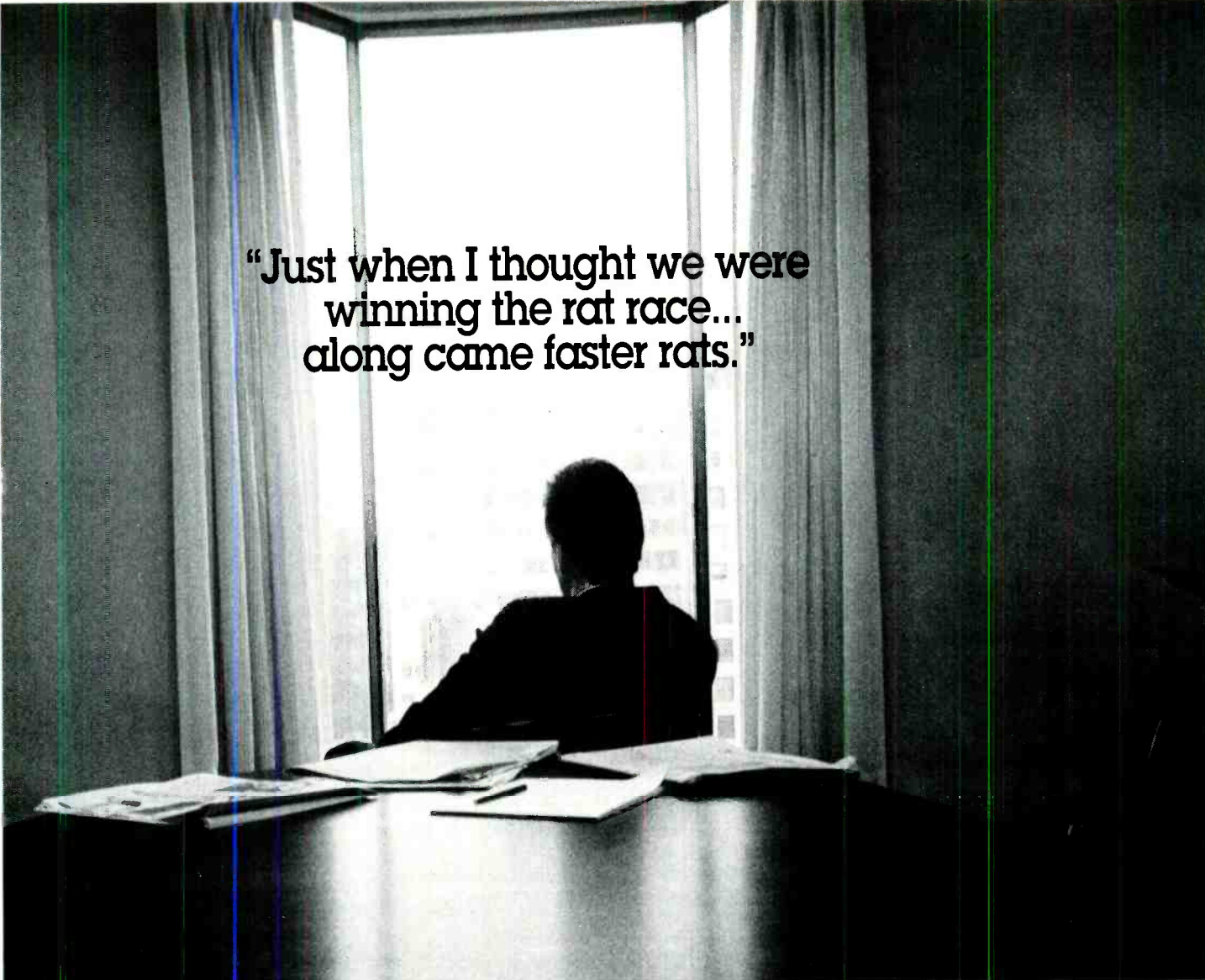
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FAX: (505) 247-9964
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1463 East Galbraith Road
Cincinnati, OH 45215
(513) 761-1463
FAX: (513) 761-0596
Michael Eisele
Catherine Jung

Emerald City Sales
4028 SW Thistle
Seattle, WA 98136
(206) 932-3666
FAX: (206) 938-4154
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St. Helena, CA 94574
(707) 963-1592
FAX: (707) 963-7857
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Event Marketing
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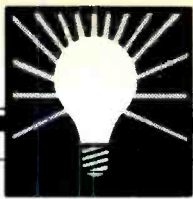
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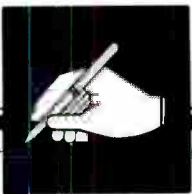
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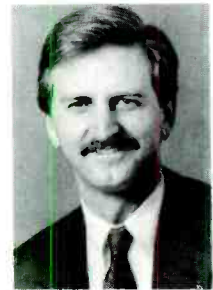
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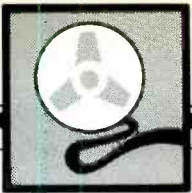
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4134 S. Eudora St.
Englewood, CO 80110
(303) 756-9949
FAX: (303) 759-8213
Mike Lee, Managing Partner

BROWN SPOTS

Brown Spots, Inc.
1417 Main, Suite 16
Little Rock, AR 72202
(800) 880-8808
FAX: (501) 376-9603
Bob Brown, President
Brad Sweeney, VP
AV J VO SFX

Bumper Productions
810 Division Street
Nashville, TN 37203
(615) 256-6556, (615) 646-BUMP
FAX: (615) 256-1752
Bumper Morgan, Owner
J VO

California Aircheck
P.O. Box 4408
San Diego, CA 92104
(619) 460-6104
George Junak
AV

Capitol Production Music
(A division of Capitol Records, Inc.)
6922 Hollywood Blvd., Ste. 718
Hollywood, CA 90028
(213) 461-2701, (800) 421-4163
FAX: (213) 461-1543
Ole Georg, Managing Director
Paul Bland, Mktg. Dir.
Richard Hyland, Mktg.
Douglas Long, Mktg.
Nanci Lee, Mktg.

Catspaw Productions, Inc.
560 Dutch Valley Rd.
Atlanta, GA 30324
(404) 876-2287
FAX: (404) 881-8409
Doug Paul, President
Brad Jones, Studio Mgr.
AV SFX J PL SL VO

Century 21

Century 21 Programming, Inc.
14444 Beltwood Pkwy
Dallas, TX 75244-3228
(800) 937-2100, (214) 934-2121
FAX: (800) 749-2121
Dave Scott, President
SFX J PL SL

Chicago Radio Syndicate, Inc.
1134 N. La Brea
Los Angeles, CA 90038
(800) 621-6949, (213) 462-4966
FAX: (213) 460-4280
Sandy Orkin, President

Clausen Communications
23 Phillips Rd.
Nahant, MA 01908
(617) 593-2437
FAX: (617) 592-1150
Chris Clausen, VP
VO

Clean Sheets, Inc.
1504 N. Vermont
Royal Oak, MI 48067
(313) 544-0405
FAX: (313) 557-0452
Todd Albertson, President
J PL



Lars Clutterham Music
8553 Amato Drive
Lakeside, CA 92040
(619) 561-8815
FAX: (619) 390-1459
Lars Clutterham, President
J

Continental Recordings
1 Thompson Square, Ste. 501
Boston, MA 02129
(617) 241-5150
FAX: (617) 242-9259
Daniel Flynn, President
AV SFX J VO



Mitch Craig Productions
P.O. Box 241655
Memphis, TN 38124-1655
(901) 388-8449
FAX: (901) 388-6328
Mitch Craig, President
J PL VO

Creative Radio Productions
3861 Apache Ct. West
Boulder, CO 80303
(303) 494-3322
FAX: (303) 494-3548
Frank Eriksen, President
VO

Creative Support Services
BUY-OUT Production Music Div.
1950 Riverside Drive
Los Angeles, CA 90039
(213) 666-7968, (800) HOTMUSIC
FAX: (213) 660-2070
Mike Fuller
SL

D.A.B. Audio Consultants
3575 Cahuenga Blvd. West, Ste. 125
Los Angeles, CA 90068
(213) 876-5991
Derek Braswell, President

Dan-O Custom Comedy
4949 SW Macadam
Portland, OR 97201
(503) 226-0100
FAX: (503) 295-9281
Dan-O Clark
J VO

Jeff Davis Productions
8033 Sunset Blvd., Ste. 423
Los Angeles, CA 90046
(213) 288-7944
FAX: (213) 936-3427
Jeff Davis, President/Exec. Producer
VO J PL SFX

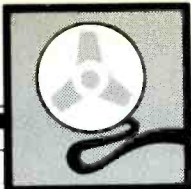
DeWolfe Music Library
25 W. 45th St.
New York, NY 10036
(212) 382-0220, (800) 221-6713
FAX: (212) 382-0278
Andrew M. Jacobs
PL

DigiPrep
(Digital Audio Mastering)
1425 N. Cole Place
Hollywood, CA 90028
(213) 461-1709
Warren Salyer

AV = Audio/Video Tape Duplication
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VO = Voice-over Talent



PRODUCTION SERVICES

Roger Dorfman Productions, Ltd.

San Francisco Sound Archive
612 Canvasback Drive
Suisun City, CA 94585
(707) 425-8137

Roger Dorfman, Owner

John E. Douglas

497 Walmar Dr.
Cleveland, OH 44140
(216) 892-8509

FAX: (216) 892-8503

John E. Douglas, President/Exec. Prod.

Karen L. Shapiro, Assoc. Prod.

VO

Drake-Chenault Enterprises, Inc.

2000 Randolph Rd. SE
Albuquerque, NM 87106
(505) 247-3303

FAX: (505) 247-9964

Wm. S. Sanders, Chairman

T.J. Lambert, GSM

Dan Musselman, VP, Production

John Driscoll Productions

John Driscoll

643 N. Hollywood Way
Burbank, CA 91505

(818) 841-9418

FAX: (818) 841-9418

John Driscoll

VO

Dave Dworkin's Ghostwriters

2301 Unity Ave. N., Ste. RA
Minneapolis, MN 55422

(612) 522-6256

FAX: (612) 522-6256

Dave Dworkin, President

SFX

Eagle Marketing Services, Inc.

223 Linden, Ste. 204
Fort Collins, CO 80524

(303) 484-4736

FAX: (303) 224-2445

Paul Meacham, President

Don Elliott Creative Services

P.O. Box 662
Hollywood, CA 90078-0662

(818) 762-3554

FAX: (714) 361-8957

Don Elliot, Owner

J PL

Ron Erak & Associates

Grace Media Inc.
Box 6206

Kent, WA 98064

(800) 937-8250

Ron Erak, President

SFX J PL VO

Dick Ervasti Creative Services

1206 N. Landmark Trail
Minneapolis, MN 55343

(612) 930-0113

FAX: (612) 687-9774

Dick Ervasti

J VO

Far West Communications

120 N. Victory Blvd., #106
Burbank, CA 91502

(818) 566-7003

FAX: (818) 566-7086, (800) 783-2946

Paul Ward, President

FirstCom

13747 Montfort Drive, Ste. 220
Dallas, TX 75240

(214) 934-2222, (800) 858-8880

FAX: (214) 404-9656

Jim Long, Chairman

Cecelia Garr, President/CEO

SFX J PL SL

Garlin Sound Enterprises

7021 Hatillo Avenue
Winnetka, CA 91306

(818) 347-3902

Norm Pringle

GE American Communications

Four Research Way
Princeton, NJ 08540

(609) 987-4230

FAX: (609) 987-4517

**Andreas Georghiou, Dir., Broadcast
& Business Svcs.**

SU

The Gold Vault

Box 202

Oshemo, MI 49077

(616) 349-9413, (800) 234-2158

FAX: (616) 343-1016

Dan Druckenbrodt, Owner

Jim Harrington

P.O. Box 12944

Pittsburgh, PA 15241

(412) 833-4749

FAX: (412) 833-4749

Jim Harrington

VO

Hot Spots Radio Production, Inc.

153 Stewart Avenue
Garden City, NY 11530

(516) 739-5003

FAX: (516) 739-5009

Barry J. Carollo

Frank Ventra

Hot Tracks

43500 S.E. Marmot Road
Sandy, OR 97055

(503) 668-3610

FAX: (503) 668-4379

Paul Dickson

J VO

Rick Hull Voice Tracks

8117 Preston Road, Ste. 100
Dallas, TX 75225

(918) 254-0464

FAX: (918) 254-6719

Rick Hull, President

VO

Ron Hummel Productions, Inc.

35 Sugarloaf Terrace
Alamo, CA 94507

(415) 933-3500

FAX: (415) 933-3502

Ron Hummel, President

O



**IDB COMMUNICATIONS
GROUP, INC.**

IDB Communications Group, Inc.

10525 W. Washington Blvd.
Culver City, CA 90232

(213) 870-9000

FAX: (213) 838-6374

Peter Hartz, President/

Broadcast Division

SU

I*D*E*A*S

6758 Canal Blvd.

New Orleans, LA 70124

(504) 283-4726

Daniel Karpelman, Exec. Producer

VO



Image-Izers

Randy Reeves, Voice at Large

608 Haralson Drive

Lilburn, GA 30247

(404) 925-8868

FAX: (404) 279-7653

Randy Reeves

J VO

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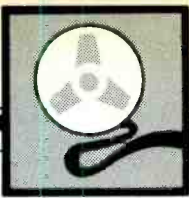
J = Jingles, Sweepers, and ID's

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SL = Song Libraries

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PRODUCTION SERVICES

International Graphics
3333 N. 44th Street, Ste. 2
Phoenix, AZ 85018
(602) 952-8117
Kevin Nutt, President
SFX PL



JAM Creative Productions, Inc.
5454 Parkdale Drive
Dallas, TX 75227
(214) 388-5454
FAX: (214) 381-4647
Jonathan Wolfert, President
J PL

JDK Music Production
9102 Whitaker Cir.
Richmond, VA 23235
(804) 272-6777
FAX: (804) 330-9308
John Keltonic, President
J

Jerry 'DJ's' Pro Audio
652 Princeton Blvd.
Pittsburgh, PA 15221-2614
(412) 244-0815
Jerry "DJ" Strothers

Jones Intercable/QZoo
5510 Gray Street
Tampa, FL 33609
(813) 287-1047
FAX: (813) 289-1879
Chris Clark
AV VO SU

KBC Productions
150 Highland Park Blvd.
Thornhill
Toronto, Ontario, CN L3T 1B7
(416) 889-2598
Ken Caughlin
J VO

Kendall Energies, Inc.
1824 Chestnut Street
Philadelphia, PA 19103
(215) 56-VOICE
FAX: (215) 568-5164
Charlie Kendall, President
Sheri Gillis, Sales Manager
VO J PL

Anita Kerr
P.O. Box 752386
Memphis, TN 38175-2386
(901) 366-5610
FAX: (901) 366-5626
Reni
J

Kilian Creative Productions
6507 Three Chopt Road
Richmond, VA 23226
(804) 282-6117
Jason Meath, President
Neil Godsey, Partner
PL SFX SL



Killer Music
6528 Sunset Blvd.
Hollywood, CA 90028
(213) 464-6333, (800) 877-0078
FAX: (213) 464-5931
Dain Eric Blair, Exec VP/CEO
Jim Frangipane, Television
J VO PL



Killer Tracks
6528 Sunset Blvd.
Hollywood, CA 90028
(213) 464-6333, (800) 877-0078
FAX: (213) 464-5931
Samuel S. Trust, President
Diane Craig, Radio
Jim Frangipane, Television
PL

K. K. Kreative Koncepts
37 Meadowlark Lane
Columbus, OH 43214
(614) 431-9126
Kurt Kaniewski, 'Kreative' Director



L & R Productions, Inc.
87 Church Street
East Hartford, CT 06108
(203) 528-5177
FAX: (203) 291-9341
Tom Russol/Paul Lombardo
J PL SFX VO

Lakewest Recording Studio
200 Mishnock Road
West Greenwich, RI 02816
(401) 397-4828
FAX: (401) 826-3518
Jack Gauthier
SFX J VO

Chris Larko Productions
916 Fairfield Avenue
Fort Wayne, IN 46802
(219) 424-2405, (800) 4-TALENT
Chris Larko, President
AV SL VO

Jeff Laurence
9692 123rd Way North
Seminole, FL 34642
(813) 397-7687
Jeff Laurence
J VO

Low Noise Productions
10 Ferndale
Fenton, MO 63026
(314) 343-9251
Les Wielgos, Exec. Prod.

Bobby Magic & Associates
20 Captains Landing
Tiburon, CA 94920
(415) 381-8753
Bobby Magic, President
VO J

Man From Mars Productions
159 Orange Street
Manchester, NH 03104
(603) 668-0652
FAX: (603) 666-4878
Ed Brouder
AV VO

Manhattan Production Music
311 West 43rd Street, Ste. 702
New York, NY 10036
(212) 333-5766
FAX: (212) 262-0814
Ron Goldberg
PL

Media Market
P.O. Box 63, Samford Valley, 4520
Queensland
AUSTRALIA,
0116172891744
FAX: 0116172892010
Warren Mills

Media Sound, Inc.
1010 W. Platt Street
Tampa, FL 33606
(813) 254-3399
Robert Stephenson, President

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PRODUCTION SERVICES



Middle Ear

1801 Bay Road
Miami Beach, FL 33139
(305) 672-2390
FAX: (305) 531-8041
Scott Glasel, Studio Mgr.
AV

Miller Design

8151 N. Northern Avenue
Tucson, AZ 85704-4628
(602) 797-1775
Paul Miller, President
SFX J SU

Mood Creations, Inc.

1 Depot Plaza
Ossining, NY 10562
(914) 941-2357
Don Cohen, President
J SFX VO

K.P. Moore Productions

P.O. Box 1747
Doylestown, PA 18901
Kevin Moore
VO

MSA (Music Service Associates)

8706 S. 71st East Avenue
Tulsa, OK 74133-5053
(918) 492-7222
Bob Tomarkin
SL

Muddy Mitch Productions

4315 Azalea, Ste. 220
Lisle, IL 60532
(708) 971-3890
Muddy Mitch, President
J

T.J. Murphy Productions

4086 Laurelwood Drive
Jacksonville, FL 32257
(904) 268-5085
Tom Murphy
VO

Music Director Programming Service

P.O. Box 51978
Indian Orchard, MA 01151
(413) 783-4626
FAX: (413) 782-8673
Budd Clain, GM
AV SL

Music World

P.O. Box 5380
Woodland Park, CO 80866
(719) 687-3860
FAX: (719) 687-6991
Lee Barry

Neer Perfect Productions

1133 Broadway, Ste. 515
New York, NY 10010
(212) 463-7980
FAX: (212) 627-8109
Dan Neer, President
DeWitt Nelson, VP
SFX J PL VO O

Network Music, Inc.

16935 W. Bernardo Drive, Ste. 100
San Diego, CA 92127
(800) 854-2075
FAX: (619) 451-6409
Larry Kessler, VP, Sales
SFX J PL SL

New Hope Communications

1301 Spruce Street
Boulder, CO 80302
(303) 939-8440
FAX: (303) 939-9559
Doug Green, President
PL

Not Just Jingles

420 W. 45th Street, 5th Floor
New York, NY 10036
(212) 246-6468
Scott Schreer, President

NPR Satellite Services

2025 M St. NW
Washington, DC 20036
(202) 822-2628
FAX: (202) 822-2329
Bill Bean, Mktg. Mgr.
SU

O'Connor Creative Services

P.O. Box 5432
Playa del Rey, CA 90296
(213) 827-2527, (800) 544-6044
FAX: (213) 301-3363
Harry O'Connor, President



Bobby Ocean, Inc.

Professional Creative Services

Bobby Ocean, Inc.
224 Blackstone Dr.
San Rafael, CA 94903
(415) 472-5625
FAX: (415) 472-1686

Bobby Ocean,
President/Exec. Prod.
Elizabeth Salazar, Assoc. Prod.

O'Connell Productions

3954 Peachtree Road N.E.
Atlanta, GA 30319
(404) 266-0020
Kevin O'Connell, President
VO J PL



Omnimusic

52 Main Street
Port Washington, NY 11050
(516) 883-0121, (800) 828-6664
Doug Wood, President
Sam White, GM
PL SFX

PAMS Jingles

Division of CPMG Inc.
14444 Beltwood Pkwy.
Dallas, TX 75244
(800) 522-PAMS
FAX: (214) 392-2121
Benjamin Freedman, President
J

Pan American Satellite

One Pickwick Plaza, Ste. 270
Greenwich, CT 06830
(203) 622-6664
FAX: (203) 622-9163
Mike Antonovich, Mgr. Broadcast Svcs.
SU

Byron Paul Voices

(The Daily Briefs Almanac)
P.O. Box 1016
Santa Monica, CA 90406
(213) 395-2736
FAX: (213) 451-5030
VO

Peninsula Productions

N. Michigan Publishing
2438 Potter Rd.
Traverse City, MI 49684
(616) 946-6243
Jim Mitchell, President/Owner

Phase 1

Route 2, Box 2309B
Benton City, WA 99320
(509) 588-6744
Dave Ingersoll

Philadelphia Music Works

P.O. Box 947
Bryn Mawr, PA 19010
(800) 368-0033
FAX: (215) 825-8310
Andrew P. Mark, President
SFX J PL

Mitch Phillips

4330 N.W. 207th Drive
Miami, FL 33055
(305) 624-6101
FAX: (305) 621-4954
Mitch Phillips

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PRODUCTION SERVICES

Point of Purchase Radio Corp.

16 W. 22nd. Street
New York, NY 10010
(212) 255-5000
FAX: (212) 255-5499
Scott Kushner, VP/Prgmmg. & Prod.

Poolside Productions

1606 Snowcrest Trail
Durham, NC 27707
(919) 490-5555
FAX: (919) 682-5208

Eric Bohlen
VO J

Powersound Productions

P.O. Box 99595
Pittsburg, PA 15233
(412) 321-6920
FAX: (412) 323-5313
Michael Raskovsky, President
PL

Pro Audio Makers

1999 Temple, Unit B.
P.O. Box 4087
Signal Hill, CA 90804
(213) 597-8344
FAX: (213) 597-8344
Frank Ellsworth

Producer's Audition Hotline

P.O. Box 742
Olney, MD 20832
(301) 924-5700
FAX: (301) 570-8916
Michael J. Weiner, President/CEO
DC Hotline, (301) 924-4327
NY Hotline, (212) 593-HEAR
Los Angeles Hotline, (213) 656-HEAR
VO

The Production Garden

2411 N. E. Loop 410, Ste. 132
San Antonio, TX 78217
(512) 599-9439
FAX: (512) 656-8024
Mel Taylor
SL PL J

Professional Media, Inc.

The Image Makers
941 'O' St., Ste. 202
Lincoln, NE 68508
(800) 869-0370
FAX: (402) 435-3583
Jim Williamson, President
Harley Lampman, Sales Mgr.
Chris Abercrombie, Mktg. Consultant
Don Weir, Mktg. Consultant
Annette Wood Heaton, Sr. Acct. Exec.
J

Ken R. Inc.

1806 Madison Avenue
Toledo, OH 43624
(419) 243-1000, (800) 451-KENR
Ken R, President
J

Rahn Productions International

Syntheffexx
P.O. Box 61
Concord, CA 94522-0061
(415) 686-9141
Greg Rahn
PL SFX

Rainmaker Inc.

50 Music Square W., Ste. 806
Nashville, TN 37203
(615) 320-7267
FAX: (904) 265-4827
Stan Strickland
Mark Roeder, Agent
J VO

**The Jim Raposa Company**

198 Indian Avenue
Portsmouth, RI 02871
(401) 846-2825
FAX: (401) 846-2825

Jim Raposa
VO

J.L. Ritter Productions

P.O. Box 6994
Stateline, NV 89449
(702) 588-4542
FAX: (702) 588-7822
John Ritter, President
J

Rock-It Studios

187 Kinnebrook Park
Monticello, NY 12071
(914) 791-8589
Roger de Senglau
J

San Diego's Audio Duplicator

10536 Pine Grove Street
Rancho San Diego, CA 92078
(619) 670-9598
FAX: (619) 660-9083
Jim Norr, GM

Santa Cruz Studios

1334 Brommer Street
Santa Cruz, CA 95062
(408) 462-9995, (408) 662-4571
FAX: (408) 462-6630
Lou Lambert, Audio Production Mgr.

Satellite Production Network, Inc.

Opera Plaza
601 Van Ness. #552
San Francisco, CA 94102
(415) 673-0737
FAX: (415) 885-1919
Ron Barbarita, President

SEGUEntertainment

612 Canvasback Drive
Suisun City, CA 94585
(707) 425-8137
Roger Dorfman, Owner

Sheen Radio Network

1515 North Federal Highway
Boca Raton, FL 33432
(407) 392-1776, (800) 225-5803
FAX: (407) 392-7573
Stuart Sweet
AV SU VO

Silvertree, Inc.

2831 Camino del Rio S., Ste. 212
San Diego, CA 92108
(619) 296-1601
FAX: (619) 296-0248
Bo Donovan, President
J

Denny Somach Productions

812 W. Darby Rd.
Havertown, PA 19083
(215) 446-7100
FAX: (215) 446-7721
Denny Somach, President

Sound Creations Productions

21 Royal Oak Rd.
Lawrenceville, NJ 08648
(609) 882-5222
Fran Kowalski
Cliff Wight
J

Sound Ideas

105 W. Beaver Creek Rd. #4
Richmond Hill
Ontario, CN L4B 1C6
(416) 886-5000, (800) 387-3030
FAX: (416) 886-6800

Brian Nimens, President
Michael Bell, Sales
SFX

Soundtrack

77 N. Washington St.
Boston, MA 02114
(617) 367-0510
FAX: (617) 367-1521
Robert Cavicchio, President
J

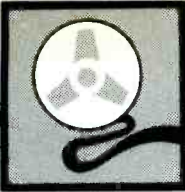
Southern Trax Production Co.

P.O. Box 3511
Muscle Shoals, AL 35662
(205) 355-4288, (800) 462-4420
FAX: (205) 353-0363
Clete Quick, President
SFX J PL

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PRODUCTION SERVICES

SpaceCom Systems

A United Video Company
3801 S. Sheridan Road
Tulsa, OK 74145
(800) 950-6690
FAX: (918) 628-1337

Al Stem

SU

Split Second Music

1015 Gayley Avenue, Ste. 592
Westwood, CA 90024
(213) 471-2494

Garry Goodman, Producer
SFX J

Startrak Studios

806 Oaklawn Ave.
Cranston, RI 02920
(401) 944-7411

FAX: (401) 946-2050
Jack Rametta, President
SFX J PL VO

Steele Radio Production Consultants

2504 Normandy Drive, Ste. B112
Grand Rapids, MI 49506
(616) 241-2124

Rick Steele, President

R.D. Steele Creative Services

206 Upland Road
Merion, PA 19066
(215) 664-1708
FAX: (215) 660-9191

R.D. Steele, Owner/Operator
J VO

Kris Stevens
ENTERTAINMENT, INC.

Kris Stevens Enterprises

14241 Ventura Blvd., Ste. 204
Sherman Oaks, CA 91423
(818) 981-8255

FAX: (818) 990-4350

Kris Erik Stevens, President
Francesca Juarez, Marketing
J VO

Studio 53 Productions

800 E. Northwest Highway
Palatine, IL 60067
(708) 202-1200

FAX: (708) 705-6715

Bob Blom, Writer/Producer

Studio 140

140 Monroe Center, Ste. 200
Grand Rapids, MI 49503
(616) 454-7140

FAX: (616) 451-0931

John Howard, Managing Dir.

Dick Summer Communications

Box 616
Medford, NY 11763
(516) 654-0747

FAX: (516) 654-0911

Dick Summer

Supertrax Production Services

IDs and Sweepers
7827 Farrell

Amarillo, TX 79121

(806) 352-7503

FAX: (806) 352-3677

Ron Chase, Exec. Producer

Lisa Chase

PL SFX VO

Terry Sweet & Associates

2347 N. 117th Street
Wauwatosa, WI 53226

(414) 771-6505

FAX: (414) 453-6621

Terry Sweet, President

Technidisc, Inc.

2250 Meijer Drive
Troy, MI 48084-7111
(800) 321-9610

FAX: (313) 435-8540

Leon Chick, Sales

TECHSONICS

Techsonics 2 The Music Library

709 Shadowfield Court
Chesapeake, VA 23320

(804) 547-4000

FAX: (804) 436-5928

Steve Peppos, Executive Producer

M.J. Kelli

PL

Tele-Talent, Inc.

7033 Sunset Blvd., Ste. 318
Hollywood, CA 90028
(213) 466-8517

FAX: (213) 466-8295

Tony Barnard, Chairman

Warren Meyers, President

Telegenics, Inc.

150 Nassau Street, Ste. 830
New York, NY 10038
(212) 227-5966

Christopher A. Russo, President

Johnny Thomas Productions/AAA Services

P.O. Box 1692
Lady Lake, FL 32159

(904) 753-5858

FAX: (904) 753-1892

Johnny Thomas

John Roman

VO

Thompson Creative

Thompson Creative

4631 Insurance Lane
Dallas, TX 75205
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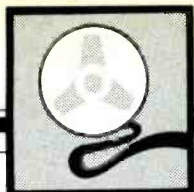
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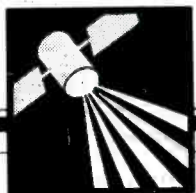
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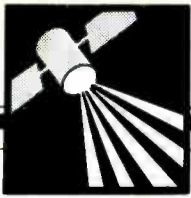
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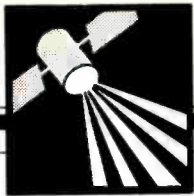
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from the Children's Health News Network, a free, weekly radio news service, concentrating on prenatal, pediatric and adolescent health and medical topics.

Feeds are available via satellite and long distance telephone. Produced and reported by Marge Kumaki, a 19 year veteran of radio broadcasting.

The radio newsfeed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.

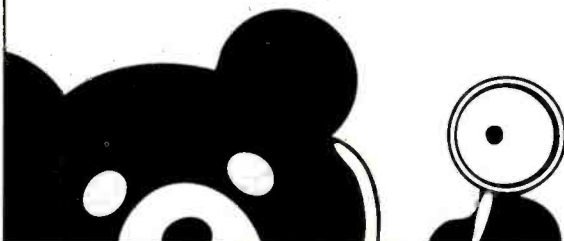
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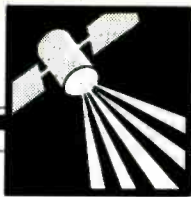
For more information on this newsfeed, contact the

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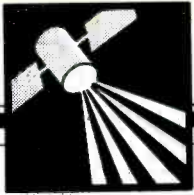
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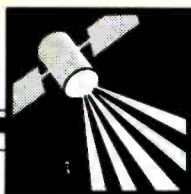
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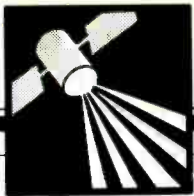
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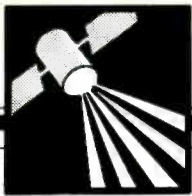
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Southborough, MA 01745
(508) 485-3500
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(615) 320-7267
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Mark Roeder, Agent

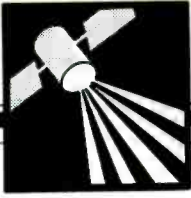
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Moline, IL 61265
(309) 797-2510, (800) 545-9324
FAX: (309) 797-2538
John Reans, Executive Producer

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FAX: (209) 578-0645
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(818) 501-7762
FAX: (818) 501-8848
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 FAX: (413) 637-3441
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Micah Johnson

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 FAX: (215) 668-9868
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 Santa Monica, CA 90401
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 FAX: (213) 394-8852
David Shaw, Partner
Dan Spelling, Partner

Sheen Radio Network
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 Boca Raton, FL 33432
 (407) 392-1776, (800) 225-5803
 FAX: (407) 392-7573
Stuart Sweet



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 1 Times Square Plaza, 18th Floor
 New York, NY 10036
 (212) 575-0099
 FAX: (212) 302-5161
E. J. "Jay" Williams, Jr., President
Chuck Woodson, Dir.
of Entertainment Prgmg.



Sheridan Broadcasting Network Sports
 1 Times Square Plaza, 18th Floor
 New York, NY 10036
 (212) 575-0099
 FAX: (212) 302-5161
E.J. "Jay" Williams, President
Chuck Woodson, Dir.
of Entertainment Prgmg.

Sheridan Broadcasting Networks
 411 7th Avenue
 Pittsburgh, PA 15219
 (412) 456-3038
 FAX: (412) 456-4040
Thad Hill, VP/Station Operations

SI Communications
 4001 W. Magnolia Blvd.
 Burbank, CA 91515
 (818) 841-9350
 FAX: (818) 841-9541
Alisa Adona

Sixty-Second LP Inc.
 329 Riverside Avenue, Ste. 200
 Westport, CT 06880
 (203) 222-5858
 FAX: (203) 222-5864
Jeff Craig, President
Margie FitzMaurice, VP

Sixty-Second Preview
 329 Riverside Avenue, Ste. 200
 Westport, CT 06880
 (203) 222-5859
 FAX: (203) 222-5864
Jeff Craig, President
Margie FitzMaurice, VP



SJS Entertainment Corp.
 800 Second Avenue, 9th Floor
 New York, NY 10017
 (212) 370-9460
 FAX: (212) 983-1186
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June E. Brody, VP

Skywatch Weather Center
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 (800) SKYWATCH
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 FAX: (215) 446-7721
Denny Somach, President

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 FAX: (805) 965-7888
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The Source
 9540 Washington Blvd.
 Culver City, CA 90232
 (213) 840-4244
 FAX: (213) 204-4375
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 Chesapeake, VA 23320
 (804) 547-4000
 FAX: (804) 436-5928
Steve Peppos, President

Sportcom Associates
 Motor Sports Radio
 1285 Zevan Road
 Johnson City, NY 13790-9715
 (607) 770-9165, (800) 462-5677
 FAX: (607) 722-8093
Paul Kaminski, CEO

Sports Byline USA
 300 Broadway, Ste. 8
 San Francisco, CA 94133
 (415) 434-8300
 FAX: (415) 391-2569
Charles Coane

SportsTicker
 Harborside Financial Center
 600 Plaza 2
 Jersey City, NJ 07311
 (201) 309-1200
 FAX: (201) 860-9742
Gerry Lavin, Dir. Mktg. Svcs.

Star Communications
 P.O. Box 644
 33 Maverick Square
 Boston, MA 02128
 (617) 569-7467
 FAX: (617) 561-1379
Tom Star



PROGRAM SUPPLIERS & NETWORKS

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University of Texas
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Austin, TX 78712
(512) 471-5285
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Starmagic Radio

755 River Road
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(201) 836-5999
Michael Jordan

Starstream Communications Group, Inc.

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(713) 781-0781
FAX: (713) 781-4721

Gary R. Firth, President

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Gene Tognacci, VP, Broadcast Services
Mary Clunis, VP, Affiliate Relations

Kris Stevens Enterprises

14241 Ventura Blvd., Ste. 204
Sherman Oaks, CA 91423
(818) 981-8255
FAX: (818) 990-4350

Kris Erik Stevens, President
Francesca Juarez, Marketing



STRZ Entertainment Network

1 Times Square Plaza, 18th Floor
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(212) 575-0099
FAX: (212) 302-5161
E.J. "Jay" Williams, President
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(516) 654-0747
FAX: (516) 654-0911
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(813) 572-9209
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Sunday Night Productions

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(415) 566-3051
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Programming Production Center
Box U
Southboro, MA 01745
(508) 485-3500
FAX: (508) 460-0584
Andy McLean

Superadio Network

Mgmt. & Affiliate Rel.
11 West 42nd St., 27th Floor
New York, NY 10036
(212) 302-1100
FAX: (212) 302-6024
Tom Shovan, VP/GM

Syndicom

P.O. Box 12837
San Luis Obispo, CA 93406
(805) 543-9214
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(217) 429-9595
FAX: (217) 423-9764
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Maureen Bellinger, Exec. Asst.
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FAX: (212) 245-2250
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FAX: (615) 871-6778
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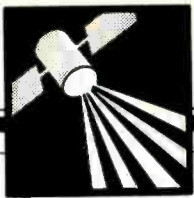
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(800) 634-0091
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Rex Bell, GM

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(619) 239-8911
FAX: (619) 239-4714
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C.T. Robinson, Co-Chairman/CEO
West Coast Office,
(719) 576-2620

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(213) 460-6383
FAX: (213) 460-6341

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Washington, DC 20005
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David Oziel, News Director
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Linda Stern, Director Affil. Rel.

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FAX: (214) 243-3489
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(800) 222-0990
FAX: (703) 528-8481
Janet Newell, Sales & Marketing Mgr.

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Arlington, VA 22229
(800) 222-0990
FAX: (703) 528-8481
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Westport, CT 06880
(203) 222-5860
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FAX: (303) 733-3801
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Robert B. Rush, Dir., Broadcast Services

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FAX: (213) 851-8388
Jim Warren

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Wheatley Heights, NY 11798
(516) 491-5368
FAX: (516) 491-1354
Ken Webb, President

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4807 Van Noord Avenue, Ste. 11
Sherman Oaks, CA 91423
(818) 905-3326
Julio Flores, President



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Culver City, CA 90232
(213) 840-4000
FAX: (213) 204-4375
Thom Ferro, Exec. VP/GM

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(312) 565-5000
FAX: (312) 565-5169
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David Levine, Dir. of Beethoven
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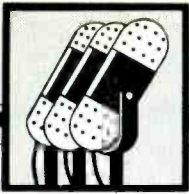
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Belleville, IL 62222
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Stamford, CT 06905
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(415) 456-1510

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(508) 526-8132

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Joseph L. Winn, Exec. VP

Rochester, NY
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P.O. Box 32488
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(704) 372-4434

FAX: (704) 335-9904

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Reggie Jordan, VP/Radio

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125 Technology Dr.
P.O. Box 9042
Waltham, MA 02254-9042
(617) 647-0608

FAX: (617) 647-2621

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Beach-Schmidt Group

2300 Hall
P.O. Box 817
Hays, KS 67601
(913) 625-2578

FAX: (913) 625-3632

Bob Schmidt, Exec. VP

Gary Shorman, VP/Radio

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Beacon Broadcasting Corporation

475 South Avenue
P.O. Box 511
Beacon, NY 12508
(914) 831-8000

FAX: (914) 838-2109

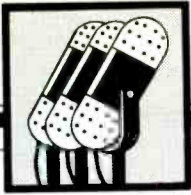
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RADIO GROUP OWNERS

Beasley Broadcast Group

P.O. Box 2097
3033 Riviera Dr. Suite 200
Naples, FL 33940
(813) 263-5000
FAX: (813) 434-8808, (818) 263-8191

George Beasley, President

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100 Merrick Road
P.O. Box 256
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(516) 764-8999, (718) 343-1234
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FAX: (212) 245-9271

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FAX: (203) 622-7341

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Atlanta, GA	WKHX-AM & FM
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(919) 890-6000
FAX: (919) 821-8554

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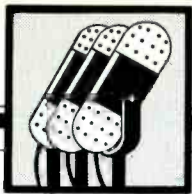
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Orlando-Cocoa Beach	WSTF
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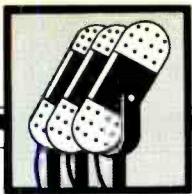
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KESZ

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FAX: (212) 489-2314

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Hearst Corp/GM, Brdcst

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Baltimore, MD WBAL & WYTY
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Spirit Lake, IA KUOO
Storm Lake, IA KAYL-AM & FM

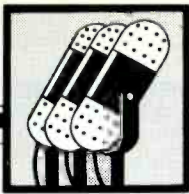
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Stephenville, NF	CFSX
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WODZ & WRVR
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WSAR
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(316) 663-4461

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Mesa Broadcasting Group

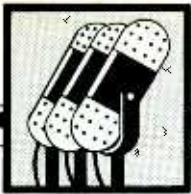
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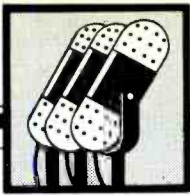
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WGSN & WNMB
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FAX: (813) 433-8213

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FAX: (617) 391-8367

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Marlow Heights, MD 20746
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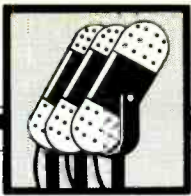
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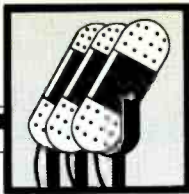
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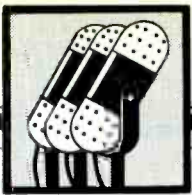
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Promotion West Coast

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Sam Cerami, Dir./Nat'l Promotion (Nashville)

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FAX: (212) 989-9791
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FAX: (213) 275-9148

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FAX: (213) 558-4795

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FAX: (212) 265-5726

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FAX: (212) 581-2591

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FAX: (818) 953-9910

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FAX: (203) 323-9474

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FAX: (212) 484-8930
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(213) 840-6011
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Donnie Cohen, Nat'l AC Promotion

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Charity Kurz, Dir./Nat'l Promotion

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(distributed by Atlantic)
210 Bridge Plaza Dr.
Manalapan, NJ 07726
(201) 972-3456
(201) 972-3443
Gary Waldman, VP/Marketing & Promotion

Memory Machine

(incl. Part-T, Hype-Jam, Damon)
2716 Penn Ave.
Pittsburgh, PA 15222
(412) 391-8182
FAX: (412) 391-8117
Deborah Goellier, VP/Marketing

Mercury

(distributed by PolyGram)
825 8th Ave., 24th Floor
New York, NY 10019
(212) 333-8000
FAX: (212) 333-8249

3800 Alameda Ave., Ste. 1500
Burbank, CA 91505
(818) 955-5200
FAX: (818) 848-7530

David Leach, Sr. VP/Promotion
Wayman Jones, VP/Urban Promotion
Kerry Wood, VP/AC Promotion
Mercury/Polydor

Andy Szulinski, Nat'l Dir./Pop Promotion
Dave Loncao, VP AOR Promotion
Drew Murray, Dir./AOR Promotion
Randy Roberts, Dir./Video Promotion
Mario Rios, Dance/Club Promotion Mgr.
Tim Hyde, College/Alternative Mgr.
Doug Burton, Nat'l Mgr. AOR Promotion
Don Coddington, Nat'l Mgr. Top 40
Promotion



RECORD COMPANIES

Mercury/Polygram Nashville

901 18th Ave. S.
Nashville, TN 37212
(615) 320-0110
FAX: (615) 327-4856

Ed Mascolo, VP/Nat'l Country Promotion
Bobby Young, Dir./Nat'l Country Promotion

Metal Blade

(incl. Death, Dimension)
18653 Ventura Bl., Ste. 311
Tarzana, CA 91356
(818) 981-9050
FAX: (818) 344-1312

1133 Broadway, Ste. 730
New York, NY 10010
(212) 645-6208
FAX: (212) 645-2607
Mike Jones, Promotions

Miramar

200 Second Ave. W.
Seattle, WA 98119
(206) 284-4700
FAX: (206) 286-4433
Sean Gleason, Label Mgr.

Mobile Fidelity

1260 Holm Road
Petaluma, CA 94954-1199
(707) 778-0134
FAX: (707) 778-6328
Phyllis E. Schwartz, Marketing Dir.

Modern

(distributed by Atlantic)
9111 Sunset Blvd.
Los Angeles, CA 90069
(213) 273-8111
FAX: (213) 273-1806
Paul E. Fishkin, President

Motown

(incl. Apollo, Sound Of New York, Taj)
(distributed by MCA)
6255 Sunset Boulevard, 17th Floor
Hollywood, CA 90028
(213) 468-3500
FAX: (213) 461-4853

729 7th Ave. 12th Floor
New York, NY 10019
(212) 704-4440
FAX: (212) 704-4470

Jheryl Busby, President/CEO
Harry Anger, COO

Frank Turner, Sr. VP/Pop Promotion

Paris Eley, VP/R&B Promotion

Michael Williams, Dir./Nat'l Pop Promotion

Mark Neiderhauser, Field Dir./Nat'l Pop
Promotion

Muse/Savoy Jazz

160 W. 71st St.
New York, NY 10023
(212) 873-2020
FAX: (212) 877-0407
Joseph Fields, Promotion Mgr.

Musicruise

P.O. Box 594
Wharton, NY 07885
(201) 328-2977
Bruce Tauber, President

Music West

2200 Larkspur Landing Cir., Ste. 100
Larkspur, CA 94939
(415) 925-9800
FAX: (415) 925-9807
Ken Altman, Dir./Promotion

Narada

(incl. Narada Lotus, Narada Equinox,
Narada Mystique, Sona Gaia)
1845 N. Farwell Ave.
Milwaukee, WI 53202
(414) 272-6700
FAX: (414) 272-6131

215 W. Standley
Ukiah, CA 95482
(707) 468-5559
FAX: (707) 468-5648
Kevin Schmidt, Dir./Nat'l Radio Promotions
Beth Larson, Radio Promotions

Nastymix

(incl. J-Town, Cold Rock, Exile)
1809 7th Ave., Ste. 800
Seattle, WA 98101
(206) 292-8772
FAX: (206) 292-8727
Ramon Wells, Nat'l Promotion/Publicity Dir.
Nasty Nes, Nat'l Radio Promotion

Nationwide Sound Distributors

(incl. NSD, Soundwaves, Phono)
1012 18th Ave. S.
Nashville, TN 37212
(615) 327-7988
Joe F. Gibson, President
David N. Gibson, VP
Betty R. Gibson, Promotions Dir.

New Alliance

(distributed by SST)
P.O. Box 1389
Lawndale, CA 90260
(213) 835-4267
FAX: (213) 835-3522

Robert Vodicka

Next Plateau

(incl. Soundcheck)
1650 Broadway, Ste. 1103
New York, NY 10019
(212) 541-7640
FAX: (212) 315-0286
Jenniene LeClerq, VP
Jennifer Buermann, Promotions Coordinator

Nite

8287 Grand View Dr.
P.O. Box 46666
Los Angeles, CA 90046
(213) 650-2233
Randy Nite, President

North Star

(incl. Sundown, Early Light, Music For
Little People, Kicking Mule, Paz,
High Windy Audio, Round River)
116 Chestnut St.
Providence, RI 02903
(401) 274-4119
FAX: (401) 272-0501
Ginny Shea, Dir./Publicity & Promotions

NSD

(incl. Grand Prize, Soundwaves)
1012 18th Ave. S.
Nashville, TN 37212
(615) 327-7988
Betty Gibson, Promotion Dir.

Oceana

(distributed by RCA)
2700 N. 29th Ave., Ste. 200-S
Hollywood, FL 33020
(305) 921-5555
FAX: (305) 921-5688
Gene Mahler, Promotions

Olivia

(incl. Second Wave)
4400 Market St.
Oakland, CA 94608
(415) 655-0364
Judy Dlugacz, President

Optimism Inc.

6355 Topanga Cyn. Blvd, #309
Woodland Hills, CA
(818) 346-6286, (213) 346-2968
4904 Erskine Way SW
Seattle, WA 98116
(206) 935-5606
FAX: (206) 935-5626
Brenda V. Winfield, VP/Promotion
Kathy McQuade, VP/Promotion

Original Sound

7120 Sunset Blvd.
Los Angeles, CA 90046
(213) 851-2500
Steve Pina, Promo/Mktg Dir.
Marcia Beamish, Promotions

Pandisc

(incl. Jamarc, Oops!, Neverstop,
Shatterproof)
36 NE 167 St.
Miami, FL 33162
(305) 948-6466
FAX: (305) 945-1055
Lyndia Ojeda, Nat'l Mktg Dir.
Rona Sakson, Nat'l Publicity Dir.

PAR

1800 N. Argyle Ave., Ste. 409
Hollywood, CA 90028
(213) 962-6093
FAX: (213) 962-6189
Stuart Love
Chuck Fassert

Pasha

5615 Melrose Ave.
Los Angeles, CA 90038
(213) 466-3507
FAX: (213) 469-0122
Spencer D. Proffer, President
Carol Peters, VP

Paula

(incl. Jewel, Ronn, Whit)
1700 Centenary Blvd.
P.O. Box 44268
Shreveport, LA 71163-1125
(318) 227-2228
FAX: (318) 227-0304
Stanley J. Lewis, Owner/President



RECORD COMPANIES

PDS

(incl. Universal Jazz, Paradigm, Pryme Tyme, PDS Associated)
P.O. Box 412477
Kansas City, MO 64141-2477
(816) 921-7621
FAX: (816) 931-7855
William Shaw, Nat'l Dir./Promotions
Myron Fears, Mgr./Radio Promotions

Penthouse

6728 Eton Ave.
Canoga Park, CA 91303
(818) 992-4777
FAX: (818) 992-4979
Tonina Andrews, President

PM

(incl. Plug)
20 Martha St.
Woodcliff Lake, NY 07675-8027
(201) 930-9149
Gene Perla, President

Polydor

(incl. Mika, China, Thrashold, London, Vertigo)
825 8th Ave.
New York, NY 10019
(212) 333-8000
FAX: (212) 333-8142
3800 Alameda Ave., Ste. 1500
Burbank, CA 91505
(818) 955-5200
FAX: (818) 848-7530
Mel Delatte, VP/Promotion
Ron Ellison, VP/R&B Promotion
Joe Riccitelli, E.C. Nat'l Promotion Dir.
Laura Hinson, W.C. Dir. Nat'l CHR Promotion
Billy Cox, Nat'l Dir./AOR Promotion
Maurice Watkins, Nat'l Dir./Urban Promotion

Priority

(Distributed by CEMA/Independent)
6430 Sunset Blvd. Ste. 800
Hollywood CA 90068
(213) 467-0151
FAX: (213) 856-8796
Brute Bailey, Nat'l Dir./Urban & Pop Promotion
Maria O. Hilton, Ass't Nat'l Dir./Urban & Pop Promo

Private Music

(distributed by BMG)
9014 Melrose Ave.
Los Angeles, CA 90069
(213) 859-9200
FAX: (213) 859-7408
Linda Feder, VP/Promotion

Profile

740 Broadway 7th Floor
New York, NY 10003
(212) 529-2600
FAX: (212) 420-8216
8730 Sunset Blvd. Ste. 270
Los Angeles, CA 90069
(213) 559-7999
FAX: (213) 659-3516
Cory Robbins, President
Manny Bella, VP/Urban/Black Promotion

Bruce Reiner, Nat'l Pop Promotion Coordinator
Dan Charnas, Rap A&R/Promotion Coordinator

Quark

(incl. Q-Rap, Minimal)
1650 Broadway, #1212
New York, NY 10019
(212) 489-7260
FAX: (212) 489-7267
Curtis Urbina, President
Mara Freedman, VP

RCA

(incl. Jive, Simmons, Beggars Banquet, Silvertone, Taang, LMR, Bahia, Novus, Bluebird)
(distributed by BMG)
1133 Avenue of the Americas
New York, NY 10036
(212) 930-4000
FAX: (212) 930-4512
Promo FAX: (212) 930-4546
6363 Sunset Blvd.
Hollywood, CA 90028
(213) 468-4000
FAX: (213) 468-4040
Promo FAX: (213) 468-4031

1 Music Square N.
Nashville, TN 37203
(615) 664-1200
FAX: (615) 664-1276
Butch Waugh, VP/Nat'l Promotion
Gary Tanner, Sr. Dir./Nat'l Promotion
Bonnie Goldner, Sr. Dir./Nat'l Promotion & Trade Relations (LA)
Skip Bishop, Sr. Dir./Creative Dev't-Pop Promotion
Vicki Leben, Sr. Dir./Nat'l Promotion
Randy Ostin, Dir./Nat'l Pop Promotion (LA)
Ray Carlton, Dir./Nat'l Field Promotion
Wynn Jackson, VP/Nat'l Album Promotion (LA)
John Sigler, Dir./Nat'l Album Promotion
Jeff Laufer, Dir./Nat'l Album Promotion (LA)
Bruce Flohr, Assoc. Dir./Nat'l Alternative Promotion (LA)
Skip Miller, VP/Sales (LA)
Miller London, VP/Product Dev't
Roland Edison, VP/Black Promotion
James "Jazzy" Jordan, Dir./Nat'l Urban Promotion
Randy Goodman, VP/Country Promotion

Redwood

(incl. Crafty Maid, Lucy)
P.O. Box 10408
Oakland, CA 94610
(415) 428-9191
FAX: (415) 652-5012
Karen Hester, Promotion

PWL America

135 W. 26th St., 12 Floor
New York, NY 10001
(212) 741-0007
FAX: (212) 243-2603
Robert John Jones, President

Relativity

(incl. Combat, In-Effect)
187-07 Henderson Ave.
Hollis, NY 11423
(718) 740-5700
FAX: (718) 464-9510
20525 Manhattan Pl.
Torrance, CA 90501
(213) 212-0801
FAX: (213) 782-9429
John Schoenberger, Nat'l Promo/Dir.

Rendezvous

(distributed by BMG)
1133 Ave. Of The Americas, Third Floor
New York, NY 10036
(212) 930-4760
FAX: (212) 930-4767
Jimmy Jenner, President

Reprise

(distributed by Warner Bros.)
3300 Warner Blvd.
Burbank, CA 91510
(818) 953-3750
(818) 953-3147 (R&B)
FAX: (818) 953-3211
1740 Broadway 20th Floor
New York, NY 10019
(212) 757-3939
FAX: (212) 315-4497
1815 Division St.
Nashville, TN 37212
(615) 320-7525
FAX: (615) 329-1739
Russ Thyret, Sr. VP/Mktg & Promotion
Rich Fitzgerald, VP/Dir. Promotion
Michael Johnson, VP/R&B Promotion
Carol Hart, VP/Promotion
Mark Maitland, VP/Promotion
Hank Spann, Co-Nat'l Dir./Promotion R&B
Marc Ratner, Dir./Nat'l Singles Promotion
Michael Linehan, Dir./Nat'l Album Promotion
Linda Baker, Mgr./Nat'l Singles Promotion
Ann Hesen, Nat'l Secondaries Promotion
Peter Standish, Nat'l Promotion/Marketing Mgr. Modern Music
Jim Dickson, Nat'l Promotion Mgr. College Radio

Reservoir

276 Pearl St.
Kingston, NY 12401
(914) 338-1834
Mark Feldman, Co-owner
Kayla Feldman, Co-owner

Rhino

(incl. Rampage)
(distributed by CEMA)
2225 Colorado Blvd.
Santa Monica, CA 90404
(213) 828-1980
Richard Foss, President

Rounder

(incl. Philo, Heartbeat, Varrick, Black Top, Daring, Clean Cuts, Loom, Wrestler)
1 Camp St.
Cambridge, MA 02140
(617) 354-0700
FAX: (617) 491-1970
Telex: 4974193
Brad Paul, Promotion Dir.



RECORD COMPANIES

Rykodisc

(incl. Ryko Analogue, Speedo)
Pickering Wharf
Bldg. C-3G
Salem, MA 01970
(508) 744-7678
FAX: (508) 741-4506
TELEX: 4996804 (EATRECS)

200 N. 3rd Ave.
Minneapolis, MN 55401
(612) 375-9162
FAX: (612) 375-0272

9532 Quakertown Ave.
Chatsworth, CA 91311
(818) 886-2650

FAX: (818) 886-8079

John Hammond, Marketing Dir.
Carrie Anne Svingen, Dir./Publicity
James Neill, Dir./Promotion

SBK

(distributed by CEMA)
1290 6th Ave., 42nd Floor
New York, NY 10104
(212) 492-1200
FAX: (212) 245-4115

Daniel Glass, Sr. VP/Promotion

Ken Lane, Sr. Dir./Nat'l Singles

Neil Lasher, Dir./Nat'l Album Promotion

Virgil Simms, Sr. Dir./R&B Music Promotion

Hilary Lerner, Mgr./AC & Video Promotion

Mike Mena, Nat'l Dir./New Music

Maye James, GM R&B/Urban Promotion

Judy Haveson, Nat'l CHR Promo. Mgr.

Scotti Brothers

(incl. Rock & Roll)
2114 Pico Blvd.
Santa Monica, CA 90405
(213) 450-3193
FAX: (213) 452-9053
Steve Lake, Nat'l Promotion

Sea Breeze

(incl. Night Life)
P.O. Box 11267
Glendale, CA 91206-7267
(818) 242-2093
Daniel F. Beher, Owner

Select

16 W. 22nd St., 10th Floor
New York, NY 10010
(212) 777-3130

Nigel Cerdeiros, Dir./Nat'l Retail Promotion

Serenity

180 W. 25th St.
Upland, CA 91786
(714) 981-2318
FAX: (714) 981-6986

Jim Moeller, Owner

Ken Moeller, Mgr.

Shanachie

(incl. Greensleeves, Message, Solomonik,
Tara, Meadowlark, Morningstar)
Dalebrook Park
Hohokus, NJ 03423
(201) 445-5561

Randall Grass, Dir./Promotion & Publicity

Sire

(distributed by Warner Bros.)
75 Rockefeller Plaza, 20th Floor
New York, NY 10019
(212) 484-6830
FAX: (212) 581-6416

3300 Warner Blvd.
Burbank, CA 91510
(818) 953-3305
FAX: (818) 953-3306

83 Baker St.

London W1M 1AJ

(01) 487-5066

FAX: (01) 935-3837

Seymour Stein, President

Howie Klein, VP/Managing Dir.

Sisapa

(distributed by Curb)
3205 W. Alameda Ave.
Burbank, CA 91505
(818) 843-4755
FAX: (818) 843-5054

Gary Davis, Exec. VP/COO

Dave Urso, Exec. VP/Promo. & Marketing

Six-One-Five

P.O. Box 110829
Nashville, TN 37222
(615) 776-2060

FAX: (615) 776-2181

Bill Wence, President

16th Avenue

(distributed by CEMA)
65 Music Square West
Nashville, TN 37203
(615) 321-5000

FAX: (615) 321-5655

Jerry Bradley, President

B.J. McElwee, Dir./Nat'l Promotion/
Sales/Distribution

Slash

7381 Beverly Blvd.,
Los Angeles, CA 90036
(213) 937-4660
FAX: (213) 933-7277
Telex: 4942763

Michelle Zichella, Radio Promotions

Randy Haecker, Publicity

Kio Novina, Marketing

Sleeping Bag

1974 Broadway
New York, NY 10023
(212) 724-1440
FAX: (212) 769-9558

58 Tournay Rd.

London, England

(01) 386-7860

FAX: (01) 386-5881

Juggy Gayles, CEO

Virgil Simms, VP/Promotions

Millie Walker, Nat'l Video Promotions

Will Socoloy, President

Ron Resnick, Executive VP

Derrick Thompson, Nat'l Club/Crossover

Michelle Deirde, Nat'l Retail

Mervyn Lyn, U.K. Label Mgt.

Solar/Constellation

(distributed by Epic)
1635 N. Cahuenga Blvd.
Los Angeles, CA 90028
(213) 461-0390
Virgil Roberts, President

Sonic Atmospheres

(incl. Sonic Edge, Sling Shot)
14755 Ventura Blvd., Ste. 1776
Sherman Oaks, CA 91403
(818) 505-6022
FAX: (818) 505-6006
Bill Clodfelter, Publicity/Promotion

SOR

1300 Division St. Ste. 304
Nashville, TN 37203
(800) 280-2054 (TN/KY)
(800) 678-2054
FAX: (615) 255-6282

Roy Perry, Nat'l Promotion

Mike Anderson, Nat'l Promotion

Tammy DeMatto, Nat'l Promotion

Sharon Pennington, Nat'l Promotion

Southern Tracks

(distributed by Alternative Marketing)
3051 Clairmont Rd., NE
Atlanta, GA 30329
(404) 325-0832
FAX: (404) 325-1075

Bill Lowery, President

Butch Lowery, Promotion

Wade Pepper, Promotion

Sovereign

(distributed by Little Major Record
Distributors, Inc.)
1697 Broadway Ste. 903
New York, NY 10018
(212) 247-2904

Ruby Fisher, President

Sparrow

(incl. Star Song, Integrity Music, Ark,
Hanna-Barbera Home Video, Gospel Films)
9255 Deering Ave.
P.O. Box 2120
Chatsworth, CA 91311
(818) 709-6900
FAX: (818) 341-5514

1233 17th Ave. S.

Nashville, TN 37212

(615) 327-3800

FAX: (615) 327-3839

Jenny Lockwald, Nat'l Promotion

Debbie Walker, Media Relations

Barbara Cantanzaro-Hearn, Dir./Mkting &
Creative Services

Bob Gurich, Nat'l Sales Mgr.

Bill Hearn, Sr. VP/Mkting

Spindletop

4015A Magnolia Blvd.
Burbank, CA 91505
(818) 842-0722
FAX: (818) 842-1441
Dwight Davis, Promotion



RECORD COMPANIES

Spring

(incl. Posse)
161 W. 54th St.
New York, NY 10019
(212) 551-5398
Carlton Smith, VP/Promotion

SST

P.O. Box 1
Lawndale, CA 90260
(213) 835-8977
FAX: (213) 835-3522
Ron Coleman, Promotion/Marketing Dir.

Statiras

(incl. Gear, Laser)
1304 Fletcher Road.
Tifton, GA 31794
(912) 382-6257
FAX: (912) 382-6761
Gus P. Statiras, President

Sunnyside

(distributed by Harmonia Mundi USA)
133 West 19th St. 9th Floor
New York, NY 10011
(212) 645-8245
FAX: (212) 633-8218
Francois Zalacain, President

Sutra

(incl. Fever, Razmtaz, T.C.)
1 Madison Ave., 4th Floor
New York, NY 10010
(212) 779-1844
FAX: (212) 779-1854
**Joanne Cordero, VP/Pop R&B Radio
Promotion**
**Merrill Kass, Dir./Marketing, Pop, Radio
& Video**
Promotion

Sweet Heart

(incl. Rock Candy, B. Boy, Mob)
54 Clark St.
Newark, NJ 07104
(201) 484-4666
693 E. 132nd St.
Bronx, NY 10454
(212) 292-0026
953 Bailey Ave.
Jackson, MS 39203
(601) 352-0019
Kelly Irwin, Dir./Marketing & Promotion

Tabu

9229 Sunset Blvd., Ste. 311
Los Angeles, CA 90069
(213) 276-0523
FAX: (213) 274-1649
Clarence Avant, President

TBA/Tall Tree

11026 Ventura Blvd. Ste. 3
Studio City, CA 91604
(213) 877-5106
Don Mupo, President
Jenifer Bensi, VP

Telarc Int'l

(incl. DMP [Digital Music Products])
23307 Commerce Park Rd.
Cleveland, OH 44122
(216) 464-2313
FAX: (216) 464-4108
Gilbert Hetherwick, VP/Sales & Marketing
Donald Elfman, Promotions

Theresa

(distributed by Richman Bros. North Country,
Rouder, Rick Ballard Imports)
P.O. Box 1267
El Cerrito, CA 94530
(415) 236-6937
Allen Pittman, Owner

Tommy Boy

(partially distributed by Warner Bros.)
1747 First Ave.
New York, NY 10128
(212) 722-2211
FAX: (212) 289-3708
Ed Strickland, Dir./Nat'l Urban Promotion
Mike Becce, Dir./Nat'l CHR Promotion
Charles Dixon, Dir./Nat'l Club Promotion
Al Rogusu, Dir./Rap Promotion

Total Recording

(incl. Attic, Aerospace)
4830 Calle Alto Unit R
Camerillo, CA 93012
(805) 388-7688
FAX: (805) 388-5778

4530 Capilano Rd.
N. Vancouver, BC
Canada V7R 4K3
(604) 988-0928
FAX: (604) 983-2103
Lee Armstrong, Owner
Ralph Harding, President

Trumpet

(incl. Valley, Omega)
313 South Ave.
Fanwood, NJ 07023
(201) 889-8844
Paul Kyser, President/Owner
Tom Kasulis, VP/Mgmt & Promotion
Steven Rhim, Dir./Nat'l Promotion

TVT

59 West 19th St., Ste. 5B
New York, NY 10011
(212) 929-0570
FAX: (212) 929-3245
2501 Selwyn Ave.
Charlotte, NC 28209
(704) 335-1857
**Sioux Zimmerman, Dir./Publicity-Video
Promotion**
Stu Bergen, Radio Promotion
Corbin Dooley, Radio Promotion
Glenn Raucher, Radio Promotion
John Butler, Radio Promotion

Twin/Tone

(incl. Amphetamine Reptile,
Red Decibel, Clean)
2541 Nicollet Ave. S
Minneapolis, MN 55404
(612) 872-0646
FAX: (612) 872-9326
Jill Fonaas, Dir./Publicity
Karen Booth, Dir./Promotion

Upside

(incl. BlueSide, Logarhythm)
225 Lafayette St., Ste. 1109
New York, NY 10012
(212) 925-9599
George Gilbert, Corporate Officer

Virgin

(incl. Venture, Ten, Circa, Virgin Classics,
Virgin Music Video, Jim Phus, Private Stock)
9247 Alden Dr.
Beverly Hills, CA 90210
(213) 278-1181
FAX: (213) 278-6127

30 West 21st St., 11th Floor
New York, NY 10010

(212) 463-0980

FAX: (212) 463-9248

Michael Plen, VP/Promotion

Sharon Heyward, VP/Nat'l R&B Promotion

Paul Brown, Nat'l Dir./Album Promotion (NY)

Tom Callahan, Nat'l Dir./AC Promotion

**Alex Miller, Nat'l Dir. Promotion/Developing
Artists (NY)**

Phil Costello, Nat'l Dir./Promotion (LA)

John Boulos, VP/Promotion Field Ops.

Jeff Naumann, Dir./AOR Promotion

Cary Vance, Dir./Dance Promotion

Jean Pierre, Nat'l R&B Ops./Promotion

Lori Teitler, Nat'l Mgr./College Promotion

Iris Dillon, Nat'l Dir./Crossover Promotion

Visual Musik

9224 Raven Oaks
Omaha, NE 68152
(402) 572-9214
FAX: (402) 572-0316
Carol Davis, President

Voyager

(distributed by MCA)
812 W. Darby Rd.
Havertown, PA 19083
(215) 446-7100
FAX: (215) 446-7721
Denny Somach, President



RECORD COMPANIES

Warner Bros.

(incl. Reprise, Sire, Slash, Dark Horse, Opal, Qwest, Tommy Boy, Cold Chillin', Paisley Park) (distributed by WEA)
3300 Warner Blvd.
Burbank, CA 91510
(818) 846-9090
FAX: (818) 953-3699

75 Rockefeller Plaza
New York, NY 10019
(212) 484-6800
FAX: (212) 484-6850

1815 Division St.
P.O. Box 120897
Nashville, TN 37212
(615) 320-7525
FAX: (615) 329-1739

Russ Thyret, Sr. VP/Marketing & Promotion
Carol Hart, VP/Promotion

Mark Maitland, VP/Promotion

Stewart Cohen, VP/Promotion

Greg Lee, Nat'l Dir./Singles Promotion

Barney Kilpatrick, Nat'l Dir./Singles Promotion

Sue Emmer, Nat'l Singles Promotion Mgr.

Ed Nuhfer, Nat'l Singles Promotion Mgr.

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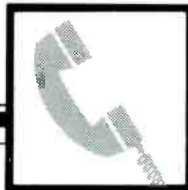
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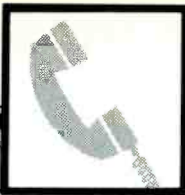
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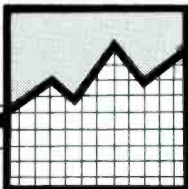
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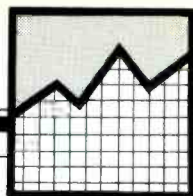
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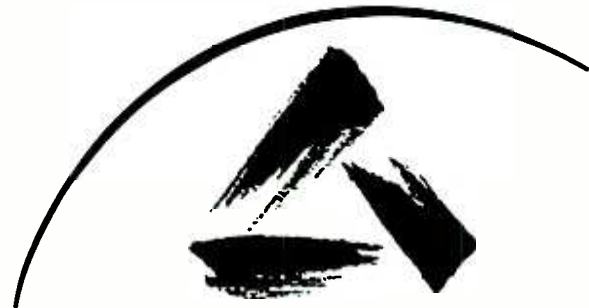
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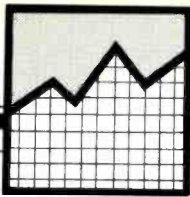


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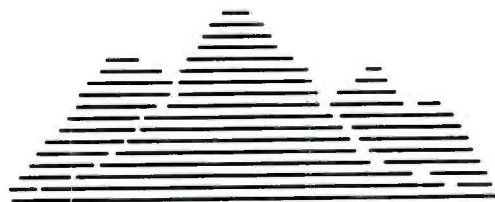
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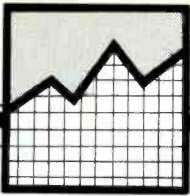
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TOTAL RESPONDING	TOTAL	MALE	FEMALE	25-29	30-34	35-39	40+
500	184	316	96	100	94		

WHICH STATION PLAYS THE MOST MUSIC?

KAAA
KBBB-FM
KSSS

W O M E N

M E N

25-34 M 71
35-44 M 72
45-54 M 41

25-34 F 125
35-44 F 120
45-54 F 71

Today, you need more than just "research"

MUSIC GENRE PREFERENCE	TOTAL	MALE	FEMALE	25-29
TOTAL RESPONSES	500	184	316	96

SOFT CONTEMPORARY	4.0	3.7	4.2	3.0
60's OLDIES	3.5	3.5	3.5	3.0
SOFT "HIP"	3.5	3.4	3.6	3.0
URBAN CROSSOVERS	3.4	3.3	3.5	3.0
70's CLASSICS	3.1	3.2	3.0	3.0
50's OLDIES	3.0	3.1	2.9	2.0
80's CLASSICS	2.9	2.9	2.9	3.0
	2.8	2.8	2.9	2.0
	2.7	2.6	2.7	

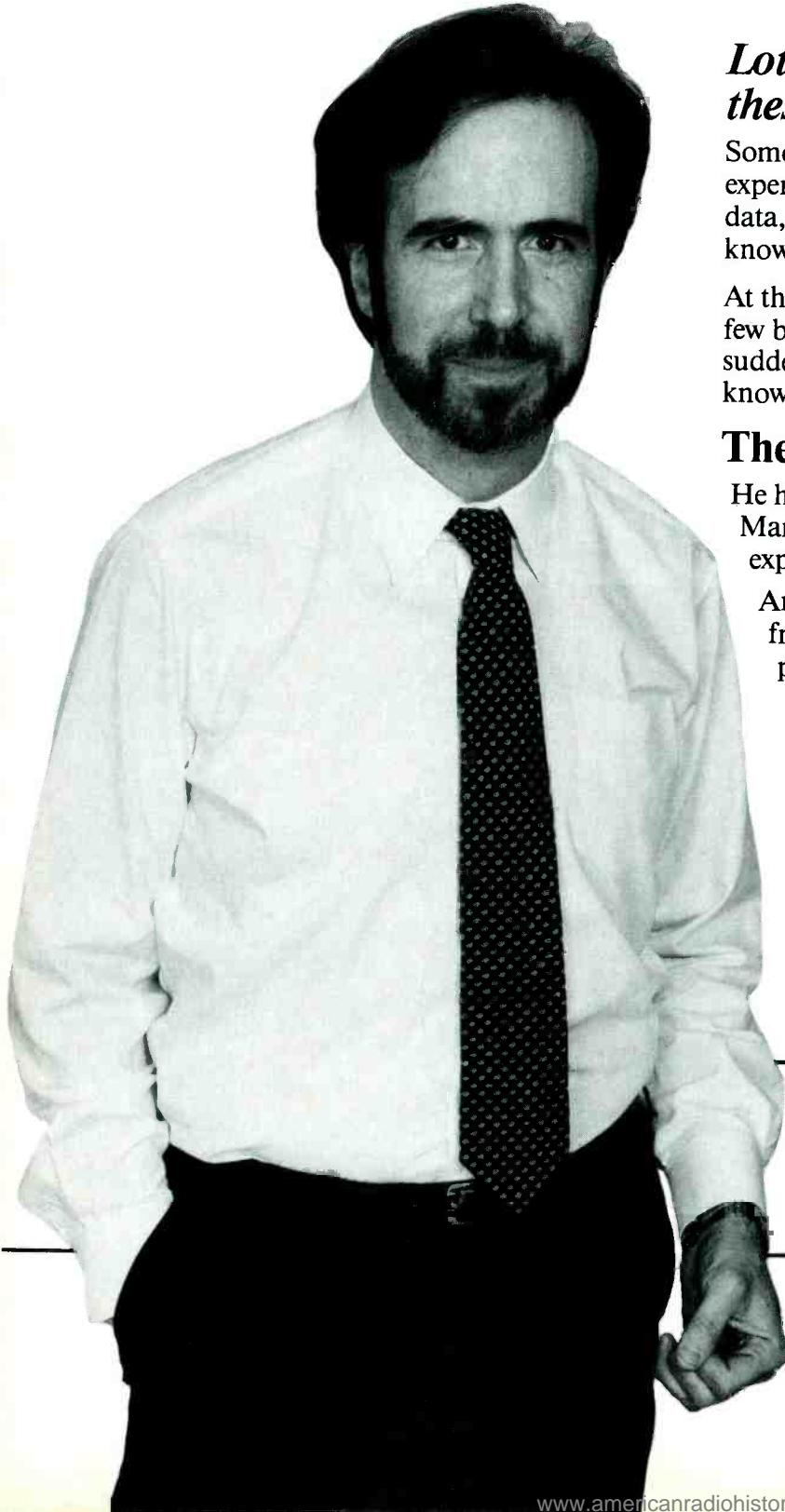
WHICH STATION PLAYS TOO MANY COMMERCIALS?
In the past week, I have listened to...

Don't know 10.
TOTAL RESPONDING 500

KAAA	203
KBBB-FM	199
KYYY	184
KSSS	163
KGGG	102
WXX	101
KDDD	101

3. IMPORTANCE OF PROGRAMMING ELEMENTS	89	MALE	FEMALE	25-29
TOTAL	500	184	316	96
KAAA	90			
KBBB-FM	73			
KYYY	71			
KSSS	61			
KGGG	15			
WXX	15			

Today, you need the company that knows research and radio...



Lots of people do “radio research” these days . . .

Some are “number crunchers,” with little or NO experience working in radio. They’ll give you reams of data, but can’t tell you what to **do** about it! They may know research, but they don’t know radio.

At the other extreme are “radio guys” who learn a few buzzwords, a couple of “tricks,” and all of a sudden, they’re in the research business! They may know radio, but they don’t know research.

Then, there’s Mark Kassof. . .

He has solid research credentials — an M.B.A. in Marketing Research and years of “real world” experience applying it.

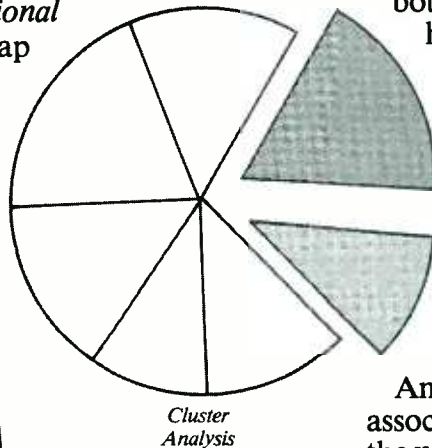
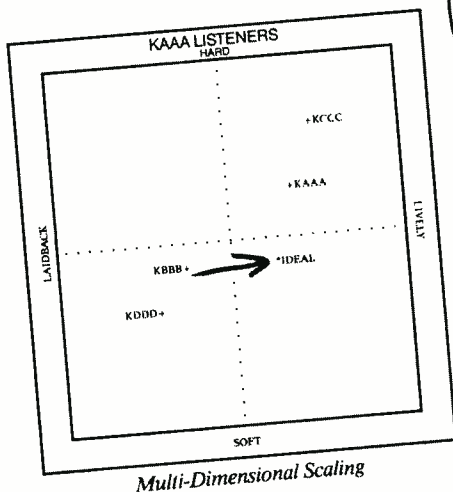
And he has more — over ten years at stations from small markets to “the majors,” as a programmer, researcher and air talent. Radio isn’t an “academic exercise” to him . . . *he’s been there.*

This rare combination of research and radio expertise makes a big difference . . . It means Mark Kassof gives you **much more** than data. It means he understands your problems, “talks your language” and, most importantly, gives you strategies that work!

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Mark Kassof knows that today's tough competition requires more than simplistic, "boilerplate" research. His unique background has enabled him to adapt powerful consumer product research tools to radio.

Like *Cluster Analysis*. . . it pinpoints audience segments that hold the greatest potential for your station. And *Multi-Dimensional Scaling*. MDS literally draws a map of stations and listeners in your market — a "road map" you can follow to the highest-possible ratings and revenues.



You Get Specific Recommendations

Advanced methodology is just the beginning. Since Mark Kassof knows radio firsthand, he can *apply* the research to give you specific, "nuts and bolts" recommendations on programming — format, music mix, presentation, pacing, jock talk, promotions, services — and advertising.

And with years of "hands-on" experience in both programming and marketing, he can help you implement the strategy as well.

Mark Kassof & Co. is "on your team" *exclusively* in your market, to help you stay "on track."

In Other Words, You Get a Total "Success Strategy". . . AND You Get Help in Implementation.

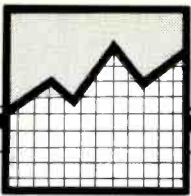
And it WORKS! In fact, Mark Kassof and his associates have conducted research and developed the winning strategies for some of the **biggest "success stories"** in North American radio.

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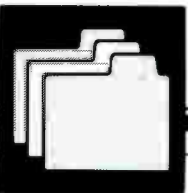
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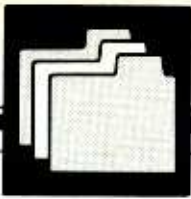
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Jimme Quinn, Executive Editor
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Donnelly Media

1440 Empire Central, Ste. 350
Dallas, TX 75247
(214) 631-7934
FAX: (214) 688-1746
T.J. Donnelly, President

Eight Ball

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David Shipman

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Joke Service
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Quincy, MA 02269
(617) 749-6900, (800) 225-5061
FAX: (617) 749-3691
Jerry Ellis, Publisher
Jim Donohue, Managing Editor

Don Elliot Creative Services

P.O. Box 662
Hollywood, CA 90078-0662
(818) 762-3554
FAX: (714) 361-8957
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Freshfax

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Current Artist & Record Information
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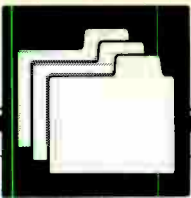
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Ric Tower, Publisher

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(415) 956-3118

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Dave Adams, President

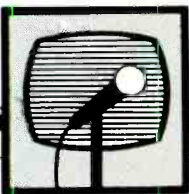
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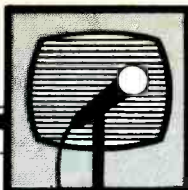
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NATIONAL ALL-FORMAT

	AQH		CUME
1. WIVK-AM & FM/Knoxville (Ctr)	32.1	1. WINS/New York (News)	2,561,000
2. WQUT/Johnson City (CHR)	23.3	2. WHTZ/New York (CHR)	2,284,000
3. KSSN/Little Rock (Ctr)	20.1	3. WCBS/New York (News)	1,941,600
3. KRQQ/Tucson (CHR)	20.1	4. KIIS-AM & FM/Los Angeles (CHR)	1,801,600
5. KUZZ-AM & FM/Bakersfield (Ctr)	19.6	5. WCBS-FM/New York (Gold)	1,796,700
6. KMOX/St. Louis (Talk)	19.3	6. WPLJ/New York (CHR)	1,777,700
7. WDUV/Sarasota-Bradenton (B/EZ)	19.1	7. WLTW/New York (AC)	1,703,500
8. WIKS/Coastal North Carolina (UC)	18.7	8. WPAT-AM & FM/New York (B/EZ)	1,637,900
8. WTIC/Hartford (AC)	18.7	9. WXRK/New York (Classic Rock)	1,623,500
10. WBLX-FM/Mobile (UC)	18.5	10. WRKS/New York (UC)	1,616,800
11. WXBQ/Johnson City (Ctr)	18.3	11. WNEW-FM/New York (AOR)	1,556,800
12. KBFM/McAllen-Brownsville (CHR)	18.0	12. WNSR/New York (AC)	1,544,200
13. WUSY/Chattanooga (Ctr)	17.7	13. KOST/Los Angeles (AC)	1,526,800
13. WWDM/Columbia, SC (UC)	17.7	14. KPWR/Los Angeles (CHR)	1,459,300
15. WNNK/Harrisburg (CHR)	17.4	15. WQHT/New York (CHR)	1,440,200
15. WXLK/Roanoke-Lynchburg (CHR)	17.4	16. WFAN/New York (Sports)	1,425,000
17. WRNS-FM/Coastal North Carolina (Ctr)	17.2	17. WOR/New York (Talk)	1,363,400
18. WKRZ/Wilkes Barre-Scranton (CHR)	17.1	18. WBLS/New York (UC)	1,363,300
19. WVIC-AM & FM/Lansing-East Lansing (CHR)	16.7	19. WGN/Chicago (AC)	1,264,600
20. WCCO/Minneapolis-St. Paul (AC)	16.3	20. KFWB/Los Angeles (News)	1,233,100
21. WEAT-AM & FM/West Palm Beach (B/EZ)	16.2	21. WABC/New York (Talk)	1,201,500
22. WNCI/Columbus, OH (CHR)	16.1	22. WBBM/Chicago (News)	1,150,300
23. KXXY-AM & FM/Oklahoma City (Ctr)	16.0	23. KLOS/Los Angeles (AOR)	1,094,800
24. WCOS-AM & FM/Columbia, SC (Ctr)	15.7	24. KYW/Philadelphia (News)	1,078,300
24. WHAS/Louisville (AC)	15.7	25. WBBM-FM/Chicago (CHR)	1,025,200
24. WZZK-AM & FM/Birmingham (Ctr)	15.7		

CONTEMPORARY HIT RADIO

	AQH		CUME
1. WQUT/Johnson City	23.3	1. WHTZ/New York	2,284,000
2. KRQQ/Tucson	20.1	2. KIIS-AM & FM/Los Angeles	1,801,600
3. KBFM/McAllen-Brownsville	18.0	3. WPLJ/New York	1,777,700
4. WNNK/Harrisburg	17.4	4. KPWR/Los Angeles	1,459,300
4. WXLK/Roanoke-Lynchburg	17.4	5. WQHT/New York	1,440,200
6. WKRZ/Wilkes Barre-Scranton	17.1	6. WBBM-FM/Chicago	1,025,200
7. WVIC-AM & FM/Lansing-E. Lansing	16.7	7. KQLZ/Los Angeles	902,200
8. WNCI/Columbus, OH	16.1	8. WKQX/Chicago	816,200
9. KZZU/Spokane	15.0	9. WYTZ/Chicago	797,400
10. KPRR/El Paso	14.6	10. WEGX/Philadelphia	751,200
11. KQKQ/Omaha-Council Bluffs	13.7	11. WIOQ/Philadelphia	725,700
11. WDJX-AM & FM/Louisville	13.7	12. KMEL/San Francisco	697,600
11. WSKZ/Chattanooga	13.7	13. WHYT/Detroit	655,800
14. WRVQ/Richmond	13.6	14. WXKS-FM/Boston	650,400
15. KKXX/Bakersfield	13.5	15. WZOU/Boston	632,900
16. KKRJ/Wichita	13.3	16. WKQI/Detroit	572,000
17. WAPE-FM/Jacksonville	12.8	17. WAVA/Washington	543,200
17. WOKI/Knoxville	12.8	18. WPGC-FM/Washington	542,100
19. WPYX-FM/Rochester	12.5	19. KHYI/Dallas-Ft. Worth	530,800
19. WYHY/Nashville	12.5	20. KKIQ-AM & FM/Houston-Galveston	517,300
21. KQMQ-AM & FM/Honolulu	12.4	21. WAPW/Atlanta	506,900
22. WKCI/New Haven	12.1	22. KDWB-FM/Minneapolis-St. Paul	487,000
23. KLUC-AM & FM/Las Vegas	11.5	23. WBZZ/Pittsburgh	471,400
23. WGRD-FM/Grand Rapids	11.5	24. KRBE/Houston-Galveston	459,600
23. WRQN/Toledo	11.5	25. KXXX/San Francisco	459,300

FORMAT LEADERS

ADULT CONTEMPORARY

AQH

CUME

1. WTIC/Hartford	18.7
2. WCCO/Minneapolis-St. Paul	16.3
3. WHAS/Louisville	15.7
4. WIBC/Indianapolis	15.2
5. WICC/Bridgeport	15.1
6. WMYU/Knoxville	14.9
7. WEZN/Bridgeport	13.5
8. KDKA/Pittsburgh	13.2
9. WMYI/Knoxville	12.9
10. WYYY/Syracuse	12.8
11. WTFM/Johnson City	12.7
12. WLW/Cincinnati	12.1
13. KFAB/Omaha-Council Bluffs	12.0
14. WSRS/Worcester	11.9
15. WLEV/Allentown-Bethlehem	11.8
16. WRVA/Richmond	11.5
17. WVOR/Rochester	11.2
18. KKOB-FM/Albuquerque	10.7
19. WLTF/Cleveland	10.4
20. WDEF-FM/Chattanooga	10.2
20. WTVN/Columbus, OH	10.2
22. KSSK/Honolulu	10.1
23. WRMF/West Palm Beach	10.0
24. WSNY/Columbus, OH	9.9
25. WGY/Albany-Schenectady-Troy	9.7

1. WLTW/New York	1,703,500
2. WNSR/New York	1,544,200
3. KOST/Los Angeles	1,526,800
4. WGN/Chicago	1,264,600
5. KBIG/Los Angeles	873,300
6. WJR/Detroit	775,100
7. WEAZ-AM & FM/Philadelphia	696,200
8. WCCO/Minneapolis-St. Paul	692,000
9. KXEZ/Los Angeles	678,900
10. KDKA/Pittsburgh	648,700
11. KOIT-AM & FM/San Francisco	635,100
12. WTMX/Chicago	630,400
13. WXEZ-AM & FM/Chicago	605,700
14. WLIT/Chicago	538,600
15. KIOI/San Francisco	529,600
16. WMGK/Philadelphia	517,700
17. WSB-FM/Atlanta	490,000
18. WKSZ/Philadelphia	481,300
19. WBZ/Boston	467,300
20. WLTJ/Detroit	464,800
21. WSNJ/Philadelphia	443,500
22. WFYR/Chicago	434,400
23. KVIL-AM & FM/Dallas-Ft. Worth	425,800
24. WMJX/Boston	419,200
25. KABL-AM & FM/San Francisco	399,400

AOR

AQH

CUME

1. KEZO-AM & FM/Omaha-Council Bluffs	15.2
1. WFBQ/Indianapolis	15.2
3. WCMF/Rochester	15.1
4. WIOT/Toledo	13.1
5. KMOD/Tulsa	12.5
6. WZZO/Allentown-Bethlehem	12.4
7. WKRR/Greensboro-Winston Salem	11.9
8. WIMZ-AM & FM/Knoxville	10.6
9. WRDU/Raleigh	10.4
10. KQRS-AM & FM/Minneapolis-St. Paul	10.3
10. WRXL/Richmond	10.3
12. WEBN/Cincinnati	10.1
13. WDVE/Pittsburgh	9.8
14. KLBJ-FM/Houston-Galveston	9.4
15. KLAQ/EI Paso	9.3
16. KATT/Oklahoma City	9.2
17. WKDF/Nashville	9.1
17. WNOR-AM & FM/Norfolk	9.1
19. WAQY/Springfield, MA	9.0
20. WFYV-FM/Jacksonville	8.9
20. WPYX/Albany-Schenectady-Troy	8.9
22. KSHE/St. Louis	8.7
22. KRXQ/Sacramento	8.7
24. KLPX/Tucson	8.4
25. WMMR/Philadelphia	8.2

1. WNEW-FM/New York	1,556,800
2. KLOS/Los Angeles	1,094,800
3. WLUP-FM/Chicago	873,900
4. WMMR/Philadelphia	851,200
5. KROQ/Los Angeles (New Rock)	734,700
6. WXRT/Chicago	537,700
7. WBCN/Boston	518,700
8. KQRS-AM & FM/Minneapolis-St. Paul	471,000
9. WLLZ/Detroit	451,400
10. KLOL/Houston-Galveston	449,300
11. KRQR/San Francisco	426,400
12. KSHE/St. Louis	408,900
13. WRIF/Detroit	405,600
14. KFOG/San Francisco	391,100
15. WDVE/Pittsburgh	378,100
16. WDRE/Nassau (New York book) (New Rock)	374,700
17. WKLS/Atlanta	369,300
18. KTXQ/Dallas-Ft. Worth	360,800
19. WMMS/Cleveland	358,900
20. WWDC-FM/Washington	353,700
21. KGB/San Diego	319,600
22. WIYY/Baltimore	316,800
23. WBAB-FM/Nassau-Suffolk (New York book)	305,900
24. KLOS/Los Angeles (Anaheim book)	291,800
25. WFBQ/Indianapolis	274,300



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COUNTRY

AQH

CUME

1. WIVK-AM & FM/Knoxville	32.1	1. WYNY/New York	927,700
2. KSSN/Little Rock	20.1	2. KSCS/Dallas-Ft. Worth	613,500
3. KUZZ-AM & FM/Bakersfield	19.6	3. WUSN/Chicago	610,700
4. WXBQ/Johnson City	18.3	4. KILT-FM/Houston-Galveston	537,600
5. WUSY/Chattanooga	17.7	5. KZLA/Los Angeles	533,900
6. WRNS-FM/Coastal North Carolina	17.2	6. KIKK-FM/Houston-Galveston	526,100
7. KXXY-AM & FM/Oklahoma City	16.0	7. KPLX/Dallas-Ft. Worth	491,400
8. WCOS-AM & FM/Columbia, SC	15.7	8. WBAP/Dallas-Ft. Worth	482,500
8. WZZK-AM & FM/Birmingham	15.7	9. WMZQ-AM & FM/Washington	447,200
10. WTQR/Greensboro-Winston Salem	15.3	10. WXTU/Philadelphia	436,100
10. WITL-FM/Lansing-East Lansing	15.3	11. KLAC/Los Angeles	405,700
12. WAMZ/Louisville	14.9	12. WWWW/Detroit	379,000
12. WKSJ-AM & FM/Mobile	14.9	13. KNIX/Phoenix	356,500
14. KIIM-AM & FM/Tucson	14.7	14. KSAN/San Francisco	351,100
15. KASE/Austin	14.5	15. KEEY/Minneapolis-St. Paul	322,900
16. KTXF/McAllen-Brownsville	14.3	16. KSON-AM & FM/San Diego	322,100
17. WESC-AM & FM/Greenville-Spartanburg	13.6	17. WYAI & WYAY/Atlanta	311,900
18. WEZL/Charleston, SC	13.5	18. WIL-FM/St. Louis	281,600
19. WFMS/Indianapolis	13.2	19. WDAF/Kansas City	279,900
20. WSOC-FM/Charlotte-Gastonia	13.1	20. KMPS-AM & FM/Seattle-Tacoma	268,300
21. WSIX-FM/Nashville	12.7	21. WPOC/Baltimore	263,800
22. KCYY/San Antonio	12.6	22. WQYK-FM/Tampa-St. Petersburg	261,600
23. WYNK-AM & FM/Baton Rouge	12.5	23. KYGO-FM/Denver-Boulder	259,800
24. WYYD/Roanoke-Lynchburg	12.0	24. WKIS/Miami-Ft. Lauderdale	245,900
25. KHEY-FM/El Paso	11.9	25. WGAR-FM/Cleveland	239,800

URBAN CONTEMPORARY

AQH

CUME

1. WIKS/Coastal North Carolina	18.7	1. WRKS/New York	1,616,800
2. WBLX-FM/Mobile	18.5	2. WBLS/New York	1,363,300
3. WWDM/Columbia, SC	17.7	3. WGCI-FM/Chicago	952,400
4. WVEE/Atlanta	15.1	4. WVAZ/Chicago	683,300
5. WYLD-FM/New Orleans	12.9	5. KKBT/Los Angeles	622,800
6. KQKL/Baton Rouge	12.4	6. WUSL/Philadelphia	529,500
6. WHRK/Memphis	12.4	7. KJLH/Los Angeles	507,400
8. WENN/Birmingham	12.0	8. WJLB/Detroit	497,600
9. WPEG/Charlotte-Gastonia	11.7	9. WVEE/Atlanta	441,200
10. WCDX/Richmond	10.9	10. KSOL/San Francisco	428,900
11. WQUE-AM & FM/New Orleans	10.0	11. KJMZ/Dallas-Ft. Worth	417,400
12. WXOK/Baton Rouge	9.9	12. WDAS-FM/Philadelphia	415,600
13. WDIA/Memphis	9.2	13. KMJQ/Houston-Galveston	412,900
14. WOWI/Norfolk	9.0	14. WKYS/Washington	399,000
15. WJHM/Orlando	8.9	15. WHQT/Miami-Ft. Lauderdale	394,000
16. KIPR/Little Rock	8.3	16. WHUR/Washington	386,000
17. WXYV/Baltimore	8.2	17. KKDA-FM/Dallas-Ft. Worth	360,400
18. WJTT/Chattanooga	8.0	18. KDAY/Los Angeles	330,000
18. WQOK/Raleigh-Durham	8.0	19. WXYV/Baltimore	320,600
20. KMJQ/Houston-Galveston	7.8	20. WQUE-AM & FM/New Orleans	266,400
20. KPRS/Kansas City	7.8	21. WAMO/Pittsburgh	249,600
22. WGCI-FM/Chicago	7.7	22. KACE/Los Angeles	247,400
23. WUSL/Philadelphia (Wilmington book)	7.5	23. KMJM/St. Louis	242,800
24. WJMH/Greensboro-Winston Salem	7.3	24. WGPR/Detroit	235,300
25. WHQT/Miami-Ft. Lauderdale	7.1	25. WYLD-FM/New Orleans	230,200

FORMAT LEADERS

BIG BAND/NOSTALGIA

AQH		CUME	
1. WOKY/Milwaukee-Racine (BBnd)	7.6	1. WNEW/New York (Nost)	825,800
2. WGUL-AM & FM/Tampa-St. Petersburg (BBnd)	6.1	2. KMPC/Los Angeles (Nost)	613,900
3. WMAS/Springfield, MA (BBnd)	6.0	3. KFRC/San Francisco (Nost)	536,100
4. WAVZ/New Haven (Nost)	5.2	4. WJJD/Chicago (Nost)	435,300
4. WPEN/Philadelphia (Nost)	5.2	5. WPEN/Philadelphia (Nost)	422,500
6. WAMR/Sarasota-Bradenton (Nost)	4.9	6. CKLW/Detroit (BBnd)	290,700
7. WAPI/Birmingham (BBnd)	4.8	7. KQUE/Houston-Galveston (Nost)	216,000
8. WXMC/Morristown (Nost)	4.7	8. KMPC/Los Angeles (Nost) (Anaheim book)	210,400
9. KFRC/San Francisco (Nost)	4.6	9. WOKY/Milwaukee-Racine (BBnd)	193,000
9. KMPC/Los Angeles (Nost) (Anaheim book)	4.6	10. KIXI/Seattle-Tacoma (BBnd)	171,800
11. KGVY/Tucson (BBnd)	4.5	11. WJAS/Pittsburgh (BBnd)	161,600
12. WECK/Buffalo-Niagara Falls (BBnd)	4.4	12. WGUL-AM & FM/Tampa-St. Petersburg (BBnd)	146,900
13. KTSA/San Antonio (Nost)	4.1	13. WPLM-FM/Boston (BBnd)	144,500
13. WNEB/Worcester (BBnd)	4.1	14. KPOP/San Diego (Nost)	138,000
15. KMRR/Tucson (Nost)	4.0	15. KAAM/Dallas-Ft. Worth (Nost)	135,600
15. WEST/Allentown (BBnd)	4.0		

CLASSICAL

AQH		CUME	
1. KBOQ/Monterey-Salinas	4.1	1. WQXR-FM/New York	766,500
2. WGMS-AM & FM/Washington	3.5	2. WNCN/New York	754,500
3. WFLN/Philadelphia	3.1	3. KKGO/Los Angeles	414,300
4. KFSD/San Diego	3.0	4. KDFC-AM & FM/San Francisco	370,800
5. KVOD/Denver-Boulder	2.8	5. WNIB/Chicago	348,800
6. KING-FM/Seattle	2.7	6. WFMT/Chicago	346,000
7. KDFC-AM & FM/San Francisco	2.6	7. KKHI-AM & FM/San Francisco	326,700
8. WRR/Dallas-Ft. Worth	2.4	8. WFLN/Philadelphia	318,800
9. KKHI-AM & FM/San Francisco	2.3	9. WGMS-AM & FM/Washington	299,200
9. WFMR/Milwaukee-Racine	2.3	10. WQRS/Detroit	224,300
9. WTMI/Miami-Ft. Lauderdale	2.3	11. WCRB/Boston	214,700
11. KXTR/Kansas City	2.2	12. WTMI/Miami-Ft. Lauderdale	213,500
11. WQRS/Detroit	2.2	13. KING-FM/Seattle-Tacoma	204,700
13. KDFC-AM & FM/San Francisco (San Jose book)	1.9	14. WRR/Dallas-Ft. Worth	184,700
13. KFUD-FM/St. Louis	1.9	15. KFSD/San Diego	149,500

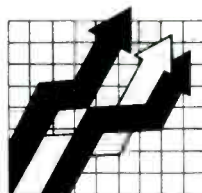
The Bottom Line... Our Clients Win.

"We had a lot of work to do to get WIRK in sync. With Joel's help, WIRK increased 3.7 to 6.9 12+ and 3.9 to 8.6 25-54 in the Spring, '90 Arbitron going from 10th to 2nd in our target demos. We needed a consultant to go beyond theory to help us get it done. The results speak for themselves."

Allan V. Chapman, III
Vice-President/General Manager
WIRK-FM, West Palm Beach

JOEL RAAB

PROGRAMMING CONSULTANT



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FORMAT LEADERS

NEWS/TALK

AQH

1. KMOX/St. Louis (Talk)	19.3
2. WKBN/Youngstown-Warren (N/T)	13.2
3. WTMJ/Milwaukee-Racine (N/T)	11.6
4. KMJ/Fresno (N/T)	10.3
5. KIRO/Seattle (N/T)	9.5
6. KFBK/Sacramento (N/T)	9.4
7. WBAL/Baltimore (N/T)	8.8
8. KTAR/Phoenix (N/T)	8.6
9. WTAG/Worcester (Talk)	8.4
10. KGO/San Francisco (San Jose book) (N/T)	7.8
11. WRKO/Boston (N/T)	6.9
12. KGO/San Francisco (Monterey book)(N/T)	6.8
12. KSL/Salt Lake City-Ogden-Provo (Talk)	6.8
14. WJNO/West Palm Beach (N/T)	6.7
14. WSB/Atlanta (Talk)	6.7
16. WPTF/Raleigh-Durham (N/T)	6.6
17. WHIO/Dayton (Talk)	6.5
18. WNIR/Akron (Talk)	6.4
19. KGO/San Francisco (N/T)	6.2
19. KOA/Denver-Boulder (Talk)	6.2
19. WVOC/Columbia, SC (N/T)	6.2
22. WBSM/New Bedford (N/T)	6.1
22. WERC/Birmingham (N/T)	6.1
24. WSPD/Toledo (N/T)	6.0
25. KCMO/Kansas City (N/T)	5.8

CUME

1. WINS/New York (News)	2,561,000
2. WCBS/New York (News)	1,941,600
3. WFAN/New York (Sports)	1,425,000
4. WOR/New York (Talk)	1,363,400
5. KFVB/Los Angeles (News)	1,233,100
6. WABC/New York (Talk)	1,201,500
7. WBBM/Chicago (News)	1,150,300
8. KYW/Philadelphia (News)	1,078,300
9. KABC/Los Angeles (Talk)	974,200
10. KNX/Los Angeles (News)	966,600
11. KGO/San Francisco (N/T)	767,200
12. KMOX/St. Louis (Talk)	762,100
13. WMAQ/Chicago (News)	734,500
14. KCBS/San Francisco (N/T)	676,300
15. KNBR/San Francisco (Talk)	652,700
16. WWJ/Detroit (News)	647,500
17. WLUP/Chicago (Talk)	537,800
18. KIRO/Seattle-Tacoma (N/T)	532,500
19. WTOP/Washington (News)	506,000
20. WCAU/Philadelphia (Talk)	499,100
21. WLII/New York (N/T)	482,200j
22. WRKO/Boston (N/T)	488,700
23. KFI/Los Angeles (Talk)	468,700
24. KRLD/Dallas-Ft. Worth (News)	437,300
25. KTRH/Houston-Galveston (News)	473,200

GOLD

AQH

1. WNCD/Youngstown-Warren (Classic Rock)	9.1
2. WBBG/Youngstown-Warren	8.8
3. KOLL/Little Rock	7.9
3. WKFM/Syracuse (Classic Rock)	7.9
3. WOCL/Orlando	7.9
6. KLZX-AM & FM/Salt Lake City-Ogden-Provo	7.8
6. WXRK/New York (Morristown book)(Classic Rock)	7.8
8. WGRR/Cincinnati	7.6
9. WAFX/Norfolk (Classic Rock)	7.5
10. KCEE & KWFM/Tucson	7.3
11. KFSO/Fresno	7.2
12. KZKL/Albuquerque	7.0
12. WKLH/Milwaukee (Classic Rock)	7.0
12. WWSW-FM/Pittsburgh	7.0
15. KXKL-AM & FM/Denver-Boulder	6.8
16. KKZX/Spokane (Classic Rock)	6.7
16. WKQL/Jacksonville	6.7
16. WWBB/Providence	6.7
19. WKLR/Indianapolis	6.6
20. WODJ/Grand Rapids	6.5
21. WFOX/Atlanta	6.4
21. WYSP/Philadelphia (Classic Rock)	6.4
23. KOFX/El Paso	6.3
23. WDRC-FM/Hartford	6.3
23. WWKL/Harrisburg	6.3

CUME

1. WCBS-FM/New York	1,796,700
2. WXRK/New York (Classic Rock)	1,623,500
3. WCKG/Chicago (Classic Rock)	892,900
4. KRTH/Los Angeles	759,800
5. KLSX/Los Angeles (Classic Rock)	749,100
6. KSFO & KYA/San Francisco	740,100
7. WYSP/Philadelphia (Classic Rock)	723,400
8. WJMK/Chicago	694,600
9. KODJ/Los Angeles	632,700
10. WOGL/Philadelphia	550,100
11. WOMC/Detroit	383,000
12. WODS/Boston	380,100
13. WFOX/Atlanta	365,600
14. KRLA/Los Angeles	363,800
15. WCSX/Detroit (Classic Rock)	360,000
15. WCXR/Washington (Classic Rock)	360,000
17. WZLX/Boston (Classic Rock)	357,100
18. KLUV/Dallas-Ft. Worth	351,800
19. WROR/Boston	351,400
20. WWSW-FM/Pittsburgh	342,100
21. KLDE/Houston-Galveston	314,000
22. WXTR/Washington	306,600
23. KZFX/Houston-Galveston	306,100
24. WCBS-FM/New York (Nassau-Suffolk book)	310,400
25. KXKL-AM & FM/Denver-Boulder	290,000

FORMAT LEADERS

BEAUTIFUL/EASY LISTENING

	AQH		CUME
1. WDUV/Sarasota-Bradenton	19.1	1. WPAT-AM & FM/New York	1,637,900
2. WEAT-AM & FM/West Palm Beach	16.2	2. WGAY/Washington	447,300
3. WFMZ/Allentown-Bethlehem	14.9	3. WLYF/Miami-Ft. Lauderdale	390,300
4. WPVR/Roanoke-Lynchburg	12.5	4. WPCH/Atlanta	385,700
5. KESY-AM & FM/Omaha-Council Bluffs	11.5	5. WJOI/Detroit	365,600
6. KUMU-AM & FM/Honolulu	11.1	6. KODA/Houston-Galveston	336,100
7. WOOD-FM/Grand Rapids	10.0	7. WJIB/Boston	314,600
8. WROW/Albany-Schenectady-Troy	9.4	8. KEZK/St. Louis	265,900
9. KXTZ/Las Vegas	9.1	9. KBAY/San Francisco	217,800
10. WLQR/Toledo	8.8	10. KMEZ/Dallas-Ft. Worth	212,800

NAC

	AQH		CUME
1. KIFM/San Diego (North County book)	4.4	1. WQCD/New York	887,800
2. KIFM/San Diego	4.0	2. KTWV/Los Angeles	789,000
2. KTWV/Los Angeles (Anaheim book)	4.0	3. WNUA/Chicago	538,900
4. KLSK/Albuquerque	3.6	4. KKSF/San Francisco	327,500
5. WLOQ/Orlando	3.5	5. KBLX/San Francisco	269,500
6. WNND/Raleigh	3.4	6. KOAI/Dallas-Ft. Worth	253,800
7. KQPT/Sacramento	3.2	7. KIFM/San Diego	186,100
8. KOAI/Dallas-Ft. Worth	3.1	8. WQCD/New York	122,700
8. KTWV/Los Angeles	3.1	9. KQPT/Sacramento	116,200
10. KEYV/Las Vegas	3.0	10. KNUA/Seattle-Tacoma	107,300
10. WHVE/Tampa-St. Petersburg	3.0		

SPANISH

	AQH		CUME
1. KGBT/McAllen-Bakersfield	14.6	1. KLVE/Los Angeles	660,900
2. KIWW/McAllen-Bakersfield	9.2	2. WSKQ-FM/New York	554,300
3. KAFY/Bakersfield	6.7	3. KTNQ/Los Angeles	543,700
4. KQXX/McAllen-Brownsville	6.6	4. KWKW/Los Angeles	538,500
5. WAQI/Miami-Ft. Lauderdale	6.5	5. WADO/New York	429,200
6. KBNA-AM & FM/El Paso	6.4	6. WSKQ/New York	342,000
7. KAMA/El Paso	6.2	7. KALI/Los Angeles	312,400
8. KCOR/San Antonio	5.2	8. KKHJ/Los Angeles	292,000
9. KWAC/Bakersfield	5.1	9. KSKQ/Los Angeles	255,300
10. WQBA/Miami-Ft. Lauderdale	4.2	10. WOJO/Chicago	253,100

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A Step-By-Step Manual

Reps Abbreviation Key

A-C	All Canada Radio
AMA	Art Moore & Associates
BAN	Banner Radio
CAB	Caballero Spanish Media
CBS	CBS Radio Spot Sales
CHR	The Christal Company
CITI	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRA	Crawford Broadcasting Co.
DOME	Dome And Associates
DONO	John Donofrio
DUR	Durpetti And Associates
EAST	Eastman Radio, Inc.
ER	Eastern Radio
FWS	Frederick W. Smith
G/W	Group W Radio Sales
HG	Herbert E. Groskin
HNWH	HNW&H
INT	Interep
JCG	J.C. Gates
KATZ	Katz Radio
KT-H	Katz Hispanic
K/P	Katz & Powell
KEY	Keystone
LOTU	Lotus Hispanic Reps
MK4	Market 4 Radio
MAG	Mid America Gospel Radio
MAS	Masla Radio
MCG	McGavren-Guild, Inc.
MIN	Minority Broadcasting
MMB	Major Market Broadcasters
MMR	Major Market Radio
M/SS	Mid-South Spot Sales
PATT	Patt Media
QC	Queen Company
RA/L	R.A. Lazar & Co.
RSS	Radio Spot Sales
REG	Regional Representatives
RPC	Repcom
REP	Republic Radio Inc.
ROS	Roslin Radio Sales, Inc.
SAV	Savalli Broadcast Sales
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
STR	Starcom
TNS	TN Spot Sales
TOR	Torbet Radio
UNI	Unirep Broadcasting Co.
U/BR	Unity Broadcasting Co.
WR	Western Regional Broadcast Sales
WRS	Williams Radio Sales

As you examine R&R's "Ratings Report & Directory, Vol. II," you will find that the following are some of the highlights to look for in the in-depth market breakouts.

SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the spring '90 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the spring '89 share on the left. Results from additional surveys (summer, fall, and winter) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 listed on top.

STATION/FORMAT

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

FREQUENCY/POWER

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

AUDIENCE RANKINGS

The six rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday- Sunday (total persons 12+) cume rank, followed by five AQH demo ranks for teens, adults 18-34, adults 18-49, adults 25-54, and adults 35-64. At the bottom of those pages showing results for the top 50 markets you will also find more detailed breakdowns on key adult demos. Top 10 stations are listed for six different categories: men and women 18-34, 18-49, and 25-54. These rankings are again based on Monday-Sunday AQH.

AVERAGE MINUTES LISTENED

The column to the immediate right of the adults 35-64 rankings in each market breakout chart shows the average number of minutes which a station's audience spent listening to it. This is based upon total persons 12+, Monday-Sunday, 6am-Midnight.

OWNER & REP INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all radio station owners and their representative affiliations as listed on page 3B in each Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the spring '90 Birch quarterlies. One note: Arbitron numbers cover approximately April-June, while Birch results are for March-May.

FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed, by format, by adding the spring '90 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

For Using R&R's Unique Ratings Data Features

#1

NEW YORK

POPULATION: 14,126,100

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.6	5.5	6.3	5.2	5.2	1	WPAT-AIF B/EZ	930/93.1 5kw/5.4kw	17	21	33	18	16	2	93	PARK	REP	3.3
4.1	3.9	4.1	4.5	5.1	2	WRKS UC	98.7 7.8kw	9	3	2	2	7	11	95	SUMMIT	DUR	6.3
5.0	4.2	4.1	5.1	4.6	3	WCBS-FM Gold	101.1 6.8kw	4	16	10	1	1	1	77	CBS	CBS	4.5
6.0	5.7	4.3	4.7	4.6	3	WHTZ CHR	100.3 7.8kw	2	1	5	7	8	14	61	MALRITE	CHR	5.4
4.7	4.5	4.7	4.8	4.3	5	WINS News	1010 30-50kw	1	15	15	14	11	4	51	GROUP W	G/W	3.5
5.3	5.7	4.7	4.8	4.1	6	WLTW AC	106.7 7.8kw	6	17	8	8	2	3	71	VIACOM	KATZ	4.0
4.0	3.9	4.0	4.0	4.0	7	WQHT CHR	97.1 6.7kw	12	2	4	9	14	26	82	EMMIS	HNWH	5.3
4.2	4.2	3.7	3.4	3.9	8	WNEW-FM AOR	102.7 7.8kw	10	6	1	3	5	20	75	GROUP W	G/W	5.3
3.7	4.3	4.6	4.0	3.9	8	WOR Talk	710 50kw	14	33	32	24	19	6	86	BUCKLEY	MCG	3.7
2.9	3.7	3.8	4.0	3.8	10	WBL5 UC	107.5 5.4kw	15	5	6	4	4	9	84	INNER CITY	MCG	5.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WNEW-FM	1 WRKS	1 WNEW-FM	1 WRKS	1 WCBS-FM	1 WLTW
2 WXRK	2 WHTZ	2 WXRK	2 WNSR	2 WNEW-FM	2 WCBS-FM
3 WRKS	3 WNSR	3 WCBS-FM	3 WHTZ	3 WFAN	3 WNSR
4 WBL5	4 WQHT	4 WFAN	4 WLTW	4 WXRK	4 WRKS
5 WQHT	5 WNEW-FM	5 WBL5	5 WCBS-FM	5 WBL5	5 WBL5
6 WFAN	6 WBL5	6 WRKS	6 WBL5	6 WLTW	6 WHTZ
7 WHTZ	7 WLTW	7 WQHT	7 WQHT	7 WQCD	7 WYNY
8 WNSR	8 WPLJ	8 WNSR	8 WNEW-FM	8 WNSR	8 WINS
9 WCBS-FM	9 WXRK	9 WHTZ	9 WPLJ	9 WRKS	9 WQCD
10 WLTW	10 WSKQ-FM	10 WQCD	10 WSKQ-FM	10 WCBS	10 WSKQ-FM

FORMAT REACH

AC	8.9
AOR	3.9
BBnd	2.4
B/EZ	5.2
CHR	11.2
Clas	3.4
Ctry	2.4
Gold/CR	8.0
NAC	2.3
N/T	19.6
Span	5.1
UC	8.9



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ANAHEIM-SANTA ANA

POPULATION: 1,935,200

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
5.1	5.5	7.0	1	KOST AC	103.5 12.5kw	2	5	4	1	1	1	78	COX	CHR
5.6	6.2	5.9	2	KIIS-A/F CHR	1150/102.7 5kw/8kw	1	1	5	4	4	9	53	GANNETT	MCG
5.7	5.0	5.4	3	KLOS AOR	95.5 61kw	4	19	1	2	2	11	65	CAP CITIES/ABC	KATZ
6.7	6.6	5.3	4	KQLZ CHR	100.3 5.3kw	3	2	3	5	6	18	63	WESTWOOD ONE	EAST
3.1	2.2	4.6	5	KMPC Nost	710 50-10kw	9	32	33	22	16	3	78	GOLDEN WEST	DUR
3.0	2.8	4.4	6	KROQ NR	106.7 5.5kw	7	6	2	3	10	30	70	INFINITY	TOR
6.5	5.1	4.0	7	KBIG AC	104.3 105kw	5	15	6	6	5	8	63	BONNEVILLE INT.	CBS
2.7	4.2	4.0	7	KTWV NAC	94.7 55kw	12	37	12	7	3	2	75	LEGACY	G/W
3.1	2.9	3.7	9	KXEZ AC	98.7 75kw	17	12	25	15	15	5	92	VIACOM	TOR
4.9	5.1	3.4	10	KABC Talk	790 5kw	11	38	27	16	14	4	63	CAP CITIES/ABC	KATZ
2.2	1.8	3.4	10	KZLA Ctry	93.9 49kw	21	33	9	9	7	7	125	MALRITE	EAST
3.4	3.8	3.0	12	KNX News	1070 50kw	10	17	19	17	17	13	51	CBS	CBS
4.7	4.3	3.0	12	KPWR CHR	105.9 72kw	6	3	7	10	22	23	48	EMMIS	HNWH
2.2	1.8	2.7	14	KFWB News	980 5kw	8	39	32	23	18	14	43	GROUP W	G/W
2.4	2.3	2.6	15	KFI Talk	640 50kw	16	26	20	14	11	6	63	COX	CHR
2.3	3.4	2.4	16	KLSX CR	97.1 21kw	14	16	8	8	12	17	50	GREATER MEDIA	MMR
2.9	2.7	2.4	16	KODJ Gold	93.1 28.5kw	15	21	15	12	13	12	55	CBS	CBS
1.8	1.5	2.4	16	KTNQ Span	1020 50kw	19	10	10	11	9	15	76	HEFTEL	CAB
4.6	3.4	2.2	19	KRTH Gold	101.1 51kw	13	14	17	13	8	10	46	BEASLEY	REP
0.8	1.0	1.7	20	KKGO Clas	105.1 18kw	20	27	30	21	19	16	59	MT. WILSON FM	CMBS
1.2	1.7	1.7	20	KLVE Span	107.5 29.5kw	22	11	11	18	23	29	65	HEFTEL	CAB
1.3	0.9	1.4	22	KSKQ-FM Span	97.9 79kw	32	9	13	19	24	27	89	SBS	SBS
2.1	0.3	1.3	23	KKBT UC	92.3 39kw	34	8	21	20	21	21	97	EVERGREEN	MCG
0.4	0.5	1.3	23	KKLA CC	99.5 30kw	27	28	22	28	20	19	67	SALEM	--
1.7	1.1	1.2	25	KNAC AOR	105.5 1.05kw	23	4	16	25	33	37	46	FLAGSHIP	DUR
1.3	1.6	1.1	26	KWIZ Span	1480 5kw	29	7	14	24	31	34	61	LIBERMAN	TOR

Continued on Page 150

POPULATION: 2,305,200

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK 12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.9	14.4	13.1	14.0	15.1	1	WVEE UC	103.3 100kw	3	2	1	1	1	51	SUMMIT	MCG	18.9
9.4	9.5	8.1	9.4	10.6	2	WAPW CHR	99.7 100kw	1	1	2	2	6	92	SUSQUEHANNA	DUR	11.5
8.1	6.6	8.7	8.1	8.2	3	WPCH B/EZ	94.9 99kw	5	11	11	7	4	93	JACOR	EAST	5.7
9.6	9.5	8.6	10.9	8.1	4	WSB-FM AC	98.5 100kw	2	6	4	3	2	73	COX	CHR	9.4
5.8	6.8	7.0	5.4	6.9	5	WKLS AOR	96.1 99kw	6	3	3	4	7	82	GREAT AMERICAN	KATZ	9.0
7.3	5.8	7.6	7.1	6.7	6	WSB Talk	750 50kw	4	13	10	10	8	76	COX	CHR	5.1
5.2	5.3	5.8	5.3	6.4	7	WFOX Gold	97.1 97kw	7	4	7	5	3	77	SHAMROCK BR.	MMR	5.7
8.2	4.6	5.5	4.8	5.6	8	WYAI/WYAY Ctry	104.1/106.7 60kw/99kw	8	5	6	6	5	86	NEWCITY	MCG	6.0
7.7	7.1	4.7	5.4	4.6	9	WKHX-A/F Ctry	590/101.5 5kw/99kw	11	9	9	9	10	85	CAP CITIES/ABC	REP	3.7
5.7	6.1	4.7	3.8	3.7	10	WZGC CR	92.9 99kw	10	10	5	8	9	60	COOK INLET	HNWH	4.0
3.4	2.6	3.5	3.5	3.3	11	WGST N/T	640 50-2kw	12	18	12	12	8	80	JACOR	EAST	3.3
3.2	4.3	3.6	2.8	3.2	12	WSTR AC	94.1 100kw	9	8	8	11	11	50	JEFFERSON-P ILOT	BAN	2.5
2.8	3.4	3.7	3.4	2.8	13	WAOK Rel	1380 5kw	13	7	13	13	10	97	SUMMIT	MCG	3.3
0.1	0.2	0.2	0.4	1.1	14	WQXI Nost	790 5-1kw	18	19	24	22	20	98	JEFFERSON-P ILOT	BAN	.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WVEE	1 WVEE	1 WVEE	1 WVEE	1 WVEE	1 WVEE	AC	11.3
2 WKLS	2 WAPW	2 WKLS	2 WSB-FM	2 WKLS	2 WSB-FM	AOR	6.9
3 WAPW	3 WSB-FM	3 WAPW	3 WAPW	3 WSB-FM	3 WPCH	BBnd	1.1
4 WSB-FM	4 WKLS	4 WSB-FM	4 WPCH	4 WFOX	4 WFOX	B/EZ	8.2
5 WZGC	5 WFOX	5 WFOX	5 WFOX	5 WSB	5 WAPW	CHR	10.6
6 WFOX	6 WYAY	6 WZGC	6 WYAY	6 WZGC	6 WYAY	Ctry	9.2
7 WSTR	7 WKHX-FM	7 WSB	7 WKLS	7 WAPW	7 WSTR	Gold/CR	10.1
8 WYAY	8 WSTR	8 WYAY	8 WSTR	8 WYAY	8 WKHX-FM	N/T	10.0
9 WKHX-FM	9 WZGC	9 WGST	9 WKHX-FM	9 WKHX-FM	9 WSB	Rel/CC	2.8
10 WSB	10 WAOK	10 WKHX-FM	10 WZGC	10 WGST	10 WKLS	UC	15.1

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POPULATION: 2,006,100

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
9.6	9.7	7.5	7.8	8.8	1	WBAL N/T	1090 50kw	1	15	14	10	9	2	83	HEARST	HNWH	6.6
7.6	7.3	9.1	8.4	8.2	2	WXYV UC	102.7 50kw	4	2	2	1	2	6	101	SUMMIT	MCG	12.1
6.5	6.4	5.3	6.7	6.8	3	WPOC Ctry	93.1 50kw	7	11	6	6	4	3	102	NATIONWIDE	BAN	5.1
6.7	6.2	6.4	6.2	6.7	4	WIYY AOR	97.9 50kw	5	3	1	2	6	13	83	HEARST	HNWH	8.2
8.6	9.1	7.9	8.0	6.5	5	WLIF-FM AC	101.9 13.5kw	6	19	11	7	5	1	87	INFINITY	CHR	6.6
7.3	6.1	7.5	6.5	6.1	6	WWMX AC	106.5 50kw	3	6	3	3	1	5	73	CAPITOL BR. CO.	KATZ	6.4
6.0	5.2	6.6	5.5	5.8	7	WBSB CHR	104.3 50kw	2	1	4	5	7	10	61	SCRIPPS HOWARD	BAN	6.9
2.8	4.1	5.3	4.8	5.0	8	WQSR Gold	105.7 50kw	8	12	7	4	3	4	84	SCONNIX	MMR	4.6
3.7	3.7	4.1	4.2	3.7	9	WWIN-A/F UC	1400/95.9 1kw/3kw	9	13	12	9	8	7	79	MEDIA COMM	DUR	3.0
2.3	2.3	3.1	2.8	3.3	10	WYST-FM AC	92.3 38kw	10	10	9	8	10	8	72	UNITED	MMR	1.5
2.6	2.9	3.2	3.3	3.0	11	WCBM N/T	680 10.5kw	15	34	24	26	18	12	97	MANGIONE	KATZ	2.8
2.1	3.0	1.9	2.9	2.9	12	WBGR Rel	860 2.5-.065kw	19	16	15	15	13	9	133	MORTENSON	ROS	2.3
2.3	2.7	2.0	1.4	2.4	13	WHFS AOR	99.1 50kw	11	9	5	11	11	20	61	DUCHOSSOIS	REP	2.9
1.5	1.5	1.2	1.8	2.2	14	WITH BBnd	1230 1kw	19	25	32	31	29	11	99	ATLANTIC COAST	K/P	1.9
2.0	3.2	2.0	2.4	1.8	15	WGRX CR	100.7 16kw	13	4	10	13	14	22	48	SHAMROCK COM.	DUR	2.8
1.6	1.3	1.6	1.4	1.8	15	WWDC-FM AOR	101.1 22.5kw	12	17	8	12	12	19	47	CAPITOL	CHR	1.7
1.5	1.7	2.0	1.5	1.6	17	WCAO Ctry	600 5kw	17	34	22	19	20	16	68	SUMMIT	MCG	1.2
2.0	2.7	1.0	1.5	1.6	17	WPGC-FM CHR	95.5 50kw	14	7	13	14	16	25	54	COOK INLET	BAN	2.4
0.6	0.6	0.4	0.5	1.4	19	WGAY B/EZ	99.5 21kw	26	22	35	30	27	18	109	GREATER MEDIA	MMR	.3
1.2	1.2	1.5	2.2	1.3	20	WRBS Rel	95.1 50kw	24	26	23	16	15	14	91	PETER & JOHN	--	1.3
0.9	0.8	1.0	0.6	1.0	21	WTOP News	1500 50kw	20	32	26	22	21	17	44	OUTLET	CBS	.7
0.9	0.5	0.7	0.5	1.0	21	WYST Gold	1010 1.027kw	25	18	28	18	17	15	75	UNITED	MMR	.1

DEMOGRAPHIC RANK

FORMAT REACH

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

AC	15.9
AOR	10.9
BBnd	2.2
B/EZ	1.4
CHR	7.4
Ctry	8.4
Gold/CR	7.8
N/T	12.8
Rel/CC	4.2
UC	11.9

POPULATION: 3,184,100

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
6.6	5.6	5.5	7.1	7.4	1	WZOU CHR	94.5 11.5kw	2	1	3	3	6	13	72	ARDMAN	EAST	9.9
7.7	8.0	6.2	5.9	7.2	2	WXKS-FM CHR	107.9 23.5kw	1	2	2	2	2	9	68	PYRAMID	MMR	8.7
5.8	5.5	5.3	4.6	7.1	3	WBCN AOR	104.1 19kw	3	3	1	1	1	8	84	INFINITY	TOR	6.3
6.5	6.6	6.6	7.8	6.9	4	WRKO NT	680 50kw	4	12	14	12	10	1	88	ATLANTIC VENT.	REP	5.8
5.9	5.4	5.9	7.3	5.9	5	WBZ AC	1030 50kw	5	39	17	11	7	3	78	GROUP W	G/W	5.1
6.3	5.2	5.1	4.8	4.6	6	WJIB B/EZ	96.9 12.5kw	12	32	26	17	14	2	90	EMMIS	MCG	3.4
3.7	4.8	5.1	4.1	4.1	7	WODS Gold	103.3 16kw	9	16	8	6	3	4	67	CBS	CBS	3.6
4.7	4.5	4.6	4.1	4.0	8	WMJX AC	106.7 25kw	7	6	6	5	4	6	59	GREATER MEDIA	MCG	3.8
4.6	4.4	4.7	4.6	3.9	9	WHDH Talk	850 50kw	8	15	16	18	13	7	61	NEW ENGLAND TV	BAN	4.4
3.6	3.5	3.1	3.0	3.9	9	WZLX CR	100.7 19.5kw	10	9	4	4	5	14	67	COOK INLET	HNWH	3.5
3.9	4.6	3.5	4.3	3.6	11	WSSH AC	99.5 32kw	13	17	15	10	8	5	72	NOBLE	HNWH	4.2
3.6	3.8	4.5	4.1	3.4	12	WEEI News	590 5kw	6	10	18	19	16	10	49	BOSTON CELTICS	--	3.4
3.0	2.8	2.2	3.7	2.6	13	WROR AC	98.5 8.2kw	11	13	13	7	9	11	45	ATLANTIC VENT.	REP	3.0
2.1	2.1	2.5	2.9	2.2	14	WILD UC	1090 5kw	22	5	12	14	15	19	129	NASH	ROS	1.9
2.4	2.4	2.3	2.4	2.2	14	WVBF AC	105.7 13.5kw	14	11	9	8	11	15	60	FAIRBANKS	BAN	2.5
1.3	2.2	1.6	2.0	2.0	16	WBOS CR	92.9 17kw	15	14	11	13	12	16	57	ACKERLEY	KATZ	1.6
2.2	1.9	1.9	1.6	2.0	16	WFNX NR	101.7 3kw	18	18	5	9	17	27	67	MCC	--	2.2
0.9	1.2	1.8	1.5	1.8	18	WAAF CHR	107.3 18.5kw	17	4	7	15	20	33	54	NEWCITY	KATZ	3.4
1.9	1.7	2.1	1.7	1.6	19	WCRB Clas	102.5 15kw	16	37	22	20	18	12	45	CHARLES RIVER	CMBS	1.4
1.9	1.2	2.1	1.0	1.6	19	WPLM-FM BBnd	99.1 50kw	20	30	32	30	24	17	67	PLYMOUTH ROCK	--	1.4
2.1	2.1	1.4	1.7	1.5	21	WXKS BBnd	1430 5.1kw	21	34	34	31	27	18	77	PYRAMID	MMR	.8
1.4	1.9	1.9	1.8	1.4	22	WCGY AOR	93.7 50kw	19	20	10	16	19	29	60	CURT COWDY	K/P	2.6

Continued on Page 150

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BUFFALO-NIAGARA FALLS

POPULATION: 995,600

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.5	11.3	9.1	8.1	10.7	1	WKSE CHR	98.5 46kw	1	1	1	1	4	6	80	PRICE	HNWH	12.9
8.5	8.8	8.8	8.2	8.8	2	WYRK Ctry	106.5 50kw	6	5	7	3	2	1	101	STONER	MCG	7.3
7.9	6.8	10.7	7.8	8.3	3	WBEN AC	930 5kw	3	12	10	10	9	5	76	ALGONQUIN	EAST	8.1
8.6	6.3	5.4	8.6	7.5	4	WBUF AC	92.9 91kw	8	8	5	6	3	2	95	LINCOLN GROUP	MCG	5.5
9.4	7.6	9.1	7.7	7.3	5	WGR-FM AOR	96.9 12.5kw	5	3	2	2	5	10	76	RICH	KATZ	9.3
11.2	9.1	7.9	8.8	7.1	6	WJYE AC	96.1 50kw	4	11	9	8	6	4	74	WILLIAMS	HNWH	4.6
4.2	5.9	5.1	6.6	6.5	7	WMJQ CHR	102.5 110kw	2	2	4	7	7	11	59	ALGONQUIN	EAST	7.8
5.2	6.0	6.1	5.4	6.1	8	WHTT-FM Gold	104.1 50kw	7	7	8	4	1	3	74	PYRAMID	MMR	7.0
2.9	4.4	4.9	3.6	5.3	9	WUFX CR	103.3 49kw	9	6	3	5	8	14	69	METROPLEX	TOR	5.7
5.7	6.6	4.7	7.6	4.4	10	WBLK UC	93.7 50kw	11	4	6	9	10	9	95	WBLK INC.	DUR	6.7
5.8	3.8	3.2	3.9	4.4	10	WECK BBnd	1230 1kw	12	26	26	19	16	7	100	QUID MEDIA	HNWH	2.1
1.6	4.0	3.5	3.0	2.8	12	WGR N/T	550 5kw	10	16	13	12	11	8	48	RICH	KATZ	3.2
1.7	1.0	1.9	1.0	1.8	13	WWKB Talk	1520 50kw	13	15	19	16	12	12	62	PRICE	HNWH	2.5
1.1	1.2	1.6	1.8	1.5	14	CJFT Nost	540 .25kw	19	20	23	26	26	13	97	FORT COMM.	A-C	1.0
1.5	1.0	1.5	1.1	1.3	15	WDCX Rel	99.5 110kw	14	13	15	15	15	19	56	CRAWFORD	--	1.1
0.6	1.4	1.3	1.3	1.2	16	WBMW NAC	107.7 11.5kw	15	14	14	11	13	17	56	CASCIANI	K/P	1.3
0.9	0.8	1.2	0.4	1.0	17	WUFO UC	1080 1kw	17	9	17	17	14	15	64	SHERIDAN	ROS	.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	22.9
1 WGR-FM	1 WKSE	1 WGR-FM	1 WKSE	1 WGR-FM	1 WBUF	AOR	7.3
2 WUFX	2 WGR-FM	2 WUFX	2 WBUF	2 WHTT-FM	2 WKSE	BBnd	5.9
3 WKSE	3 WBUF	3 WKSE	3 WYRK	3 WYRK	3 WHTT-FM	CHR	17.2
4 WMJQ	4 WMJQ	4 WYRK	4 WHTT-FM	4 WBUF	4 WJYE	Ctry	8.8
5 WHTT-FM	5 WUFX	5 WHTT-FM	5 WMJQ	5 WUFX	5 WYRK	Gold/CR	11.4
6 WBUF	6 WBLK	6 WBUF	6 WJYE	6 WKSE	6 WMJQ	NAC	1.2
7 WJYE	7 WYRK	7 WMJQ	7 WGR-FM	7 WBEN	7 WBLK	N/T	4.6
8 WYRK	8 WHTT-FM	8 WJYE	8 WBLK	8 WJYE	8 WGR-FM	Rel/CC	1.3
9 WBLK	9 WJYE	9 WBLK	9 WUFX	9 WMJQ	9 WBEN	UC	5.4
10 CHTZ	10 WBEN	10 WBEN	10 WBEN	10 WGR	10 WUFX		

CHARLOTTE-GASTONIA-ROCK HILL

POPULATION: 930,900

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ COH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.4	9.1	15.4	13.3	13.1	1	WSOC-FM Ctry	103.7 100kw	1	5	5	3	1	1	94	COX	CHR	11.3
10.6	11.4	9.5	9.3	11.7	2	WPEG UC	97.9 50kw	3	2	1	1	2	4	122	BR. PARTNERS	KATZ	16.6
8.5	8.7	8.0	9.2	8.9	3	WCKZ CHR	101.9 99kw	2	1	3	4	7	9	77	BEASLEY	DUR	14.0
7.2	7.5	7.9	7.0	7.8	4	WRFX AOR	99.7 100kw	4	6	2	2	3	7	90	PYRAMID	MCG	8.7
7.2	5.6	9.0	6.7	6.7	5	WBT AC	1110 50kw	8	19	13	11	8	2	92	JEFFERSON-PILOT	BAN	4.8
7.2	6.6	6.3	5.7	6.3	6	WMXC AC	104.7 100kw	5	7	4	5	4	6	79	EZ	MMR	4.0
5.3	6.0	5.5	6.8	5.6	7	WEZC B/EZ	102.9 31kw	7	13	8	7	5	3	76	KEYMARKET	CBS	3.5
3.6	4.5	4.8	4.7	4.4	8	WWMG Gold	96.1 100kw	10	9	11	6	6	5	73	VOYAGER	EAST	4.8
4.9	5.6	4.3	3.8	4.0	9	WZZG CHR	95.1 100kw	9	3	6	8	11	12	66	TENORE	TOR	3.9
3.8	3.8	4.8	4.8	3.9	10	WBT-FM AC	107.9 98kw	6	4	9	9	10	10	53	JEFFERSON-PILOT	BAN	3.9
5.3	6.2	3.7	5.3	3.5	11	WTDR Ctry	96.9 100kw	11	16	7	10	9	8	77	TRUMPER	REP	3.5
0.6	0.3	1.2	1.2	2.1	12	WXRC AOR	95.7 100kw	12	12	10	12	12	19	63	LONG FAMILY	--	2.5
1.3	1.4	0.8	1.3	1.5	13	WRDX AC	106.5 100kw	15	15	19	14	13	11	105	WSPT INC.	SSS	1.2
0.4	0.5	0.6	0.9	1.4	14	WFMX Ctry	105.7 100kw	13	10	12	13	14	13	64	ADVENTURE	--	--
1.0	1.0	1.1	0.7	1.1	15	WFGW/WMIT Rel	1010/106.9 50kw/36kw	14	22	16	16	15	17	50	BLUE RIDGE	--	2.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRFX	1 WPEG	1 WRFX	1 WPEG	1 WSOC-FM	1 WMXC	AC 18.4
2 WPEG	2 WCKZ	2 WPEG	2 WMXC	2 WRFX	2 WSOC-FM	AOR 9.9
3 WCKZ	3 WMXC	3 WSOC-FM	3 WCKZ	3 WPEG	3 WPEG	B/EZ 5.6
4 WSOC-FM	4 WRFX	4 WCKZ	4 WSOC-FM	4 WWMG	4 WEZC	CHR 12.9
5 WXRC	5 WZZG	5 WWMG	5 WEZC	5 WMXC	5 WCKZ	Ctry 18.0
6 WTDR	6 WSOC-FM	6 WMXC	6 WRFX	6 WEZC	6 WRFX	Gold 4.4
7 WMXC	7 WBT-FM	7 WEZC	7 WZZG	7 WCKZ	7 WBT	Rel/CC 1.1
8 WZZG	8 WEZC	8 WTDR	8 WBT-FM	8 WTDR	8 WWMG	UC 11.7
9 WEZC	9 WTDR	9 WXRC	9 WWMG	9 WBT	9 WBT-FM	
10 WWMG	10 WWMG	10 WZZG	10 WTDR	10 WXRC	10 WTDR	

CHICAGO

POPULATION: 6,744,900

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-54 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.1	9.3	10.7	8.3	8.0	1	WGN AC	720 50kw	1	10	19	9	3	1	88	TRIBUNE	CHR	7.5
6.2	6.7	7.3	7.2	7.7	2	WGCI-FM UC	107.5 5kw	4	1	1	1	2	7	112	GANNETT	MCG	10.7
4.7	4.9	5.1	5.3	5.2	3	WVAZ UC	102.7 6kw	11	6	5	2	1	2	104	BR. PARTNERS	DUR	6.6
5.3	5.5	4.9	4.5	4.6	4	WBBM News	780 50kw	2	23	16	17	14	5	55	CBS	CBS	4.2
4.8	4.4	4.1	4.0	4.5	5	WLUP-FM AOR	97.9 6kw	6	5	2	3	4	19	71	EVERGREEN	MMR	4.9
4.1	3.6	4.0	4.4	4.4	6	WBBM-FM CHR	96.3 4.2kw	3	2	6	10	16	22	59	CBS	CBS	7.1
4.1	3.8	3.4	3.8	4.4	6	WCKG CR	105.9 4.1kw	5	4	3	4	5	12	68	COX	KATZ	4.8
4.0	4.4	3.1	3.0	3.5	8	WKQX CHR	101.1 6kw	7	7	7	6	7	10	58	EMMIS	HNWH	3.3
2.7	3.7	3.5	3.5	3.4	9	WUSN Ctry	99.5 6.3kw	13	21	11	13	11	4	77	COOK INLET	MMR	3.4
4.5	4.1	3.7	4.2	3.4	9	WXEZ-A/F AC	820/100.3 5-1kw/6kw	14	27	18	18	15	6	82	CENTURY	REP	1.9
2.7	2.3	3.4	2.5	3.3	11	WXRT AOR	93.1 6.7kw	18	14	4	5	6	23	84	DANIEL LEE	CBS	4.0
2.6	2.6	3.1	3.5	3.2	12	WTMX AC	101.9 4.2kw	12	16	8	7	8	9	71	BONNEVILLE INT	MCG	2.9
2.8	3.5	3.1	3.1	3.0	13	WJMK Gold	104.3 4kw	10	9	15	11	9	3	60	INFINITY	KATZ	2.3
3.0	2.0	2.8	2.7	2.9	14	WLIT AC	93.9 4kw	16	17	12	12	12	8	75	VIACOM	CHR	1.3
2.5	3.5	3.7	3.2	2.9	14	WLUP Talk	1000 50kw	17	12	9	8	10	14	75	EVERGREEN	MMR	3.4
4.4	3.7	3.8	2.5	2.8	16	WYTZ CHR	94.7 4.4kw	8	3	10	16	19	24	49	CAP CITIES/ABC	BAN	3.4
3.0	2.6	3.2	2.7	2.7	17	WJJD Nost	1160 50-4.2kw	19	30	35	32	29	13	87	INFINITY	KATZ	2.6
2.3	2.1	2.3	2.7	2.6	18	WNUA NAC	95.5 8.3kw	15	13	14	14	13	11	66	PYRAMID	DUR	2.8
1.8	1.8	2.1	2.2	2.2	19	WMAQ News	670 50kw	9	28	25	21	22	17	41	GROUP W	G/W	2.0
1.6	1.4	1.4	2.0	2.0	20	WLS Talk	890 50kw	21	19	21	20	21	16	74	CAP CITIES/ABC	BAN	1.6
1.7	1.9	1.2	2.5	1.9	21	WOJO Span	105.1 6kw	24	22	13	15	17	20	101	TICHENOR MEDIA	KT-H	1.1
2.0	1.6	1.8	1.7	1.6	22	WFYR AC	103.5 4.3kw	20	31	17	19	18	15	50	SUMMIT	EAST	1.9
1.4	1.3	1.1	1.6	1.5	23	WFMT Clas	98.7 15.5kw	23	25	28	23	20	18	58	CHICAGO EDUC.	HNWH	1.2
1.2	1.3	1.8	1.2	1.3	24	WNIB Clas	97.1 8.4kw	22	41	30	24	23	21	50	NO. ILLINOIS	CMBS	1.1

Continued on Page 150

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#20

ANAHEIM-SANTA ANA

POPULATION: 1,935,200

Continued from Page 143

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOS	1 KOST	1 KLOS	1 KOST	1 KLOS	1 KOST	AC 14.7
2 KROQ	2 KBIG	2 KROQ	2 KBIG	2 KTWV	2 KBIG	AOR 11.0
3 KQLZ	3 KROQ	3 KQLZ	3 KIIS-FM	3 KOST	3 KIIS-FM	BBnd 4.6
4 KIIS-FM	4 KIIS-FM	4 KOST	4 KLOS	4 KQLZ	4 KLOS	CHR 14.2
5 KLSX	5 KPWR	5 KTWV	5 KPWR	5 KROQ	5 KTWV	Clas 1.7
6 KOST	6 KQLZ	6 KLSX	6 KROQ	6 KZLA	6 KXEZ	Ctry 3.4
7 KZLA	7 KLOS	7 KIIS-FM	7 KQLZ	7 KLSX	7 KRTH	Gold/CR 7.6
8 KODJ	8 KZLA	8 KZLA	8 KRTH	8 KTNQ	8 KZLA	NAC 4.0
9 KTNQ	9 KTNQ	9 KTNQ	9 KZLA	9 KIIS-FM	9 KQLZ	N/T 11.7
10 KPWR	10 KLVE	10 KODJ	10 KODJ	10 KNX	10 KODJ	Rel/CC 1.3
						Span 6.6
						UC 1.3

#8

BOSTON

POPULATION: 3,184,100

Continued from Page 146

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	AC 18.3
2 WZLX	2 WZOU	2 WZLX	2 WZOU	2 WZLX	2 WMJX	AOR 10.5
3 WXKS-FM	3 WBCN	3 WXKS-FM	3 WMJX	3 WODS	3 WZOU	BBnd 3.1
4 WZOU	4 WMJX	4 WODS	4 WBCN	4 WRKO	4 WODS	B/EZ 4.6
5 WAAF	5 WZLX	5 WZOU	5 WODS	5 WXKS-FM	5 WSSH	CHR 16.4
6 WCGY	6 WFNX	6 WRKO	6 WVBF	6 WBZ	6 WVBF	Clas 1.6
7 WFNX	7 WVBF	7 WCGY	7 WSSH	7 WHDH	7 WBZ	Gold/CR 10.0
8 WODS	8 WROR	8 WAAF	8 WROR	8 WEEI	8 WBCN	N/T 14.2
9 WMJX	9 WBOS	9 WFNX	9 WZLX	9 WROR	9 WROR	UC 2.2
10 WRKO	10 WILD	10 WMJX	10 WFNX	10 WZOU	10 WJIB	

#3

CHICAGO

POPULATION: 6,744,900

Continued from Page 149

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLUP-FM	1 WGCI-FM	1 WLUP-FM	1 WGCI-FM	1 WLUP-FM	1 WVAZ	AC 19.1
2 WGCI-FM	2 WLUP-FM	2 WCKG	2 WVAZ	2 WCKG	2 WGCI-FM	AOR 7.9
3 WCKG	3 WTMX	3 WGCI-FM	3 WTMX	3 WXRT	3 WTMX	BBnd 2.7
4 WXRT	4 WVAZ	4 WXRT	4 WKQX	4 WGCI-FM	4 WGN	CHR 10.7
5 WLUP	5 WBBM-FM	5 WVAZ	5 WLUP-FM	5 WGN	5 WKQX	Clas 2.8
6 WVAZ	6 WKQX	6 WLUP	6 WBBM-FM	6 WLUP	6 WJMK	Ctry 3.4
7 WBBM-FM	7 WCKG	7 WKQX	7 WGN	7 WVAZ	7 WLIT	Gold/CR 7.4
8 WKQX	8 WXRT	8 WJMK	8 WJMK	8 WJMK	8 WNUA	NAC 2.6
9 WYTZ	9 WLIT	9 WGN	9 WNUA	9 WKQX	9 WLUP-FM	N/T 11.7
10 WUSN	10 WNUA	10 WBBM-FM	10 WLIT	10 WUSN	10 WUSN	Span 1.9
						UC 12.9

CINCINNATI

POPULATION: 1,183,200

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ADJ RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.0	13.4	8.4	9.7	12.1	1	WLW AC	700 50kw	1	4	3	4	1	1	70	JACOR	EAST	11.2
10.6	9.7	10.5	9.5	10.4	2	WKRQ CHR	101.9 50kw	2	1	2	2	4	7	71	GREAT AMERICAN	KATZ	13.9
10.2	11.9	10.3	9.0	10.1	3	WEBN AOR	102.7 16.6kw	3	3	1	1	3	8	83	JACOR	EAST	12.3
4.3	4.5	3.8	5.5	7.6	4	WGRR Gold	103.5 20kw	4	7	6	3	2	2	89	DALTON	REP	4.8
7.1	5.6	8.6	6.9	7.0	5	WWEZ B/EZ	92.5 16kw	5	20	11	11	11	3	89	FEDERATED MEDIA	MCG	5.8
4.0	4.4	5.9	6.6	5.3	6	WIZF UC	100.9 3kw	12	2	7	7	9	12	112	INTER-URBAN	BAN	10.9
6.2	5.6	5.7	5.8	5.2	7	WWNK AC	94.1 32kw	7	6	4	5	6	9	72	BOOTH AMERICAN	MMR	5.2
5.0	4.1	6.1	5.0	4.9	8	WKRC AC	550 5-1kw	6	8	13	10	10	4	66	GREAT AMERICAN	KATZ	3.1
5.6	6.3	5.7	5.5	4.9	8	WUBE-A/F Ctry	1230/105.1 1kw/11kw	10	9	9	9	7	6	86	AMERICAN MEDIA	CHR	4.4
6.1	5.3	4.7	5.2	4.5	10	WRRM AC	98.5 17.95kw	8	14	8	6	5	5	73	SUSQUEHANNA	CHR	4.3
3.8	3.0	4.8	4.8	4.4	11	WCKY N/T	1530 50kw	11	25	18	14	14	10	82	FEDERATED MEDIA	MCG	3.7
6.0	5.9	5.4	4.9	3.7	12	WOFX CR	94.9 27kw	9	12	5	8	8	14	61	HOKER	MMR	5.2
2.8	2.5	2.5	1.9	2.5	13	WBVE Ctry	96.5 21kw	13	21	12	13	13	11	81	REAMS	EAST	1.7
1.9	1.8	3.0	3.4	2.3	14	WMLX Nost	1180 1kw	17	27	25	17	16	15	178	HOKER	MMR	1.5
1.2	1.4	1.2	1.5	2.1	15	WSAI Gold	1360 5kw	14	13	10	12	12	13	80	BOOTH AMERICAN	MMR	.9

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WEBN	1 WKRQ	1 WEBN	1 WKRQ	1 WLW	1 WGRR	AC	26.7
2 WLW	2 WWNK	2 WLW	2 WGRR	2 WEBN	2 WKRQ	AOR	10.1
3 WKRQ	3 WEBN	3 WGRR	3 WRRM	3 WGRR	3 WRRM	BBnd	2.3
4 WOFX	4 WRRM	4 WKRQ	4 WWNK	4 WOFX	4 WWNK	B/EZ	7.0
5 WIZF	5 WGRR	5 WOFX	5 WEBN	5 WKRQ	5 WLW	CHR	10.4
6 WGRR	6 WIZF	6 WIZF	6 WIZF	6 WUBE-FM	6 WEBN	Ctry	7.4
7 WWNK	7 WOFX	7 WWNK	7 WLW	7 WWNK	7 WKRC	Gold/CR	13.4
8 WUBE-FM	8 WLW	8 WUBE-FM	8 WUBE-FM	8 WIZF	8 WUBE-FM	N/T	4.4
9 WRRM	9 WUBE-FM	9 WRRM	9 WOFX	9 WRRM	9 WIZF	UC	5.3
10 WSAI	10 WWEZ	10 WSAI	10 WWEZ	10 WSAI	10 WWEZ		

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	8.8	7.9	9.0	10.4	1	WLTF AC	106.5 11kw	1	4	3	1	1	1	89	BOOTH AMERICAN	CHR	11.5
10.7	7.6	8.2	8.5	7.6	2	WMMS AOR	100.7 34kw	2	5	1	2	3	9	72	MALRITE	KATZ	9.9
6.9	9.0	6.8	7.4	7.1	3	WMJI AC	105.7 27kw	3	7	6	3	2	2	76	JACOR	EAST	6.6
5.5	4.4	4.9	5.2	6.9	4	WGAR-FM Ctry	99.5 50kw	8	21	8	7	5	4	96	NATIONWIDE	HNWH	5.2
6.4	6.4	7.2	6.6	6.9	4	WZAK UC	93.1 27.5kw	10	2	4	4	7	7	104	ZAPIS	DUR	8.6
6.6	5.6	8.5	7.1	6.5	6	WDOK AC	102.1 50kw	4	9	9	6	4	3	76	INDEPENDENT GR	REP	5.8
6.9	7.0	5.9	8.1	5.7	7	WQAL AC	104.1 11kw	7	8	11	11	9	5	77	WIN	BAN	3.0
4.5	4.4	4.8	4.5	5.7	7	WRMR B/EZ	850 10.5kw	12	17	22	18	17	8	102	INDEPENDENT/CLE	CHR	3.4
7.3	7.6	6.1	4.9	5.3	9	WNCX CR	98.5 40kw	9	11	2	5	6	13	75	METROPLEX/ROB	MCG	6.0
4.6	5.5	4.6	4.0	5.1	10	WWWE N/T	1100 50kw	5	12	10	9	8	6	65	BOOTH AMERICAN	REP	3.0
3.4	5.6	5.4	4.5	4.8	11	WPHR CHR	107.9 70kw	6	1	7	10	13	18	61	ARDMAN	TOR	8.0
3.1	2.5	2.2	2.9	4.1	12	WJMO-FM UC	92.3 40kw	11	3	5	8	10	14	62	UNITED	MMR	6.7
2.6	2.5	2.4	2.8	2.0	13	WERE N/T	1300 5kw	13	20	18	15	15	11	55	METROPLEX/ROB	MCG	2.2
1.9	2.3	2.6	2.5	1.8	14	WJMO UC	1490 1kw	17	13	15	13	11	10	73	UNITED	MMR	.6
2.1	1.6	2.6	2.8	1.7	15	WCLV Clas	95.5 31kw	14	23	16	14	14	15	54	RADIO SEAWAY	HNWH	2.1
2.4	2.9	2.1	1.9	1.5	16	WNWV NAC	107.3 50kw	16	10	12	12	12	12	59	ELYRIA-LORAIN	TOR	2.2
0.9	0.9	1.5	0.8	1.2	17	WHK N/T	1420 5kw	18	14	17	21	20	17	49	MALRITE	KATZ	.8
0.9	1.8	1.2	1.9	1.0	18	WABQ Rel	1540 1kw	23	25	21	19	18	16	102	WABQ, INC.	U/BR	1.5
1.2	1.0	1.0	0.7	1.0	18	WKDD CHR	96.5 50kw	15	6	13	17	19	25	32	BARNSTABLE	KATZ	.9
0.6	0.4	0.5	1.0	1.0	18	WKNR Ctry	1220 50kw	19	16	20	23	23	19	45	C.V. ASSOCIATES	HNWH	1.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	29.7
1 WNCX	1 WLTF	1 WMMS	1 WLTF	1 WNCX	1 WLTF	AOR	7.6
2 WMMS	2 WMMS	2 WNCX	2 WMMS	2 WMMS	2 WMJI	B/EZ	5.7
3 WZAK	3 WZAK	3 WMJI	3 WZAK	3 WMJI	3 WMMS	CHR	5.8
4 WMJI	4 WJMO-FM	4 WLTF	4 WMJI	4 WLTF	4 WDOK	Clas	1.7
5 WLTF	5 WPHR	5 WZAK	5 WJMO-FM	5 WWWE	5 WGAR-FM	Ctry	7.9
6 WGAR-FM	6 WNCX	6 WWWE	6 WDOK	6 WGAR-FM	6 WZAK	Gold/CR	5.3
7 WPHR	7 WGAR-FM	7 WGAR-FM	7 WGAR-FM	7 WDOK	7 WQAL	NAC	1.5
8 WWWE	8 WMJI	8 WDOK	8 WQAL	8 WZAK	8 WJMO-FM	N/T	8.3
9 WJMO-FM	9 WDOK	9 WPHR	9 WPHR	9 WQAL	9 WJMO	Rel/CC	1.0
10 WDOK	10 WQAL	10 WJMO-FM	10 WNCX	10 WNWV	10 WNCX	UC	12.8

COLUMBUS, OH

POPULATION: 1,106,200

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ 5- BIRCH SHARE
16.0	13.7	13.9	15.2	16.1	1	WNCI CHR	97.9 175kw	1	1	1	1	1	3	100	NATIONWIDE	MMR	14.6
7.0	7.1	9.7	9.2	10.2	2	WTVN AC	610 5kw	3	11	8	6	3	1	100	GREAT AMERICAN	KATZ	6.5
10.8	10.6	10.3	10.0	9.9	3	WSNY AC	94.7 22kw	2	6	3	2	2	2	81	SAGA	MCG	9.3
9.6	7.3	5.8	7.6	7.1	4	WLVQ AOR	96.3 18kw	5	7	2	3	4	9	78	GREAT AMERICAN	KATZ	9.6
5.4	7.6	8.5	6.2	6.4	5	WXGT CHR	92.3 22kw	4	2	4	5	8	17	65	GREAT TRAILS	CHR	10.3
5.2	5.1	4.7	4.1	5.4	6	WMGG CR	99.7 20kw	7	5	5	4	6	13	89	NORTH AMERICAN	TOR	5.6
7.6	7.2	6.5	6.6	5.1	7	WBNS-FM B/EZ	97.1 20.5kw	6	14	12	9	9	5	68	RADIOHIO, INC.	BAN	5.2
5.6	5.6	6.0	6.0	5.1	8	WHOK Ctry	95.5 50kw	8	10	9	7	5	4	93	WHOK	CHR	5.2
3.9	4.7	3.6	4.9	4.2	9	WVKO UC	1580 1-.25kw	9	3	6	8	7	6	99	SAGA	MCG	4.7
1.9	2.8	2.3	2.1	2.6	10	WCOL BBnd	1230 1kw	10	19	18	17	17	7	66	GREAT TRAILS	CHR	2.3
2.0	2.6	1.5	1.2	2.4	11	WLW AC	700 50kw	11	15	11	11	11	10	63	JACOR	EAST	2.2
0.7	0.0	1.1	1.5	2.0	12	WCLT AC	100.3 50kw	15	17	16	16	14	8	71	WCLT, INC.	--	1.1
1.0	1.6	1.1	1.9	1.9	13	WCKX UC	106.3 3kw	16	8	7	10	16	20	76	WCKX ENTERPRISE	ROS	2.8
0.0	1.8	1.6	1.7	1.8	14	WXXM AC	98.9 3kw	12	13	10	13	15	16	47	TWIN RIVERS	REP	1.3
2.6	2.5	2.8	2.3	1.7	15	WMNI Ctry	920 1-.5kw	18	21	19	19	18	12	78	NORTH AMERICAN	TOR	3.1
0.0	0.0	0.4	1.3	1.5	16	WSWZ Gold	103.5 3kw	19	12	17	14	12	11	79	SKYWAY BROAD.	--	1.4
2.0	1.5	2.3	1.8	1.4	17	WXLE Gold	103.1 3kw	13	18	13	12	10	14	42	BLACK RIVER	DUR	1.4
2.1	1.6	1.6	2.3	1.3	18	WBBY Jazz	103.9 2.6kw	14	22	15	15	13	15	47	MID-OHIO	--	1.3
1.0	0.9	2.5	1.5	1.2	19	WBNS AC	1460 5-1kw	17	24	22	23	22	18	48	RADIOHIO, INC.	BAN	.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNCI	1 WNCI	1 WNCI	1 WNCI	1 WNCI	1 WNCI	AC 27.5
2 WLVQ	2 WSNY	2 WLVQ	2 WSNY	2 WTVN	2 WSNY	AOR 7.1
3 WMGG	3 WXGT	3 WSNY	3 WXGT	3 WSNY	3 WTVN	BBnd 2.6
4 WXGT	4 WLVQ	4 WMGG	4 WLVQ	4 WLVQ	4 WHOK	B/EZ 5.1
5 WSNY	5 WVKO	5 WTVN	5 WVKO	5 WMGG	5 WVKO	CHR 22.5
6 WTVN	6 WMGG	6 WXGT	6 WMGG	6 WXGT	6 WLVQ	Ctry 6.8
7 WLW	7 WCKX	7 WHOK	7 WHOK	7 WBNS-FM	7 WXGT	Gold/CR 8.3
8 WHOK	8 WXXM	8 WLW	8 WTVN	8 WHOK	8 WMGG	Jazz 1.3
9 WCKX	9 WTVN	9 WBNS-FM	9 WCKX	9 WLW	9 WBNS-FM	UC 6.1
10 WXXM	10 WHOK	10 WVKO	10 WXXM	10 WVKO	10 WCLT-FM	

DALLAS-FT. WORTH

POPULATION: 3,184,300

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.9	6.6	7.6	8.8	8.6	1	KSCS Ctry	96.3 100kw	1	6	3	1	1	1	86	CAP CITIES/ABC	BAN	9.3
7.3	5.5	6.1	5.6	7.4	2	KPLX Ctry	99.5 100kw	3	5	4	2	3	3	92	SUSQUEHANNA	EAST	6.9
8.4	7.9	10.2	7.2	6.7	3	KVIL-AIF AC	1150/103.7 1kw/100kw	7	9	9	3	2	2	97	INFINITY	TOR	6.5
6.6	7.3	4.4	4.6	5.8	4	WBAP Ctry	820 50kw	4	15	15	9	4	4	74	CAP CITIES/ABC	BAN	3.9
5.9	5.6	5.4	6.3	5.7	5	KKDA-FM UC	104.5 100kw	10	3	2	4	7	10	97	REPUBLIC	KATZ	7.0
4.3	4.2	3.2	4.5	4.7	6	KHYI CHR	94.9 33kw	2	1	8	11	16	20	54	EVERGREEN	MMR	5.0
4.3	5.4	4.7	5.2	4.6	7	KJMZ UC	100.3 100kw	8	2	5	6	10	19	68	SUMMIT	MCG	6.0
3.6	3.8	3.4	4.3	4.4	8	KTXQ AOR	102.1 100kw	9	8	1	5	6	15	74	CBS	CBS	5.9
4.3	5.3	6.3	4.5	4.2	9	KRLD News	1080 50kw	5	20	22	19	15	6	59	COMMAND	CBS	3.8
4.4	4.0	3.4	4.2	3.9	10	KEGL CHR	97.1 100kw	6	4	6	10	17	23	55	SANDUSKY	TOR	5.1
2.7	2.9	2.6	3.0	3.6	11	KZPS CR	92.5 100kw	12	12	7	8	8	14	77	BONNEVILLE INT	DUR	3.7
3.1	3.4	3.1	3.0	3.5	12	KLUV Gold	98.7 100kw	11	7	14	7	5	5	61	TK	MMR	2.9
4.0	4.3	4.0	3.8	3.4	13	KMEZ B/EZ	107.5 25kw	15	24	19	16	12	7	96	GILMORE	MCG	2.1
3.3	3.4	3.3	2.9	3.1	14	KOAI NAC	106.1 100kw	13	14	12	12	9	9	74	GANNETT	HNWH	3.9
2.8	3.5	2.9	3.3	2.4	15	KLTY CC	94.1 100kw	17	11	13	13	14	13	80	MARK RODRIGUEZ	K/P	3.4
2.3	2.8	2.6	1.8	2.4	15	KMGC AC	102.9 100kw	14	19	11	14	11	11	79	ALLIANCE	CHR	1.9
1.4	1.7	2.0	2.4	2.4	15	WRR Clas	101.1 100kw	18	18	24	23	22	11	79	CITY OF DALLAS	CMBS	2.5
2.6	1.8	1.2	1.9	2.3	18	KKDA Gold	730 5-.01kw	22	21	20	15	13	8	105	REPUBLIC	KATZ	1.9
2.7	2.6	3.5	2.5	2.0	19	KLIF N/T	1190 50-5kw	19	28	26	22	19	12	70	SUSQUEHANNA	EAST	2.4
1.8	2.0	1.3	2.0	1.9	20	KHVN Rel	970 1-.271kw	24	24	21	21	20	17	91	SUMMIT	MCG	2.1
1.6	1.3	1.8	2.5	1.8	21	KAAM Nost	1310 5kw	23	29	29	27	26	16	80	BONNEVILLE INT	DUR	1.9
0.0	1.1	1.4	1.3	1.7	22	KDGE NR	94.5 100kw	21	10	10	17	23	26	68	ALLISON	K/P	1.6
2.8	2.7	3.0	2.1	1.7	22	KQZY AC	105.3 100kw	16	16	16	18	18	21	55	GROUP W	G/W	1.0
2.2	1.6	2.1	1.3	1.4	24	KKWM AC	97.9 99kw	20	22	17	20	21	22	49	ANCHOR MEDIA	REP	.9
0.6	0.5	0.0	1.0	1.0	25	KSSA-AIF Span	1600/95.3 5-1kw/3kw	26	25	18	24	24	25	112	RADIO PLANO	CAB	.4

Continued on Page 165

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POPULATION: 807,400

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	9.5	9.7	10.2	10.9	1	WGTV CHR	92.9 50kw	1	1	1	1	1	8	72	GREAT TRAILS	KATZ	14.0
8.4	8.5	8.5	10.6	8.1	2	WHKO Ctry	99.1 50kw	3	6	6	5	3	1	80	COX	DUR	7.4
9.2	10.1	8.3	9.7	7.3	3	WTUE AOR	104.7 50kw	2	4	2	2	4	12	68	SUMMIT	MCG	10.9
6.5	7.8	6.5	5.9	6.6	4	WWSN AC	107.7 50kw	5	10	4	3	2	6	72	STONER	EAST	5.6
8.8	7.1	8.9	7.0	6.5	5	WHIO Talk	1290 5kw	4	22	12	11	8	3	68	COX	DUR	6.4
4.9	5.0	3.9	3.4	5.9	6	WLW AC	700 50kw	6	7	7	7	6	4	74	JACOR	EAST	3.5
7.3	7.8	5.7	6.2	5.8	7	WAZU AOR	102.9 50kw	7	3	3	6	12	25	77	OSBORN	CHR	8.2
2.9	3.8	3.4	5.8	5.8	7	WYMJ Gold	103.9 3kw	8	5	5	4	5	2	79	OHIO BR. ASSOC	REP	4.3
6.1	5.3	5.8	6.2	4.6	9	WVUD AC	99.9 50kw	9	9	9	8	7	5	83	UNI./DAYTON	REP	4.0
1.9	2.5	2.8	3.8	4.3	10	WDAO UC	1210 1kw	11	2	8	9	9	10	101	STONER	--	5.3
4.7	3.3	5.4	4.3	4.2	11	WONE Ctry	980 5kw	10	11	14	10	10	7	95	SUMMIT	MCG	2.9
2.7	3.0	4.0	3.0	3.0	12	WCLR B/EZ	95.7 50kw	12	25	17	17	15	11	73	WPTW RADIO	REG	2.5
2.3	1.1	2.6	1.0	1.8	13	WING Gold	1410 5kw	13	16	24	14	11	9	53	GREAT TRAILS	KATZ	1.6
0.5	0.6	0.5	1.5	1.6	14	WPFB-FM Ctry	105.9 34kw	16	8	11	13	13	16	78	BRADEN	ROS	2.0
1.2	1.2	1.8	1.7	1.3	15	WOFX CR	94.9 27kw	14	23	10	12	14	19	57	HOKER	MCG	1.5
0.7	1.2	1.1	1.1	1.3	15	WPFB Nost	910 1.1kw	19	14	19	23	24	15	87	BRADEN	ROS	.6
2.2	1.8	0.7	1.5	1.0	17	WBVE Ctry	96.5 21kw	18	20	13	15	16	18	62	REAMS	EAST	.6
0.0	0.0	0.0	0.0	1.0	17	WIZE Nost	1340 1kw	17	13	15	16	17	22	54	GREAT TRAILS	UNI	.6

DEMOGRAPHIC RANK

FORMAT REACH

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

AC	17.1
AOR	13.1
BBnd	2.3
B/EZ	3.0
CHR	10.9
Ctry	14.9
Gold/CR	8.9
N/T	6.5
UC	4.3

DENVER-BOULDER

POPULATION: 1,599,500

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.5	6.3	5.8	6.0	7.9	1	KYGO-FM Ctry	98.5 100kw	5	7	6	4	1	3	91	JEFFERSON PILOT	CBS	8.9
7.6	7.6	6.3	5.6	6.8	2	KXKL-A/F Gold	1280/105.1 5kw/100kw	3	4	9	2	2	2	70	SHAMROCK BR.	DUR	7.3
7.0	7.5	7.5	7.0	6.6	3	KRXY-A/F CHR	1600/107.5 5kw/100kw	1	2	3	5	10	15	62	CAP CITIES/ABC	KATZ	9.9
3.5	4.0	3.8	4.6	6.3	4	KBPI AOR	105.9 99kw	8	3	1	3	9	18	88	GREAT AMERICAN	BAN	6.1
6.2	6.1	8.4	7.8	6.2	5	KOA Talk	850 50kw	2	13	11	12	7	4	59	JACOR	EAST	6.0
8.2	6.9	7.4	6.2	6.1	6	KBCO-A/F AOR	1190/97.3 5kw/100kw	7	12	2	1	3	7	77	NOBLE	MMR	7.8
6.3	5.8	7.1	6.5	6.1	6	KOSI AC	101.1 100kw	6	8	12	10	4	1	72	D&D	TOR	4.1
4.9	5.1	5.3	5.8	6.0	8	KQKS CHR	104.3 100kw	4	1	4	6	11	16	66	WESTERN CITIES	HNWH	6.2
2.7	4.0	4.0	4.3	4.2	9	KSYY AC	95.7 100kw	12	11	13	11	5	5	70	VIACOM	REP	2.6
4.2	5.3	5.0	4.1	4.1	10	KXLT AC	100.3 100kw	11	9	7	7	6	10	68	GENESIS	CHR	2.9
6.3	5.4	4.7	4.2	3.7	11	KAZY AOR	106.7 100kw	9	6	5	8	13	21	58	SUMMIT	MCG	3.8
2.4	2.1	2.5	2.6	3.6	12	KEZW BBnd	1430 5kw	14	29	30	28	24	9	105	D&D	TOR	3.0
4.0	4.0	3.7	4.0	3.4	13	KRFX CR	103.5 100kw	10	10	8	9	8	14	54	JACOR	EAST	5.1
3.3	3.2	2.6	3.3	2.8	14	KVOD Clas	99.5 100kw	13	18	18	16	16	8	74	HENRY	MCG	2.0
2.8	2.6	2.3	2.5	2.4	15	KHIH NAC	94.7 100kw	15	15	10	13	12	17	72	SRO	HNWH	3.4
3.2	3.4	2.9	4.2	2.3	16	KHOW AC	630 5kw	16	26	27	17	17	6	72	VIACOM	REP	2.8
0.5	1.4	2.1	1.8	1.9	17	KYBG N/T	1090 50-.5kw	17	27	16	15	15	12	74	CENTURY	BAN	.5
1.5	1.1	1.1	2.8	1.8	18	KYGO Ctry	950 5kw	8	20	19	19	18	11	72	JEFFERSON PILOT	CBS	2.4
0.0	0.9	1.5	0.9	1.7	19	KDHT AOR	92.5 57kw	9	21	14	14	14	13	73	ALL PRO	K/P	1.7
2.0	2.9	2.5	1.2	1.3	20	KLZ AOR	560 5kw	2	5	15	18	26	25	88	SUMMIT	MCG	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.7
1 KBPI	1 KRXY-FM	1 KBPI	1 KRXY-FM	1 KBCO-FM	1 KYGO-FM	AOR	19.1
2 KBCO-FM	2 KBCO-FM	2 KBCO-FM	2 KYGO-FM	2 KYGO-FM	2 KXKL-FM	BBnd	3.6
3 KAZY	3 KQKS	3 KXKL-FM	3 KXLT	3 KXKL-FM	3 KOSI	CHR	12.6
4 KQKS	4 KXLT	4 KAZY	4 KXKL-FM	4 KBPI	4 KXLT	Clas	2.8
5 KRFX	5 KYGO-FM	5 KYGO-FM	5 KQKS	5 KOA	5 KSYY	Ctry	9.7
6 KRXY-FM	6 KBPI	6 KRFX	6 KBCO-FM	6 KHIH	6 KBCO-FM	Gold/CR	10.2
7 KYGO-FM	7 KRFX	7 KOA	7 KOSI	7 KRFX	7 KRXY-FM	NAC	2.4
8 KHIH	8 KXKL-FM	8 KQKS	8 KSYY	8 KSYY	8 KQKS	N/T	8.1
9 KXKL-FM	9 KAZY	9 KHIH	9 KBPI	9 KOSI	9 KRFX		
10 KOA	10 KSYY	10 KRXY-FM	10 KRFX	10 KYBG	10 KOA		

POPULATION: 3,595,600

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ A/H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.9	9.2	8.3	7.9	8.5	1	WJR AC	760 5kw	1	13	12	11	4	1	80	CAP CITIES/ABC	KATZ	7.6
7.4	6.4	7.8	7.3	6.7	2	WJLB UC	97.9 50kw	5	2	1	1	2	11	99	BOOTH AMERICAN	MMR	9.6
3.7	4.1	4.7	4.3	5.7	3	WLTJ AC	93.1 26.5kw	6	21	5	2	1	2	89	VIACOM	CHR	3.5
3.8	4.3	5.0	5.9	5.1	4	WHYT CHR	96.3 50kw	2	1	4	9	15	20	57	CAP CITIES/ABC	BAN	7.1
4.3	4.2	4.2	4.4	4.8	5	WKQI CHR	95.5 100kw	4	5	7	3	3	4	61	BR. PARTNERS	HNWH	3.7
4.5	3.9	5.7	5.8	4.6	6	WWJ News	950 5kw	3	18	16	14	12	6	52	CBS	CBS	4.0
4.1	3.3	3.6	3.9	4.3	7	WLLZ AOR	98.7 50kw	7	7	2	4	8	16	69	GROUP W	G/W	4.8
4.3	3.5	4.7	4.9	4.1	8	WWWW Ctry	106.7 61kw	12	15	13	13	10	3	79	SHAMROCK BR.	CHR	4.5
2.5	3.8	3.5	4.0	4.0	9	WJZZ Jazz	105.9 20kw	15	19	8	7	5	8	89	BELL	TOR	5.0
3.7	3.3	3.0	3.5	3.9	10	WXYT Talk	1270 5kw	17	32	17	16	13	9	97	FRITZ	DUR	4.1
5.5	5.0	4.8	5.4	3.8	11	WJOI B/EZ	97.1 12kw	13	22	19	17	14	5	76	CBS	CBS	2.6
3.8	4.1	3.9	4.3	3.7	12	WNIC AC	100.3 32kw	10	10	9	6	9	10	68	FAIRMONT	MCG	4.2
3.8	3.2	3.0	3.7	3.4	13	WRIF AOR	101.1 27.2kw	9	9	3	5	11	23	61	GREAT AMERICAN	REP	4.1
2.6	4.1	2.6	2.8	3.2	14	WOMC Gold	104.3 190kw	11	14	14	10	6	7	61	INFINITY	REP	2.4
4.5	4.4	4.2	3.7	3.1	15	WDFX CHR	99.5 21kw	8	3	6	12	20	26	51	HOKER	MMR	5.2
3.9	3.6	3.6	3.5	3.0	16	WCSX CR	94.7 13.5kw	14	26	10	8	7	13	62	GREATER MEDIA	MCG	4.7
3.2	3.2	2.7	2.3	2.3	17	CKLW BBnd	800 50kw	16	31	33	27	23	12	58	CUC	BAN	2.8
1.8	1.5	2.2	1.5	2.2	18	WQRS Clas	105.1 21.7kw	20	20	18	21	19	14	72	MARLIN II LTD	CMBS	1.4
1.6	1.4	1.8	1.5	2.1	19	WGPR UC	107.5 50kw	19	4	11	18	22	25	66	INT'L MASONS	RA/L	1.7
2.1	2.7	2.0	1.9	2.0	20	WKSG Gold	102.7 50kw	18	25	15	15	16	15	57	INNER CITIES	DUR	2.5
1.5	1.9	1.6	1.4	1.6	21	WMTG UC	1310 5kw	22	23	22	19	18	17	78	FAIRMONT	MCG	.8
0.8	0.7	0.8	0.7	1.4	22	WMUZ CC	103.5 50kw	23	8	20	22	21	21	74	CRAWFORD	CRAW	.6
1.9	2.2	1.7	1.4	1.3	23	CKMR Gold	93.9 100kw	21	11	21	20	17	18	48	CUC	BAN	1.1
1.5	1.2	1.5	1.3	1.0	24	WCXI Ctry	1130 50kw	24	33	32	32	28	22	58	SHAMROCK BR.	CHR	1.0
1.1	1.4	1.1	1.0	1.0	24	WQBH UC	1400 1kw	25	28	25	23	24	19	66	DETROIT BR.	PATT	.5

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	17.9
1 WLLZ	1 WJLB	1 WLLZ	1 WJLB	1 WJZZ	1 WLTJ	AOR	7.7
2 WRIF	2 WLTJ	2 WRIF	2 WLTJ	2 WJR	2 WJLB	BBnd	2.3
3 WJLB	3 WHYT	3 WJZZ	3 WKQI	3 WLLZ	3 WKQI	B/EZ	3.8
4 WCSX	4 WNIC	4 WCSX	4 WNIC	4 WCSX	4 WNIC	CHR	13.0
5 WDFX	5 WKQI	5 WJLB	5 WHYT	5 WRIF	5 WOMC	Clas	2.2
6 WJZZ	6 WDFX	6 WKQI	6 WOMC	6 WWJ	6 WWWW	Ctry	5.1
7 WHYT	7 WRIF	7 WJR	7 WJZZ	7 WKQI	7 WJR	Gold/CR	9.5
8 WKQI	8 WJZZ	8 WOMC	8 WLLZ	8 WWWW	8 WJZZ	Jazz	4.0
9 WJR	9 WLLZ	9 WLTJ	9 WDFX	9 WJLB	9 WHYT	N/T	8.5
10 WLTJ	10 WCSX	10 WWJ	10 WWWW	10 WOMC	10 WCSX	Rel/CC	1.4
						UC	11.4

GREENSBORO-WINSTON SALEM

POPULATION: 787,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.9	15.3	13.8	18.2	15.3	1	WTQR Ctry	104.1 100kw	1	6	2	2	1	1	103	NEWMARKET MEDIA	MCG	14.4
9.2	11.4	9.6	10.2	11.9	2	WKRR AOR	92.3 100kw	2	4	1	1	2	6	113	DICK	KATZ	15.0
11.5	7.1	8.8	7.1	7.3	3	WJMH UC	102.1 100kw	4	1	3	4	5	4	84	BEASLEY	HNWH	10.5
5.7	5.0	6.9	5.8	6.7	4	WMAG AC	99.5 100kw	6	7	7	3	3	2	86	VOYAGER	CHR	4.8
4.0	4.8	4.5	5.8	6.0	5	WQMG-FM UC	97.1 100kw	8	5	4	5	6	8	92	MURRAY HILL	BAN	11.2
5.8	5.6	6.0	4.7	5.7	6	WKZL CHR	107.5 100kw	3	2	5	7	8	11	65	NATIONWIDE	BAN	4.9
3.9	4.6	5.2	5.8	5.6	7	WWWB AC	100.3 100kw	7	8	9	6	4	3	82	WGLD, INC.	MMR	2.3
3.9	3.4	3.9	4.2	4.7	8	WKSI CHR	98.7 100kw	5	3	6	8	9	13	57	BAHAKEL	REP	5.1
4.8	3.8	4.5	5.8	4.7	8	WSJS AC	600 5kw	9	15	12	10	10	5	80	NEWMARKET MEDIA	MCG	4.0
4.2	4.3	4.9	3.6	3.4	10	WMOX-A/F Gold	1340/93.1 1kw/100kw	10	10	8	9	7	7	61	EBE	DUR	5.0
2.4	1.9	3.0	3.4	2.9	11	WWMY B/EZ	94.5 100kw	11	17	14	12	12	9	79	SPEED-O-PRINT	KATZ	2.3
1.4	1.7	2.0	0.8	1.5	12	WAAA UC	980 1-.069kw	17	14	20	21	21	24	96	MEDIA BR.	--	.9
2.0	1.9	1.4	1.6	1.5	12	WPCM Ctry	101.1 100kw	12	19	11	15	14	14	59	RES. TRIANGLE	--	1.3
0.4	1.1	1.6	0.0	1.5	12	WRDX AC	106.5 100kw	14	24	17	11	11	10	80	WSPT, INC.	SSS	1.3
2.7	1.5	1.9	1.9	1.2	15	WMFR AC	1230 1kw	15	29	29	25	25	15	77	VOYAGER	CHR	1.2
1.8	1.6	0.0	0.6	1.2	15	WQMG Rel	1510 1kw	27	31	26	24	22	8	145	MURRAY HILL	BAN	---
0.7	1.0	0.9	1.0	1.1	17	WTNC Rel	790 1-.05kw	20	9	21	17	18	19	76	WILLIS	--	.6
1.4	2.3	1.0	1.3	1.0	18	WWGL Rel	94.1 100kw	18	16	22	13	13	12	68	DAVIDSON BR.	TNS	.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKRR	1 WKRR	1 WKRR	1 WTQR	1 WKRR	1 WTQR	AC 19.7
2 WTQR	2 WJMH	2 WTQR	2 WMAG	2 WTQR	2 WMAG	AOR 11.9
3 WQMG-FM	3 WMAG	3 WQMG-FM	3 WKRR	3 WMAG	3 WWWB	B/EZ 2.9
4 WJMH	4 WTQR	4 WJMH	4 WJMH	4 WJMH	4 WKRR	CHR 10.4
5 WKSI	5 WKZL	5 WWWB	5 WKZL	5 WWWB	5 WJMH	Ctry 16.8
6 WKZL	6 WKSI	6 WMAG	6 WWWB	6 WQMG-FM	6 WMOX-FM	Gold/CR 3.4
7 WMOX-FM	7 WQMG-FM	7 WMOX-FM	7 WQMG-FM	7 WMOX-FM	7 WQMG-FM	Rel/CC 3.3
8 WWWB	8 WWWB	8 WKZL	8 WKSI	8 WKZL	8 WKZL	UC 14.8
9 WMAG	9 WMOX-FM	9 WKSI	9 WMOX-FM	9 WSJS	9 WKSI	
10 WSJS	10 WPCM	10 WSJS	10 WSJS	10 WKSI	10 WSJS	

HARTFORD-NEW BRITAIN

POPULATION: 982,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.9	15.5	15.0	16.8	18.7	1	WTIC AC	1080 50kw	1	9	10	6	2	1	115	CHASE	KATZ	13.6
13.7	12.7	11.2	10.5	8.3	2	WTIC-FM CHR	96.5 20kw	2	2	4	1	5	5	58	CHASE	KATZ	12.4
9.0	8.0	7.6	8.2	7.5	3	WRCH AC	100.5 7.5kw	4	11	8	8	6	3	78	RADIO CRP/HART	BAN	6.6
4.0	5.9	5.3	5.8	7.4	4	WKSS CHR	95.7 16.5kw	3	1	3	4	9	8	63	PRECISION MED.	MMR	5.3
7.4	5.7	7.8	9.1	6.8	5	WWYZ Ctry	92.5 19kw	9	7	11	9	3	2	93	WWYZ, INC.	BAN	6.7
5.1	6.6	5.9	5.0	6.3	6	WCCC-A/F AOR	1290/106.9 5kw/23kw	5	5	2	2	4	7	72	GREATER HART.	DUR	9.3
5.9	4.8	6.4	4.8	6.3	6	WDRF-FM Gold	102.9 19.5kw	7	10	6	5	1	4	74	BUCKLEY	MCG	5.8
6.1	5.8	5.8	5.5	5.8	8	WHCN AOR	105.9 16kw	6	8	1	3	8	9	67	BECK-ROSS	CHR	8.6
5.6	4.8	6.9	5.6	5.8	8	WIOF AC	104.1 14.13kw	8	6	5	7	7	6	71	GREAT CONN.	EAST	3.9
2.1	1.5	1.6	1.8	2.3	10	WAQY AOR	102.1 27kw	10	4	7	10	11	18	57	SUNSHINE GROUP	KATZ	2.4
1.1	0.9	1.0	1.8	1.5	11	WPLR AOR	99.1 14.1kw	12	14	9	11	10	22	41	SOUTHERN STARR	DUR	1.4
1.0	1.2	1.8	1.2	1.5	12	WDRF Gold	1360 5kw	15	18	17	15	15	11	77	BUCKLEY	MCG	.6
1.4	1.1	1.1	1.2	1.5	13	WKCI CHR	101.3 10kw	13	3	12	12	13	15	47	NOBLE	MCG	.6
1.9	2.5	2.6	3.3	1.5	13	WPOP N/T	1410 5kw	11	16	18	14	14	10	39	GREATER CT.	EAST	2.1
0.4	0.9	0.7	1.2	1.1	15	WFAN Sports	660 50kw	14	12	13	13	12	12	45	EMMIS	HNWH	.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHCN	1 WTIC-FM	1 WCCC-FM	1 WTIC-FM	1 WCCC-FM	1 WTIC-FM	AC 32.0
2 WCCC-FM	2 WKSS	2 WHCN	2 WKSS	2 WDRF-FM	2 WIOF	AOR 15.9
3 WKSS	3 WIOF	3 WDRF-FM	3 WDRF-FM	3 WHCN	3 WTIC	CHR 17.2
4 WAQY	4 WDRF-FM	4 WTIC	4 WIOF	4 WTIC	4 WRCH	Ctry 6.8
5 WTIC-FM	5 WCCC-FM	5 WKSS	5 WRCH	5 WWYZ	5 WDRF-FM	Gold/CR 7.8
6 WPLR	6 WHCN	6 WWYZ	6 WWYZ	6 WRCH	6 WWYZ	N/T 2.6
7 WIOF	7 WRCH	7 WIOF	7 WTIC	7 WIOF	7 WKSS	
8 WDRF-FM	8 WTIC	8 WAQY	8 WHCN	8 WKSS	8 WHCN	
9 WTIC	9 WWYZ	9 WTIC-FM	9 WCCC-FM	9 WTIC-FM	9 WCCC-FM	
10 WRCH	10 WKCI	10 WRCH	10 WKCI	10 WPLR	10 WDRF	

HOUSTON-GALVESTON

POPULATION: 2,930,100

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK <small>12+ ACH</small>	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.1	8.6	8.1	7.7	7.8	1	KMJQ UC	102.1 100kw	7	4	2	2	4	8	106	NOBLE	CHR	9.9
6.5	6.9	7.1	7.7	7.7	2	KIKK-FM Ctry	95.7 95kw	2	8	4	3	1	1	82	VIACOM	TOR	9.7
7.0	5.0	5.8	7.6	7.4	3	KLOL AOR	101.1 95kw	5	6	1	1	2	9	93	RUSK	CBS	8.0
8.2	7.5	7.3	8.6	7.3	4	KILT-FM Ctry	100.3 95kw	1	7	6	4	3	2	77	GROUP W	G/W	7.8
6.6	6.7	6.1	4.0	5.2	5	KKBQ-A/F CHR	790/92.9 5kw/97kw	3	2	3	5	9	13	56	GANNETT	MCG	5.6
5.8	5.9	5.0	5.1	4.6	6	KTRH News	740 50kw	6	14	15	12	10	3	59	RUSK	CBS	3.6
4.2	5.5	6.2	5.2	4.4	7	KLTR AC	93.7 100kw	8	15	8	6	5	7	66	CBS	CBS	4.5
5.5	4.6	3.5	3.7	4.4	7	KRBE CHR	104.1 100kw	4	3	7	8	12	15	55	SUSQUEHANNA	DUR	4.5
5.9	5.0	5.6	5.3	4.0	9	KODA B/EZ	99.1 95kw	9	29	13	11	11	5	67	GROUP W	MMR	2.7
3.3	3.5	3.5	3.4	3.7	10	KZFX CR	107.5 95kw	12	10	5	7	7	16	69	SHAMROCK BR.	REP	4.9
1.3	1.4	2.2	2.4	3.6	11	KHYS UC	98.5 100kw	14	1	9	13	17	20	74	CLEAR CHANNEL	KATZ	4.2
2.9	3.2	3.5	3.4	3.6	11	KLDE Gold	94.5 95kw	10	13	12	9	6	4	65	ENTERCOM	DUR	2.4
3.6	3.5	2.2	2.9	3.4	13	KFMK AC	97.9 100kw	11	12	11	10	8	10	62	COOK INLET	KATZ	2.6
3.8	3.7	3.2	4.5	3.3	14	KQUE Nost	102.9 100kw	16	22	24	19	13	6	86	TEXAS COAST	EAST	3.6
3.2	3.3	2.6	2.7	2.9	15	KNRJ CHR	96.5 97kw	13	5	10	14	18	23	54	NATIONWIDE	MMR	3.0
2.3	3.2	2.8	2.9	2.5	16	KPRC N/T	950 5kw	15	16	22	18	15	11	63	H&C	EAST	2.9
0.8	1.0	1.7	1.1	2.0	17	KLAT Span	1010 5kw	18	20	18	16	14	12	108	TICHENOR MEDIA	KATZ	1.2
0.4	0.6	1.3	1.4	1.5	18	KQQK Span	106.5 100kw	19	9	14	17	21	22	81	PARR	--	1.4
1.5	1.1	1.5	1.0	1.5	18	KXYZ Span	1320 5kw	17	18	16	15	16	17	71	INFINITY	CAB	1.4
1.2	1.0	1.3	0.8	1.3	20	KHCB Rel	105.7 100kw	20	32	26	20	20	14	73	HOUSTON CHRIS.	--	.7
1.2	1.0	1.0	1.0	1.1	21	KYOK Gold	1590 5kw	21	19	19	21	19	18	69	NOBLE	CHR	1.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	7.8
1 KLLO	1 KMJQ	1 KLLO	1 KMJQ	1 KLLO	1 KIKK-FM	AOR	7.4
2 KMJQ	2 KRBE	2 KMJQ	2 KIKK-FM	2 KIKK-FM	2 KILT-FM	BBnd	3.3
3 KZFX	3 KILT-FM	3 KILT-FM	3 KILT-FM	3 KILT-FM	3 KMJQ	B/EZ	4.0
4 KKBQ-FM	4 KLTR	4 KIKK-FM	4 KLTR	4 KZFX	4 KLTR	CHR	12.5
5 KIKK-FM	5 KIKK-FM	5 KZFX	5 KRBE	5 KMJQ	5 KLDE	Ctry	15.0
6 KNRJ	6 KKBQ-FM	6 KKBQ-FM	6 KKBQ-FM	6 KLDE	6 KODA	Gold/CR	8.4
7 KFMK	7 KLLO	7 KFMK	7 KLDE	7 KTRH	7 KKBQ-FM	N/T	7.1
8 KILT-FM	8 KHYS	8 KLTR	8 KFMK	8 KLTR	8 KFMK	Rel/CC	1.3
9 KHYS	9 KZFX	9 KLDE	9 KHYS	9 KFMK	9 KRBE	Span	5.0
10 KRBE	10 KFMK	10 KTRH	10 KODA	10 KKBQ-FM	10 KQUE	UC	11.4

INDIANAPOLIS

POPULATION: 1,021,600

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.6	14.4	15.3	14.8	15.2	1	WFBO AOR	94.7 52kw	1	3	1	1	1	4	105	GREAT AMERICAN	KATZ	16.8
12.4	11.7	15.8	13.6	15.2	1	WIBC AC	1070 50-10kw	3	11	10	6	3	1	118	SCONNIX	DUR	12.9
11.3	12.1	12.3	11.0	13.2	3	WFMS Ctry	95.5 13kw	4	5	4	2	2	2	112	SUSQUEHANNA	EAST	10.6
9.7	10.0	9.7	10.0	11.4	4	WZPL CHR	99.5 12.5kw	2	1	2	3	5	6	79	BOOTH AMERICAN	HNWH	18.3
8.5	6.0	7.0	6.4	6.6	5	WKLR Gold	93.1 12.5kw	6	6	6	4	4	3	80	SCONNIX	DUR	5.8
6.9	8.1	7.8	11.1	6.6	5	WTLC UC	105.7 50kw	7	2	5	7	8	7	95	PANACHE	MMR	8.3
7.3	6.9	5.6	6.6	6.1	7	WENS AC	97.1 23kw	5	4	3	5	6	8	64	EMMIS	MCG	7.1
3.3	4.1	5.6	3.9	5.7	8	WTPI AC	107.9 22kw	8	7	7	8	7	5	88	SOMERSET	TOR	3.3
0.0	0.0	2.1	2.8	3.1	9	WMJC AC	103.3 18kw	9	10	8	9	9	9	74	WIN	CHR	1.5
2.9	3.1	2.8	3.0	2.5	10	WTUX BBnd	1310 5-1kw	10	13	21	21	21	10	79	PANACHE	MMR	1.8
1.0	1.1	1.4	1.5	1.5	11	WTTS AOR	92.3 37kw	11	8	9	10	10	15	51	SARKES TARZIAN	REP	1.1
0.8	0.5	1.0	1.4	1.1	12	WNDE Talk	1260 5kw	12	16	11	11	11	12	41	GREAT AMERICAN	KATZ	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFBO	1 WFBO	1 WFBO	1 WFBO	1 WFBO	1 WFMS
2 WZPL	2 WZPL	2 WFMS	2 WZPL	2 WFMS	2 WFBO
3 WENS	3 WENS	3 WKLR	3 WFMS	3 WKLR	3 WIBC
4 WFMS	4 WFMS	4 WZPL	4 WENS	4 WIBC	4 WZPL
5 WTLC	5 WTLC	5 WIBC	5 WKLR	5 WZPL	5 WENS
6 WKLR	6 WTPI	6 WENS	6 WTLC	6 WENS	6 WKLR
7 WTTS	7 WMJC	7 WTLC	7 WTPI	7 WTPI	7 WTPI
8 WIBC	8 WKLR	8 WTPI	8 WIBC	8 WTLC	8 WTLC
9 WNDE	9 WIBC	9 WMJC	9 WMJC	9 WMJC	9 WMJC
10 WMJC	10 WTTS	10 WTTS	10 WTTS	10 WTTS	10 WXIR



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LOS ANGELES

POPULATION: 9,265,900

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
6.1	6.8	5.7	6.4	6.2	1	KOST AC	103.5 12.5kw	2	6	3	1	1	1	73	COX	CHR	5.0
4.9	6.4	5.4	6.1	5.9	2	KIIS-AIF CHR	1150/102.7 5kw/8kw	1	2	1	2	2	11	58	GANNETT	MCG	7.1
7.1	6.1	6.2	5.6	5.0	3	KPWR CHR	105.9 72kw	3	1	4	4	8	20	62	EMMIS	HNWH	7.0
5.2	4.3	4.6	4.4	4.3	4	KABC Talk	790 5kw	6	30	27	19	13	2	79	CAP CITIES/ABC	KATZ	5.0
3.8	4.1	4.2	3.8	4.1	5	KLOS AOR	95.5 61kw	5	18	2	3	3	16	68	CAP CITIES/ABC	KATZ	4.8
4.1	4.6	2.5	2.9	3.4	6	KXEZ AC	98.7 75kw	14	25	17	16	10	5	89	VIACOM	TOR	2.4
3.0	3.1	2.6	3.3	3.3	7	KFWB News	980 5kw	4	34	29	21	18	9	48	GROUP W	G/W	2.5
4.3	5.5	3.8	3.6	3.3	7	KOLZ CHR	100.3 5.3kw	8	3	8	9	17	23	66	WESTWOOD ONE	EAST	4.3
2.2	2.7	3.5	3.3	3.2	9	KWKW Span	1330 5kw	20	12	12	12	7	6	107	LOTUS	LOTU	2.7
1.5	1.7	0.4	1.3	3.1	10	KKBT UC	92.3 39kw	17	5	6	7	14	24	88	EVERGREEN	MCG	3.9
1.8	3.2	3.2	3.0	3.1	10	KLVE Span	107.5 29.5kw	15	7	7	5	5	18	84	HEFTEL	CAB	2.9
2.3	2.5	2.5	3.2	3.1	10	KROQ AOR	106.7 5.5kw	13	4	5	6	21	32	75	INFINITY	TOR	4.3
2.5	2.8	3.1	3.0	3.1	10	KTWV NAC	94.7 55kw	10	26	14	11	4	3	71	LEGACY	G/W	3.9
4.3	3.6	4.0	3.6	3.0	14	KBIG AC	104.3 105kw	9	16	10	8	6	8	61	BONNEVILLE INT	CBS	2.3
2.5	2.7	2.1	3.1	3.0	14	KMPC Nost	710 50-10kw	18	37	41	34	24	7	87	GOLDEN WEST	DUR	2.5
3.3	2.8	3.4	3.0	2.8	16	KNX News	1070 50kw	7	24	30	22	19	10	52	CBS	CBS	2.5
2.0	2.3	2.2	2.0	2.7	17	KZLA Cry	93.9 49kw	21	31	19	14	12	4	91	MALRITE	EAST	3.1
1.8	2.0	2.2	2.3	2.6	18	KLSX CR	97.1 21kw	12	23	9	10	9	14	63	GREATER MEDIA	MMR	2.1
2.5	1.9	2.7	3.1	2.3	19	KTNQ Span	1020 50kw	19	11	11	13	11	15	76	HEFTEL	CAB	2.0
2.0	2.0	1.8	1.7	2.0	20	KODJ Gold	93.1 28.5	16	15	18	17	15	12	56	CBS	CBS	1.8
3.1	2.8	2.7	2.8	1.9	21	KRTH Gold	101.1 51kw	11	17	16	15	16	13	46	BEASLEY	REP	2.1
2.2	1.9	2.3	1.9	1.7	22	KJLH UC	102.3 2.25kw	22	10	13	18	20	26	62	TAXI	ROS	2.1

Continued on Page 165

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POPULATION: 1,300,900

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.5	11.6	10.3	12.8	10.7	1	WDAF Ctry	610 5kw	2	15	11	7	2	1	93	GREAT AMERICAN	KATZ	10.3
7.4	8.2	10.1	8.2	8.1	2	KBEQ CHR	104.3 99kw	1	1	3	4	8	12	69	NOBLE	CBS	10.2
7.2	7.8	9.3	7.0	7.8	3	KFKF Ctry	94.1 100kw	3	8	5	2	1	2	90	WILLIAM JOHNSON	HNWH	7.7
5.2	4.5	7.2	6.7	7.8	3	KPRS UC	103.3 100kw	11	2	2	1	4	9	123	KPRS	REP	10.4
6.0	6.1	7.3	6.4	5.8	5	KCMO N/T	810 50-5kw	6	23	13	13	9	6	73	GANNETT	MCG	4.5
4.4	3.9	5.5	4.7	5.8	5	KUDL AC	98.1 100kw	7	9	7	5	5	4	74	SHAMROCK BR.	CHR	3.3
4.7	5.3	4.3	5.5	5.8	5	KYYS AOR	102.1 100kw	5	6	1	3	6	14	73	GREAT AMERICAN	KATZ	6.1
6.4	6.1	3.4	2.6	5.5	8	KMBZ AC	980 5kw	4	11	15	14	13	7	67	BONNEVILLE INT.	DUR	3.3
5.4	6.1	3.8	4.6	5.1	9	KCMO-FM Gold	94.9 100kw	10	10	9	6	3	5	80	GANNETT	MCG	4.8
5.9	5.6	6.0	6.0	4.8	10	KMBR B/EZ	99.7 100kw	12	13	12	12	7	3	80	BONNEVILLE INT.	DUR	3.3
6.7	5.1	4.9	4.3	4.6	11	KXXR CHR	106.5 100kw	9	3	4	8	15	20	68	OLYMPIA	REP	4.8
1.3	2.3	2.7	4.0	3.8	12	KRVK AC	98.9 100kw	8	5	8	10	10	8	56	WTMJ, INC.	BAN	4.9
4.3	4.6	3.2	4.1	3.4	13	KCFX CR	100.7 100kw	13	12	6	9	11	17	63	HOKER	MMR	4.7
4.3	4.8	4.5	4.4	3.2	14	KLSI AC	93.3 100kw	14	7	10	11	12	10	61	APOLLO RADIO	MMR	4.4
1.8	1.5	1.9	2.9	2.2	15	KXTR Clas	96.5 99kw	15	20	20	16	16	11	70	KXTR BROAD. CO.	CMBS	2.4
1.8	2.7	2.4	2.6	1.9	16	KJLA Nost	1190 5-.25kw	17	19	24	24	21	18	76	OSBORN	ROS	1.1
0.0	0.0	0.0	0.0	1.6	17	KIDZ UC	1510 10kw	19	17	14	15	14	13	123	RAGAN HENRY	--	--
1.5	1.4	0.8	2.3	1.5	18	KPRT Rel	1590 1-.047kw	18	14	18	18	17	15	88	KPRS	REP	.8
2.8	3.0	1.6	1.7	1.2	19	WHB Gold	710 10-5kw	16	16	23	17	18	16	42	SHAMROCK BR.	CHR	1.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	18.3
1 KYYS	1 KBEQ	1 KYYS	1 KBEQ	1 KFKF	1 KFKF	AOR	5.8
2 KPRS	2 KPRS	2 KFKF	2 KPRS	2 WDAF	2 KUDL	BBnd	1.9
3 KCFX	3 KXXR	3 KPRS	3 KUDL	3 KYYS	3 KBEQ	B/EZ	4.8
4 KFKF	4 KYYS	4 KCFX	4 KFKF	4 KCMO-FM	4 KCMO-FM	CHR	12.7
5 KXXR	5 KUDL	5 WDAF	5 KCMO-FM	5 KPRS	5 KPRS	Clas	2.2
6 KBEQ	6 KFKF	6 KXXR	6 KLSI	6 KCFX	6 KMBR	Ctry	18.5
7 KUDL	7 KRVK	7 KCMO-FM	7 KRVK	7 KCMO	7 WDAF	Gold/CR	9.7
8 WDAF	8 KLSI	8 KUDL	8 KYYS	8 KUDL	8 KLSI	N/T	5.8
9 KRVK	9 KCMO-FM	9 KBEQ	9 KMBR	9 KMBZ	9 KRVK	Rel/CC	1.5
10 KMBR	10 KCFX	10 KCMO	10 KXXR	10 KMBR	10 KYYS	UC	9.4

#7

DALLAS-FT. WORTH

POPULATION: 3,184,300

Continued from Page 154

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KTXQ	1 KPLX	1 KSCS	1 KVIL-FM	1 KSCS	1 KVIL-FM	AC	12.2
2 KZPS	2 KKDA-FM	2 KTXQ	2 KPLX	2 WBAP	2 KSCS	AOR	6.1
3 KJMZ	3 KSCS	3 KPLX	3 KSCS	3 KPLX	3 KPLX	BBnd	1.8
4 KSCS	4 KEGL	4 WBAP	4 KKDA-FM	4 KTXQ	4 KKDA-FM	B/EZ	3.4
5 KKDA-FM	5 KVIL-FM	5 KZPS	5 KLUV	5 KZPS	5 KLUV	CHR	8.6
6 KPLX	6 KHYI	6 KJMZ	6 KEGL	6 KVIL-FM	6 KHYI	Clas	2.4
7 KEGL	7 KJMZ	7 KKDA-FM	7 KHYI	7 KLUV	7 WBAP	Ctry	21.8
8 KHYI	8 KTXQ	8 KVIL-FM	8 KJMZ	8 KJMZ	8 KMEZ	Gold/CR	9.4
9 KDGE	9 KMGC	9 KLUV	9 KTXQ	9 KOAI	9 KMGC	NAC	3.1
10 WBAP	10 KLTY	10 KOAI	10 KLTY	10 KRDL	10 KOAI	N/T	6.2
						Rel/CC	4.3
						Span	1.0
						UC	10.3

#2

LOS ANGELES

POPULATION: 9,265,900

Continued from Page 162

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
1.0	0.8	1.0	1.1	1.4	23	KALI Span	1430 5kw	29	19	15	20	22	25	82	UNITED	KATZ	1.2
1.8	1.6	1.7	1.6	1.4	23	KFI Talk	640 50kw	23	35	34	25	23	17	53	COX	CHR	2.2
1.2	1.0	1.4	1.4	1.3	25	KKGO Clas	105.1 18kw	24	28	32	30	26	21	57	MT. WILSON FM	CMBS	1.6
1.2	0.8	1.2	0.8	1.3	25	KLAC Ctry	570 5kw	25	33	39	35	29	19	56	MALRITE	EAST	.9
0.9	0.8	1.0	1.0	1.1	27	KRLA Gold	1110 50-20kw	27	20	28	24	25	22	53	GREATER MEDIA	MMR	.8
1.0	1.1	1.3	1.1	1.0	28	KSKQ Span	1540 50-10kw	31	22	24	27	31	30	67	SBS	SBS	.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KLOS	1 KOST	1 KLOS	1 KOST	1 KLOS	1 KOST	AC	12.6
2 KROQ	2 KIIS-FM	2 KIIS-FM	2 KIIS-FM	2 KTUV	2 KIIS-FM	AOR	7.2
3 KIIS-FM	3 KPWR	3 KROQ	3 KPWR	3 KOST	3 KBIG	BBnd	3.0
4 KPWR	4 KKB	4 KOST	4 KBIG	4 KIIS-FM	4 KLVE	CHR	14.2
5 KQLZ	5 KLVE	5 KLSX	5 KLVE	5 KLSX	5 KPWR	Clas	1.3
6 KLSX	6 KLOS	6 KPWR	6 KKB	6 KABC	6 KXEZ	Ctry	5.1
7 KOST	7 KBIG	7 KQLZ	7 KLOS	7 KTNQ	7 KWKW	Gold/CR	6.5
8 KKB	8 KQLZ	8 KTUV	8 KWKW	8 KWKW	8 KKB	NAC	3.1
9 KLVE	9 KROQ	9 KKB	9 KQLZ	9 KRTH	9 KZLA	N/T	11.8
10 KWKW	10 KJLH	10 KLVE	10 KXEZ	10 KQLZ	10 KLOS	Span	7.9
						UC	4.8

LOUISVILLE

POPULATION: 793,200

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.2	10.8	15.9	16.3	15.7	1	WHAS AC	840 50kw	1	9	9	4	2	1	87	CLEAR CHANNEL	CHR	10.1
16.3	16.4	15.9	14.7	14.9	2	WAMZ Ctry	97.5 100kw	3	5	3	1	1	2	107	CLEAR CHANNEL	CHR	16.8
15.3	13.6	11.5	11.6	13.7	3	WDJX-A/F CHR	1080/99.7 10-1kw/24kw	2	1	1	2	3	4	85	STONER	EAST	13.5
5.9	7.9	8.7	7.7	7.9	4	WVEZ AC	106.9 24.5kw	4	8	5	5	4	3	80	WILKS/SCHWARTZ	KATZ	6.8
8.3	8.2	6.6	6.4	7.0	5	WQMF AOR	95.7 34kw	7	6	2	3	6	11	83	WOOD/OTTINGS	HNWH	8.7
5.5	6.3	7.4	7.3	6.6	6	WLRS AOR	102.3 3kw	5	2	4	6	9	14	75	KENTUCKY TECH	DUR	10.4
6.0	5.6	4.8	7.1	5.6	7	WRKA Gold	103.1 3kw	6	7	6	7	5	5	64	CAPITOL BR CRP.	BAN	7.3
0.0	0.0	0.0	0.0	4.3	8	WGZB UC	96.5 3kw	9	3	7	8	8	10	114	POWER COMM.	--	2.7
7.1	9.4	6.1	5.7	4.3	8	WLOU UC	1350 5-.5kw	8	4	8	9	7	6	106	JOHNSON	--	7.8
3.0	2.8	1.6	3.0	2.7	10	WXVW B/EZ	1450 1kw	11	17	16	16	16	13	83	SUNNYSIDE	K/P	2.0
3.8	3.2	2.5	2.2	1.9	11	WAVG Gold	970 5kw	10	10	14	10	10	7	53	RADIO 970, INC.	DUR	1.6
3.0	3.0	3.3	2.6	1.4	12	WLSY B/EZ	101.7 3kw	12	11	13	11	11	8	56	LOUISVILLE RAD.	BAN	1.4
0.5	1.9	1.8	1.7	1.4	12	WWKY Ctry	790 5-1kw	13	15	15	12	12	9	65	WILKS/SCHWARTZ	KATZ	.2
0.9	0.0	1.1	1.2	1.1	14	WLLV Rel	1240 1kw	17	18	18	15	14	12	101	FULL FORCE BR.	K/P	1.0
1.5	0.9	1.6	0.6	1.1	14	WXLN Rel	103.9 3kw	15	16	10	13	13	15	79	RADIO 900	--	.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WQMF	1 WDJX-FM	1 WQMF	1 WDJX-FM	1 WAMZ	1 WAMZ	AC
2 WAMZ	2 WAMZ	2 WAMZ	2 WAMZ	2 WHAS	2 WHAS	AOR
3 WLRS	3 WVEZ	3 WDJX-FM	3 WVEZ	3 WQMF	3 WVEZ	B/EZ
4 WDJX-FM	4 WLRS	4 WHAS	4 WHAS	4 WDJX-FM	4 WDJX-FM	CHR
5 WGZB	5 WQMF	5 WLRS	5 WRKA	5 WRKA	5 WRKA	Ctry
6 WRKA	6 WRKA	6 WRKA	6 WLRS	6 WVEZ	6 WLOU	Gold/CR
7 WHAS	7 WLOU	7 WVEZ	7 WQMF	7 WGZB	7 WGZB	Rel/CC
8 WLOU	8 WGZB	8 WGZB	8 WGZB	8 WLRS	8 WQMF	UC
9 WVEZ	9 WHAS	9 WLOU	9 WLOU	9 WLOU	9 WLRS	
10 WAVG	10 WXLN	10 WAVG	10 WXLN	10 WAVG	10 WLSY	

AC	23.6
AOR	13.6
B/EZ	4.1
CHR	13.7
Ctry	16.3
Gold/CR	7.5
Rel/CC	2.2
UC	8.6

POPULATION: 890,800

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.1	14.3	16.2	13.3	12.4	1	WHRK UC	97.1 100kw	2	1	1	1	5	7	100	GILLIAM	MCG	15.2
10.5	9.9	10.9	12.0	10.9	2	WGKX Ctry	105.9 100kw	3	6	6	3	2	1	89	BARNSTABLE	KATZ	12.6
9.4	9.5	11.2	9.6	9.2	3	WDIA UC	107.0 50-5kw	5	7	7	6	3	2	87	ADAMS	MCG	7.5
9.1	6.4	7.4	9.3	8.7	4	WRVR AC	104.5 100kw	4	8	4	4	1	3	80	KEYMARKET	MMR	7.9
7.6	8.8	8.6	8.4	8.1	5	WEGR AOR	102.7 100kw	7	5	2	2	4	11	105	NEWMARKET MEDIA	MCG	13.6
6.1	6.8	8.2	7.5	8.1	5	WMC-FM CHR	99.7 290kw	1	3	3	5	6	5	65	SCRIPPS HOWARD	BAN	8.1
6.1	6.0	4.1	3.8	6.8	7	KHUL UC	101.1 100kw	6	4	5	7	7	8	70	DEE RIVERS	DUR	5.0
4.5	6.5	3.1	4.0	4.6	8	WEZI B/EZ	94.3 3kw	9	18	18	11	9	4	84	ARDMAN	EAST	3.0
5.6	4.6	4.4	5.6	4.5	9	WLOK UC	1340 1kw	10	10	9	9	8	6	83	GILLIAM	K/P	6.0
4.1	4.4	5.2	3.4	4.0	10	KMPZ CHR	98.1 100kw	8	2	8	8	10	13	57	DITTMAN GROUP	CHR	5.5
3.3	3.9	4.8	3.3	2.9	11	WMC N/T	790 5kw	11	14	12	14	11	9	67	SCRIPPS HOWARD	BAN	2.1
3.4	1.7	2.1	2.5	2.4	12	WREC BBnd	600 5kw	12	17	19	17	15	10	71	NEWMARKET MEDIA	MCG	1.4
1.2	0.6	1.0	0.8	1.7	13	KWAM Rel	990 10-.45kw	15	11	14	16	16	12	84	DEE RIVERS	DUR	1.4
0.7	1.7	0.8	1.3	1.3	14	WXSS UC	1030 50-1kw	17	9	10	10	17	17	68	WILLIS	--	1.3
1.2	0.9	0.8	1.2	1.3	14	KFTH Rel	107.1 3kw	16	19	11	12	14	15	68	NO. MIDWEST	MIN	.6
0.8	0.8	1.0	1.4	1.2	16	WCRV Rel	640 10-.5kw	13	13	13	15	12	14	50	BOTT	--	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	8.7
1 WEGR	1 WHRK	1 WEGR	1 WMC-FM	1 WEGR	1 WGKX	AOR	8.1
2 WHRK	2 WMC-FM	2 WHRK	2 WHRK	2 WRVR	2 WDIA	BBnd	2.4
3 WRVR	3 WDIA	3 WRVR	3 WGKX	3 WGKX	3 WRVR	B/EZ	4.6
4 KHUL	4 WGKX	4 WGKX	4 WDIA	4 WDIA	4 WMC-FM	CHR	12.1
5 WGKX	5 WRVR	5 KHUL	5 WRVR	5 WHRK	5 WHRK	Ctry	10.9
6 WMC-FM	6 KHUL	6 WDIA	6 KHUL	6 KHUL	6 KHUL	N/T	2.9
7 WDIA	7 WEGR	7 WMC-FM	7 WEGR	7 WMC-FM	7 WLOK	Rel/CC	4.2
8 KMPZ	8 KMPZ	8 KMPZ	8 KMPZ	8 WLOK	8 WEGR	UC	34.2
9 KFTH	9 WLOK	9 WLOK	9 WLOK	9 WEZI	9 WEZI		
10 WMC	10 KWAM	10 KFTH	10 WEZI	10 KMPZ	10 KMPZ		

MIAMI-FT. LAUDERDALE-HOLLYWOOD

POPULATION: 2,645,200

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+MOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	8.3	8.0	8.2	7.1	1	WHQT UC	105.1 100kw	1	2	1	1	1	11	103	EZ	MMR	11.4
8.7	7.4	7.7	8.2	6.9	2	WLYF B/EZ	101.5 100kw	2	15	16	16	12	2	102	JEFFERSON-PILOT	BAN	5.2
3.8	3.5	3.5	4.9	6.5	3	WAQI Span	710 50kw	13	23	19	13	5	1	162	VIVA AMERICA	CAB	4.1
5.0	4.4	5.1	4.7	5.3	4	WPOW CHR	96.5 100kw	4	1	3	3	13	20	83	BEASLEY	HNWH	7.3
1.4	2.7	2.7	2.6	5.0	5	WEDR UC	99.1 70kw	14	4	2	2	3	14	127	WEDR, INC.	--	4.2
4.4	5.0	4.0	3.7	4.2	6	WQBA Span	1140 50-10kw	20	29	32	19	19	8	143	TICHENOR MEDIA	KT-H	2.3
4.7	3.8	3.6	4.2	4.0	7	WHYI CHR	100.7 100kw	3	3	4	4	8	13	61	METROPLEX	MCG	4.9
3.4	3.4	4.4	4.5	3.9	8	WJQY AC	106.7 100kw	7	7	7	6	4	6	82	TAK	KATZ	3.9
3.2	3.3	4.1	4.6	3.7	9	WKIS Ctry	99.9 100kw	11	20	11	9	6	5	86	SUNSHINE WIREL.	HNWH	3.3
1.7	1.7	2.5	2.0	3.6	10	WXDJ Span	95.7 100kw	18	9	13	11	10	4	111	NEW AGE	CAB	1.4
5.1	4.1	4.8	4.5	3.4	11	WMXJ Gold	102.7 100kw	6	19	12	5	2	3	71	SCONNIX	DUR	4.1
3.9	4.0	3.7	4.1	3.3	12	WCMQ-FM Span	92.3 41kw	15	13	15	14	11	7	84	SBS	SBS	2.4
3.2	3.0	2.9	3.4	3.3	12	WINZ N/T	940 50-25kw	8	37	23	21	21	16	70	GUY GANNETT	KATZ	2.5
4.7	5.1	5.2	3.8	3.3	12	WIOD N/T	610 10kw	9	10	17	17	14	9	70	COX	CHR	3.7
3.2	2.8	3.4	3.1	3.0	15	WAXY AC	105.9 100kw	5	6	10	7	9	10	59	ACKERLEY	REP	4.3
2.4	2.9	2.5	2.2	2.9	16	WSHE AOR	103.5 100kw	16	5	5	8	18	22	78	TK	EAST	5.0
2.5	3.6	2.9	2.2	2.6	17	WNWS Talk	790 25kw	19	35	27	26	24	19	82	JEFFERSON-PILOT	BAN	1.4
2.4	3.0	2.5	2.9	2.5	18	WLVE AC	93.9 96kw	10	14	9	10	7	12	59	GILMORE	TOR	4.3
2.0	2.3	3.1	2.3	2.3	19	WTMI Clas	93.1 96kw	17	21	24	20	20	15	61	MARLIN LTD	CMBS	2.5
1.7	2.5	1.7	2.3	2.2	20	WZTA CR	94.9 100kw	21	8	8	12	15	17	80	GUY GANNETT	KATZ	3.3
0.0	0.0	0.0	0.0	2.0	21	WFLC AC	97.3 100kw	12	12	6	15	17	24	48	COX	CHR	3.0
2.7	2.6	2.6	2.8	1.8	22	WQBA-FM Span	107.5 95kw	22	11	14	18	16	18	70	TICHENOR MEDIA	KT-H	2.7
1.3	1.5	1.8	1.5	1.5	23	WEAT-A/F B/EZ	850/104.3 5-1kw/56kw	23	16	35	33	32	29	84	TAYLOR	KATZ	.9
1.4	0.8	1.1	1.1	1.2	24	WMBM UC	1490 1kw	25	22	22	27	28	21	96	MARGOLIS	K/P	.9
0.8	0.5	0.5	0.7	1.0	25	WRMF AC	97.9 100kw	26	28	20	22	22	23	85	FAIRBANK	BAN	.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	12.4
1 WEDR	1 WHQT	1 WHQT	1 WHQT	1 WHQT	1 WHQT	AOR	2.9
2 WHQT	2 WPOW	2 WEDR	2 WEDR	2 WMXJ	2 WJQY	B/EZ	8.4
3 WPOW	3 WEDR	3 WPOW	3 WHYI	3 WKIS	3 WXDJ	CHR	9.3
4 WSHE	4 WHYI	4 WZTA	4 WPOW	4 WEDR	4 WEDR	Clas	2.3
5 WZTA	5 WSHE	5 WMXJ	5 WJQY	5 WIOD	5 WAQI	Ctry	3.7
6 WFLC	6 WJQY	6 WSHE	6 WXDJ	6 WAQI	6 WHYI	Gold/CR	5.6
7 WHYI	7 WAXY	7 WIOD	7 WAXY	7 WZTA	7 WMXJ	N/T	9.2
8 WKIS	8 WFLC	8 WKIS	8 WLVE	8 WAXY	8 WCMQ-FM	Span	19.4
9 WLVE	9 WLVE	9 WAXY	9 WMXJ	9 WJQY	9 WLVE	UC	13.3
10 WMXJ	10 WXDJ	10 WHYI	10 WSHE	10 WLVE	10 WKIS		

MILWAUKEE-RACINE

POPULATION: 1,301,100

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.3	12.1	10.5	9.5	11.6	1	WTMJ N/T	620 5kw	2	8	11	6	3	1	82	WTMJ, INC.	CHR	9.5
10.1	9.8	9.3	9.5	8.9	2	WKTI CHR	94.5 50kw	1	2	2	1	1	5	62	WTMJ, INC.	CHR	8.3
6.7	5.4	6.6	9.3	7.6	3	WOKY BBnd	920 5-1kw	6	19	18	18	17	3	102	SUNDANCE	CBS	7.5
6.5	5.2	5.4	6.9	7.2	4	WMIL Ctry	106.1 13.1kw	7	12	7	5	4	2	97	SUNDANCE	CBS	7.0
6.1	7.9	8.1	6.3	7.1	5	WLUM CHR	102.1 50kw	3	1	4	3	7	12	68	ALL PRO	K/P	11.0
6.1	8.2	5.8	7.9	7.0	6	WKLH CR	96.5 20kw	4	5	1	2	2	8	83	SAGA	MCG	7.6
5.8	6.4	5.6	5.2	5.2	7	WLZR-A/F AOR	1340/102.9 1kw/50kw	5	3	3	4	10	19	69	GREAT AMERICAN	REP	8.3
4.1	4.8	3.8	4.0	4.5	8	WLTQ AC	97.3 50kw	11	11	8	10	5	4	76	HEARST	KATZ	4.4
3.4	3.6	4.9	3.5	4.2	9	WMYX AC	99.1 50kw	10	6	6	8	8	10	71	HERITAGE	BAN	2.6
4.0	3.6	3.8	3.2	4.2	9	WQFM AOR	93.3 12.6kw	8	4	5	7	9	15	56	SHAMROCK COM.	MMR	4.2
4.4	4.1	4.3	3.9	3.8	11	WZTR Gold	95.7 34kw	9	10	9	9	6	6	60	PINNACLE	DUR	2.7
5.9	6.2	6.3	4.2	3.5	12	WEZW AC	103.7 19.5kw	12	15	15	14	12	7	64	MULTIMEDIA	MMR	3.2
3.7	3.6	3.7	3.1	3.1	13	WISN News	1130 50-10kw	13	27	14	13	11	9	66	HEARST	KATZ	2.4
1.9	2.2	2.2	2.2	2.3	14	WFMR Clas	98.3 3kw	14	17	16	16	15	11	73	CAPITOL CLASS.	CMBS	2.3
0.9	0.9	1.7	1.8	2.1	15	WMVP UC	1290 5kw	16	9	10	11	14	16	82	ALL PRO	K/P	3.3
2.3	1.5	2.5	2.1	1.8	16	WBZN-A/F NAC	1460/100.7 .5kw/50kw	15	23	13	12	13	13	63	ADAMS	EAST	1.8
1.6	2.1	1.2	1.4	1.6	17	WNOV UC	860 .25kw	18	7	12	15	18	20	72	COURIER	--	.9
1.4	1.5	2.1	1.7	1.2	18	WEMP Gold	1250 5kw	17	14	19	17	16	14	51	HERITAGE MEDIA	BAN	1.6

DEMOGRAPHIC RANK

FORMAT REACH

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

AC	12.2
AOR	9.4
BBnd	7.6
CHR	16.0
Clas	2.3
Ctry	7.2
Gold/CR	12.0
NAC	1.8
N/T	14.7
UC	3.7

MINNEAPOLIS-ST. PAUL

POPULATION: 1,978,600

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.4	17.9	18.4	6.8	16.3	1	WCCO AC	830 50kw	1	7	10	5	3	1	89	MIDWEST	CBS	16.5
8.6	9.9	9.1	8.3	10.3	2	KQRS-A/F AOR	1440/92.5 5-.5kw/50kw	3	3	1	1	2	6	82	CAP CITIES/ABC	KATZ	11.2
6.1	6.0	8.0	8.4	9.3	3	KEYE Ctry	102.1 100kw	6	17	3	2	1	2	108	MALRITE	KATZ	7.7
7.5	7.3	6.9	8.8	8.1	4	WLTE AC	102.9 100kw	5	9	5	3	4	3	79	MIDWEST	CBS	5.6
6.8	6.6	7.4	8.2	7.5	5	KDWB-FM CHR	101.3 50kw	2	1	4	8	10	11	58	MIDCONTINENT	CHR	11.4
7.0	5.8	6.1	5.2	5.9	6	WLLOL CHR	99.5 100kw	4	2	6	9	9	10	50	EMMIS	HNWH	6.5
3.9	4.3	2.8	2.0	5.7	7	KLXK CR	93.7 100kw	8	4	2	4	7	7	75	ENTERCOM	BAN	4.2
4.5	3.8	3.8	3.8	5.5	8	KQQL Gold	107.9 100kw	9	6	9	6	5	4	73	TRUMPER	REP	4.3
7.7	6.5	8.1	7.6	5.4	9	KSTP-FM AC	94.5 100kw	7	5	7	7	6	5	66	HUBBARD	MCG	5.2
4.2	4.0	4.6	4.4	3.3	10	KTCZ AOR	97.1 100kw	10	13	8	10	8	9	61	PARKER	DUR	4.5
2.8	3.1	2.7	2.8	2.6	11	KSTP Talk	1500 50kw	11	16	12	12	11	8	61	HUBBARD	MCG	3.1
2.6	2.1	1.8	1.6	2.2	12	KLBB N/T	1400 1kw	13	18	13	14	14	13	79	LCC	ROS	.8
3.2	3.6	3.0	2.4	1.6	13	KJJO-FM AOR	104.1 100kw	12	10	11	11	12	18	50	PARK	MMR	2.4

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KQRS-FM	1 WLTE	1 KQRS-FM	1 WLTE	1 KQRS-FM	1 WLTE		
2 KLXK	2 KDWB-FM	2 KEYE	2 KDWB	2 WCCO	2 KEYE		
3 KEYE	3 KQRS-FM	3 KLXK	3 KEYE	3 KEYE	3 KQQL		
4 WCCO	4 KEYE	4 WCCO	4 KSTP-FM	4 KLXK	4 WCCO		
5 KDWB-FM	5 WLLOL	5 KQQL	5 KQQL	5 KQQL	5 KSTP-FM		
6 KTCZ	6 KLXK	6 KSTP-FM	6 WLLOL	6 KSTP	6 WLLOL		
7 WLLOL	7 KSTP-FM	7 WLTE	7 KQRS-FM	7 KTCZ	7 KQRS-FM		
8 KJJO-FM	8 KQQL	8 KTCZ	8 KLXK	8 WLTE	8 KLXK		
9 KSTP-FM	9 KTCZ	9 KDWB-FM	9 WCCO	9 KSTP	9 KTCZ		
10 WLTE	10 WCCO	10 WLLOL	10 KTCZ	10 WLLOL	10 KDWB-FM		

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MONMOUTH-OCEAN, NJ

POPULATION: 838,700

SPRING '89	FALL '89	SPRING '90	METRO RANK 12-17 RANK	STATION FORMAT	FREQUENCY POWER	RANKS						AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
						CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK			
2.8	3.3	5.6	1	WADB B/EZ	95.9 3kw	8	46	34	34	16	6	108	PLEASANT	--
6.6	5.0	5.6	1	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	7	35	32	18	17	3	107	PARK	REP
4.8	5.1	5.3	3	WXRK CR	92.3 7.6kw	2	7	1	1	1	10	71	INFINITY	TOR
4.5	5.6	4.9	4	WNEW-FM AOR	102.7 7.8kw	5	9	2	2	2	15	85	GROUP W	G/W
8.0	7.0	4.0	5	WOBM-FM AC	92.7 1.4kw	4	45	16	12	9	4	64	NORTH SHORE	--
4.2	3.3	3.7	6	WHTZ CHR	100.3 7.8kw	3	1	5	7	15	22	59	MALRITE	CHR
3.2	2.5	3.6	7	WYNY Ctry	103.5 6.7kw	20	47	19	14	7	1	118	WESTWOOD ONE	EAST
4.4	4.6	3.4	8	WPLJ CHR	95.5 6.7kw	1	2	4	5	11	21	42	CAP CITIES/ABC	KATZ
3.2	1.9	3.3	9	WJRZ CHR	100.1 1.6kw	14	4	6	8	6	17	74	JERSEY SHORE	KATZ
0.0	3.1	3.3	9	WZVU AC	107.1 2.3kw	13	14	10	3	3	7	74	MAMMOTH	CHR
3.2	2.5	3.2	11	WJLK-FM AC	94.3 3kw	11	22	8	4	5	8	65	D&F	KATZ
3.2	3.1	3.1	12	WCBS-FM Gold	101.1 6.8kw	10	17	15	6	4	2	63	CBS	CBS
3.9	4.1	2.9	13	WFAN Sports	660 50kw	9	13	18	13	8	5	58	EMMIS	HNWH
3.4	2.4	2.8	14	WCBS News	880 50kw	6	31	25	22	19	14	49	CBS	CBS
1.1	0.9	2.7	15	WKXW Gold	101.5 18kw	15	18	11	9	10	11	65	PRESS BROAD.	BAN
4.2	5.5	2.7	15	WOR Talk	710 50kw	16	33	46	28	24	13	66	BUCKLEY	MCG
1.4	2.4	2.5	17	WNSR AC	105.1 7.8kw	12	10	9	11	12	16	53	BONNEVILLE INT.	MCG
1.7	1.2	2.5	18	WMMR AOR	93.3 29kw	21	6	3	10	14	34	88	GROUP W	G/W
3.0	3.3	2.4	19	WABC Talk	770 50kw	17	30	31	25	23	9	58	CAP CITIES/ABC	BAN
2.4	1.8	2.2	20	WLTW AC	106.7 7.8kw	18	24	13	15	13	12	61	VIACOM	KATZ
2.1	1.3	2.0	21	WQHT CHR	97.1 6.7kw	19	3	7	16	26	42	63	EMMIS	HNWH
0.0	1.1	1.4	22	WHLI BBnd	1100 10kw	36	32	47	42	42	30	138	BARNSTABLE	KATZ
4.6	1.1	1.3	23	WFPG B/EZ	96.9 50kw	25	19	22	30	18	18	77	H&D	EAST
1.3	2.2	1.2	24	WNEW Nost	1130 50kw	22	29	41	41	34	24	60	WESTWOOD ONE	EAST
1.2	1.5	1.1	25	WJLK Gold	1310 2.5-1kw	24	40	36	26	28	8	59	D&F	KATZ
1.1	1.4	1.0	26	WHTG NR	106.3 3kw	30	37	12	17	22	32	78	WHTG INC.	BAN
0.0	0.8	1.0	26	WNCN Clas	104.3 7.8kw	26	28	29	24	21	20	58	GAF	CMBS
0.6	1.0	1.0	26	WOBM Ctry	1160 5-8.9kw	29	27	23	32	27	26	71	NORTH SHORE	--
0.7	1.1	1.0	26	WQCD NAC	101.9 5.3kw	28	15	21	19	20	23	61	TRIBUNE	CHR
0.0	0.6	1.0	26	WRDR Nost	104.9 6kw	38	42	38	43	45	29	120	RODIO RADIO	--
0.6	2.1	1.0	26	WRKS UC	98.7 7.8kw	27	8	14	20	31	40	60	SUMMIT	DUR

Continued on Page 174

POPULATION: 829,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
9.4	8.9	12.4	10.5	12.7	1	WSIX-FM Ctry	97.9 100kw	2	8	4	1	1	1	112	CAPSTAR	MCG	9.6
13.8	17.3	11.6	13.4	12.5	2	WYHY CHR	107.5 58kw	1	1	2	3	6	5	87	JACOR	EAST	18.0
10.7	9.0	7.9	8.3	9.1	3	WKDF AOR	103.3 100kw	4	3	1	2	3	7	86	DICK	KATZ	10.9
6.8	7.0	5.6	8.8	8.8	4	WZEZ AC	92.9 100kw	5	16	8	5	2	2	92	SOUTH CENTRAL	EAST	7.0
7.6	6.8	6.6	8.0	8.2	5	WLAC-FM AC	105.9 100kw	3	2	3	4	4	4	75	FAIRMONT	DUR	6.7
10.4	8.2	9.2	8.8	7.4	6	WSM-FM Ctry	95.5 100kw	6	6	7	7	5	3	84	GAYLORD	CHR	8.1
5.9	7.1	7.2	6.8	6.3	7	WQOK UC	92.1 1.5kw	8	4	5	6	7	9	88	PHOENIX	MMR	10.0
5.8	4.5	5.7	5.2	4.4	8	WGFX CR	104.5 49kw	7	7	6	8	9	12	53	CAPITOL BR CRP.	BAN	7.3
5.4	6.8	6.1	3.7	3.4	9	WRMX AC	96.3 100kw	10	5	9	9	8	6	65	SIGNATURE	REP	4.7
4.1	4.0	3.5	3.3	3.3	10	WSM Ctry	650 50kw	9	12	17	12	12	8	56	GAYLORD	CHR	3.2
1.5	2.6	3.1	4.6	2.8	11	WLAC N/T	1510 50kw	12	11	10	11	10	4	83	FAIRMONT	DUR	1.5
4.1	1.7	3.2	1.6	2.3	12	WVOL Gold	1470 5-1kw	11	14	11	10	11	11	64	PHOENIX	MMR	1.0
0.8	1.1	0.6	0.4	1.7	13	WAMB BBnd	1160 50-1kw	15	15	20	20	19	13	83	GREAT SOUTHERN	ROS	.6
1.0	0.5	0.8	0.5	1.1	14	WDBL-A/F Ctry	1590/94.3 1kw/3kw	17	17	16	15	13	14	70	KEY BROADCAST.	--	.1
0.4	0.6	1.3	1.4	1.0	15	WSIX Misc	980 5kw	16	13	18	18	14	16	56	CAPSTAR	MCG	.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	20.4
1 WKDF	1 WYHY	1 WKDF	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	AOR	9.1
2 WYHY	2 WLAC-FM	2 WSIX-FM	2 WZEZ	2 WKDF	2 WZEZ	BBnd	1.7
3 WGFX	3 WQOK	3 WYHY	3 WYHY	3 WLAC-FM	3 WLAC-FM	CHR	12.5
4 WSIX-FM	4 WSIX-FM	4 WGFX	4 WLAC-FM	4 WGFX	4 WSM-FM	Ctry	24.5
5 WLAC-FM	5 WKDF	5 WLAC-FM	5 WSM-FM	5 WZEZ	5 WYHY	Gold/CR	6.7
6 WQOK	6 WZEZ	6 WQOK	6 WQOK	6 WRMX	6 WQOK	Misc	1.0
7 WSM-FM	7 WSM-FM	7 WRMX	7 WKDF	7 WQOK	7 WKDF	N/T	2.8
8 WLAC	8 WGFX	8 WSM-FM	8 WRMX	8 WYHY	8 WRMX	UC	6.3
9 WRMX	9 WVOL	9 WZEZ	9 WGFX	9 WLAC	9 WVOL		
10 WZEZ	10 WRMX	10 WLAC	10 WVOL	10 WSM-FM	10 WGFX		

NASSAU-SUFFOLK

POPULATION: 2,244,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY PCWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	6.3	6.1	6.8	7.0	1	WALK-A/F AC	1370/97.5 5kw/45kw	3	7	4	1	1	1	105	AMERICAN MEDIA	DUR	7.8
5.4	5.4	5.8	5.0	4.7	2	WBLI CHR	106.1 25kw	4	4	6	3	3	5	74	BECK-ROSS	KATZ	2.9
6.6	5.5	5.5	4.7	4.6	3	WHTZ CHR	100.3 7.8kw	1	1	5	7	12	17	53	MALRITE	CHR	5.6
4.9	5.2	5.7	5.0	4.3	4	WBAB-FM AOR	102.3 3kw	9	10	1	2	6	23	75	NOBLE	MMR	6.0
4.8	4.2	4.6	4.3	4.1	5	WCBS-FM Gold	101.1 6.8kw	2	18	13	4	2	2	61	CBS	CBS	4.2
2.7	3.4	3.5	3.0	3.9	6	WFAN Sports	660 50kw	5	6	17	9	5	4	61	EMMIS	HNWH	3.3
3.1	3.7	3.2	3.0	3.7	7	WXRK CR	92.3 7.6kw	10	9	3	5	7	14	69	INFINITY	TOR	2.9
3.1	3.1	2.9	3.4	3.7	7	WYNY Ctry	103.5 6.7kw	16	21	18	11	4	3	90	WESTWOOD ONE	EAST	2.3
3.1	3.4	3.7	3.5	3.6	9	WOR Talk	710 50kw	15	24	30	27	23	13	86	BUCKLEY	MCG	3.4
3.1	3.5	2.9	3.6	3.3	10	WKJY AC	98.3 3kw	17	15	11	10	8	7	81	BARNSTABLE	KATZ	2.3
3.2	3.4	4.0	2.8	3.2	11	WNEW-FM AOR	102.7 7.8kw	12	12	2	6	9	27	70	GROUP W	G/W	4.8
2.6	1.5	2.4	2.7	3.0	12	WCTO B/EZ	94.3 3kw	24	34	26	26	18	10	113	GREATER MEDIA	ROS	1.9
3.0	2.7	2.1	3.0	2.9	13	WABC Talk	770 50kw	18	26	29	25	27	11	72	CAP CITIES/ABC	BAN	3.2
2.6	2.8	2.1	3.1	2.9	13	WNSR AC	105.1 7.8kw	13	13	10	8	10	9	66	BONNEVILLE INT.	MCG	2.3
3.0	4.5	3.3	3.1	2.9	13	WQHT CHR	97.1 6.7kw	14	2	8	16	21	26	69	EMMIS	HNWH	4.7
3.6	3.2	4.0	2.8	2.8	16	WCBS News	880 50kw	6	23	25	21	16	12	45	CBS	CBS	2.9
3.9	2.9	3.5	2.5	2.8	16	WLTW AC	106.7 7.8kw	11	14	15	12	11	6	59	VIACOM	KATZ	2.6
1.3	1.7	1.2	1.2	2.8	16	WRKS UC	98.7 7.8kw	20	3	7	13	15	29	87	SUMMIT	DUR	2.8
3.0	2.4	3.9	3.8	2.6	19	WHLI BBnd	1100 10kw	26	40	40	38	38	16	122	BARNSTABLE	KATZ	2.7
3.7	3.1	3.8	3.2	2.6	19	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	19	29	34	28	20	8	74	PARK	REP	1.1
2.5	3.0	2.2	2.5	2.3	21	WPLJ CHR	95.5 6.7kw	8	5	12	15	19	25	40	CAP CITIES/ABC	KATZ	3.5
1.1	1.7	0.8	0.8	2.1	22	WBLS UC	107.5 5.4kw	25	17	14	14	12	19	88	INNER CITY	MCG	1.8
2.9	2.7	2.7	2.6	2.1	22	WINS News	1010 30-50kw	7	37	23	20	17	15	35	GROUP W	G/W	1.9
1.4	1.1	2.2	2.5	1.9	24	WGSM BBnd	740 25kw	29	39	39	40	39	21	116	GREATER MEDIA	ROS	1.2
1.7	1.5	1.5	1.8	1.7	25	WDRE NR	92.7 1kw	22	8	9	17	24	35	63	JARAD	KATZ	2.8
1.1	1.3	1.4	1.9	1.4	26	WEZN AC	99.9 27.5kw	21	19	28	24	22	18	49	NEWCITY	KATZ	1.4
1.6	1.3	1.3	1.5	1.4	26	WQCD NAC	101.9 5.3kw	23	25	20	18	14	20	54	TRIBUNE	CHR	2.0
0.9	1.2	0.9	1.6	1.2	28	WNEW Nost	1130 50kw	28	38	36	34	31	22	65	WESTWOOD ONE	EAST	1.2
0.9	1.3	1.5	0.8	1.2	28	WQXR-FM Clas	96.3 7.8kw	27	35	35	35	30	24	62	INTERSTATE	MMR	1.2
1.0	0.7	0.5	0.9	1.1	30	WRCN AOR	103.9 1.15kw	32	16	16	19	25	34	87	EAST SHORE	ROS	1.3

Continued on Page 174

#44

MONMOUTH-OCEAN, NJ

POPULATION: 838,700

Continued from Page 171

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNEW-FM	1 WJRZ	1 WXRK	1 WZVU	1 WXRK	1 WZVU	AC 15.2
2 WXRK	2 WXRK	2 WNEW-FM	2 WJLK-FM	2 WNEW-FM	2 WOBN-FM	AOR 8.4
3 WMMR	3 WPLJ	3 WFAN	3 WJRZ	3 WFAN	3 WJLK-FM	BBnd 3.6
4 WPLJ	4 WZVU	4 WCBS-FM	4 WOBN-FM	4 WCBS-FM	4 WJRZ	B/EZ 12.5
5 WHTZ	5 WJLK-FM	5 WMMR	5 WXRK	5 WZVU	5 WYNY	CHR 12.4
6 WQHT	6 WHTZ	6 WPLJ	6 WKXW	6 WMMR	6 WKXW	Clas 1.0
7 WHTG	7 WNEW-FM	7 WHTZ	7 WPLJ	7 WPLJ	7 WXRK	Ctry 4.6
8 WFAN	8 WNSR	8 WZVU	8 WNSR	8 WYNY	8 WNSR	Gold/CR 12.2
9 WJRZ	9 WMMR	9 WJLK-FM	9 WHTZ	9 WJLK-FM	9 WLTW	NAC 1.0
10 WNSR	10 WKXW	10 WKXW	10 WNEW-FM	10 WKXW	10 WNEW-FM	N/T 10.8
						UC 1.0

#13

NASSAU-SUFFOLK

POPULATION: 2,244,400

Continued from Page 173

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBAB-FM	1 WALK-FM	1 WBAB-FM	1 WALK-FM	1 WCBS-FM	1 WALK-FM	AC 17.4
2 WNEW-FM	2 WHTZ	2 WNEW-FM	2 WBLI	2 WFAN	2 WBLI	AOR 10.3
3 WXRK	3 WBAB-FM	3 WXRK	3 WHTZ	3 WALK-FM	3 WYNY	BBnd 5.7
4 WDRE	4 WBLI	4 WCBS-FM	4 WKJY	4 WNEW-FM	4 WKJY	B/EZ 5.6
5 WALK-FM	5 WRKS	5 WFAN	5 WNSR	5 WXRK	5 WCBS-FM	CHR 14.5
6 WCBS-FM	6 WKJY	6 WALK-FM	6 WLTW	6 WBAB-FM	6 WHTZ	Clas 1.2
7 WBLI	7 WNSR	7 WBLI	7 WCBS-FM	7 WYNY	7 WNSR	Ctry 3.7
8 WQHT	8 WQHT	8 WNSR	8 WBAB-FM	8 WBLI	8 WLTW	Gold/CR 7.8
9 WHTZ	9 WXRK	9 WYNY	9 WRKS	9 WNSR	9 WBLS	NAC 1.4
10 WRCN	10 WLTW	10 WDRE	10 WYNY	10 WLTW	10 WBAB-FM	N/T 15.3
						UC 4.9

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POPULATION: 1,085,200

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM 12+ BIRCH SHARE
9.3	13.3	15.1	15.1	12.9	1	WYLD-FM UC	98.5 100kw	3	2	1	1	1	3	118	INTER-URBAN	HNWH 15.3
12.4	11.1	10.8	10.1	11.2	2	WEZB CHR	97.1 100kw	1	1	2	2	2	8	80	EZ	MMR 12.4
10.3	10.9	10.0	8.6	10.0	3	WQUE-A/F UC	1280/93.3 5kw/100kw	2	3	3	3	3	7	79	CLEAR CHANNEL	CHR 11.6
4.1	3.4	4.6	6.8	6.6	4	WNOE-A/F Ctry	1060/101.1 50-5kw/100kw	7	12	10	9	6	1	86	NEWMARKET	MCG 7.2
5.0	5.1	5.4	6.2	5.9	5	WLMG AC	101.9 95kw	5	7	5	4	4	4	79	KEYMARKET	KATZ 2.9
4.8	6.1	6.3	5.4	5.4	6	WWL N/T	870 50kw	4	15	12	11	8	2	67	KEYMARKET	KATZ 6.7
7.8	6.2	4.6	6.3	5.3	7	WLTS AC	105.3 100kw	6	17	6	5	5	5	82	PHASE II	DUR 6.2
3.9	2.8	3.5	3.8	4.6	8	WCKW-FM CR	92.3 100kw	10	6	4	6	7	19	86	222 CORP.	REP 5.5
5.4	5.0	4.6	4.6	3.9	9	WBYU Nost	1450 1kw	12	19	19	17	15	10	114	STONER	ROS 2.1
4.7	4.4	4.8	4.2	3.7	10	WBOK Rel	1230 1kw	13	8	13	13	12	9	111	WILLIS	REP 2.6
4.8	3.0	3.8	3.6	3.6	11	WRNO AOR	99.5 100kw	8	4	7	7	13	19	58	GULF NORTH	MMR 5.7
1.7	2.5	4.6	5.3	3.5	12	KQLD Gold	106.7 100kw	11	9	9	8	9	6	70	BEASLEY	MCG 3.9
2.8	3.3	2.7	1.9	3.3	13	WMXZ AC	95.7 100kw	9	5	8	10	11	16	61	STONER	CHR 2.3
1.7	2.1	1.9	2.1	2.4	14	WYLD UC	940 10-.5kw	15	11	11	14	14	12	98	INTER-URBAN	HNWH 1.6
2.5	2.6	2.5	1.3	2.3	15	KHOM Gold	104.1 100kw	14	13	14	12	10	11	70	KHOM ASSOCIATES	TOR .9
1.4	1.1	1.6	1.8	1.7	16	WSMB Talk	1350 5kw	17	16	17	18	18	14	82	WINSTON	FWS 1.7
1.9	1.4	1.0	0.6	1.3	17	WYAT Nost	990 25kw	18	23	22	20	20	13	94	PHASE II	DUR .3
1.5	1.5	1.3	0.9	1.0	19	WTIX Talk	690 10-5kw	16	21	20	19	19	15	44	CHARLES GIVENS	MCG 1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.5
1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	AOR	3.6
2 WCKW-FM	2 WQUE-FM	2 WEZB-FM	2 WEZB	2 WEZB	2 WLMG	BBnd	5.2
3 WEZB	3 WEZB	3 WCKW-FM	3 WQUE-FM	3 WCKW-FM	3 WEZB	CHR	11.2
4 WQUE-FM	4 WLMG	4 WQUE-FM	4 WLMG	4 WQUE-FM	4 WQUE-FM	Ctry	6.6
5 WRNO	5 WLTS	5 WRNO	5 WLTS	5 WLTS	5 WLTS	Gold/CR	10.4
6 WLTS	6 WMXZ	6 WLMG	6 WMXZ	6 WWL	6 WNOE-FM	N/T	8.1
7 WLMG	7 WCKW-FM	7 WLTS	7 KQLD	7 WNOE-FM	7 KQLD	Rel/CC	3.7
8 WMXZ	8 KQLD	8 KQLD	8 WNOE-FM	8 WLMG	8 WBOK	UC	25.3
9 WWL	9 WRNO	9 WNOE-FM	9 WBOK	9 KQLD	9 WWL		
10 WNOE-FM	10 WYLD	10 WWL	10 WYLD	10 WRNO	10 WMXZ		

NEW YORK

POPULATION: 14,126,100

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
5.6	5.5	6.3	5.2	5.2	1	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	17	21	33	18	16	2	93	PARK	REP	3.3
4.1	3.9	4.1	4.5	5.1	2	WRKS UC	98.7 7.8kw	9	3	2	2	7	11	95	SUMMIT	DUR	6.3
5.0	4.2	4.1	5.1	4.6	3	WCBS-FM Gold	101.1 6.8kw	4	16	10	1	1	1	77	CBS	CBS	4.5
6.0	5.7	4.3	4.7	4.6	3	WHTZ CHR	100.3 7.8kw	2	1	5	7	8	14	61	MALRITE	CHR	5.4
4.7	4.5	4.7	4.8	4.3	5	WINS News	1010 30-50kw	1	15	15	14	11	4	51	GROUP W	G/W	3.5
5.3	5.7	4.7	4.8	4.1	6	WLTW AC	106.7 7.8kw	6	17	8	8	2	3	71	VIACOM	KATZ	4.0
4.0	3.9	4.0	4.0	4.0	7	WQHT CHR	97.1 6.7kw	12	2	4	9	14	26	82	EMMIS	HNWH	5.3
4.2	4.2	3.7	3.4	3.9	8	WNEW-FM AOR	102.7 7.8kw	10	6	1	3	5	20	75	GROUP W	G/W	5.3
3.7	4.3	4.6	4.0	3.9	8	WOR Talk	710 50kw	14	33	32	24	19	6	86	BUCKLEY	MCG	3.7
2.9	3.7	3.8	4.0	3.8	10	WBSL UC	107.5 5.4kw	15	5	6	4	4	9	84	INNER CITY	MCG	5.0
3.5	3.2	3.5	3.0	3.7	11	WNSR AC	105.1 7.8kw	11	7	7	6	3	7	72	BONNEVILLE INT	MCG	3.3
3.0	3.4	3.5	3.4	3.6	12	WCBS News	880 50kw	3	25	21	17	17	8	56	CBS	CBS	2.9
3.4	3.6	3.1	3.2	3.4	13	WXRK CR	92.3 7.6kw	8	8	3	5	6	19	63	INFINITY	TOR	3.3
2.5	3.1	2.7	2.4	3.3	14	WFAN Sports	660 50kw	13	9	13	10	9	5	69	EMMIS	HNWH	2.7
3.2	2.6	2.8	2.8	2.6	15	WABC Talk	770 50kw	16	18	28	25	25	13	64	CAP CITIES/ABC	BAN	2.9
3.1	3.5	3.0	2.6	2.6	15	WPLJ CHR	95.5 6.7kw	5	4	9	12	18	24	44	CAP CITIES/ABC	KATZ	3.3
1.9	2.5	2.3	1.7	2.4	17	WNEW Nost	1130 50kw	19	42	30	31	27	16	86	WESTWOOD ONE	EAST	1.8
2.3	3.1	2.5	2.4	2.4	17	WYNY Ctry	103.5 6.7kw	17	26	18	15	12	10	77	WESTWOOD ONE	EAST	2.0
2.5	2.2	2.3	1.8	2.3	19	WQCD NAC	101.9 5.3kw	18	31	12	11	10	12	76	TRIBUNE	CHR	2.9
2.4	1.3	1.6	2.6	2.1	20	WSKQ-FM Span	97.9 7.8kw	22	10	11	13	13	21	111	SBS	--	1.0
1.0	1.2	1.7	1.3	1.9	21	WLIB N/T	1190 10kw	24	23	17	16	15	15	118	INNER CITY	MCG	1.2
1.2	1.2	1.3	1.8	1.8	22	WQXR-FM Clas	96.3 7.8kw	20	40	34	27	22	18	69	INTERSTATE	MMR	1.3

Continued on Page 186



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SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.6	7.8	6.6	9.0	9.1	1	WNOR-A/F AOR	1230/98.7 1kw/46kw	2	8	1	1	1	7	92	SAGA	MCG	8.2
7.3	6.9	6.3	8.2	9.0	2	WOWI UC	102.9 50kw	4	1	4	4	10	11	103	RAGAN HENRY	MCG	9.9
7.6	5.3	6.2	5.4	8.2	3	WNVZ CHR	104.5 50kw	1	2	3	3	8	9	78	WILKS/SCHWARTZ	REP	6.7
9.0	6.6	10.0	8.9	8.2	4	WFOG B/EZ	92.9 50kw	5	10	15	10	6	1	102	SUNSHINE WIRE.	MMR	7.0
11.7	6.8	8.1	8.2	7.5	5	WAFX CR	106.9 100kw	3	5	2	2	2	10	80	RADIO VENTURES	CBS	9.1
9.8	7.4	8.8	8.5	7.1	6	WCMS-A/F Ctry	1050/100.5 5-.37kw/50kw	7	6	9	7	3	2	93	WCMS RADIO	EAST	11.0
5.1	5.6	5.5	5.5	5.5	7	WJQI-A/F AC	1600/94.9 5kw/50kw	6	12	5	5	5	3	69	COLEMAN	TOR	4.1
5.6	3.9	5.4	5.1	5.2	8	WMYK UC	93.7 100kw	10	4	7	8	7	4	78	EDGE	DUR	6.6
4.4	6.0	6.8	3.8	5.0	9	WWDE AC	101.3 50kw	8	11	6	6	4	6	67	EDENS	CHR	3.5
4.4	4.7	3.1	3.5	3.9	10	WLTY Gold	95.7 40kw	11	14	10	9	9	5	70	LANDMARK	KATZ	2.5
3.4	4.9	4.1	3.5	3.3	11	WGH-FM CHR	97.3 74kw	9	3	8	11	14	17	45	SUSQUEHANNA	DUR	5.3
2.6	3.5	3.1	4.3	2.8	12	WNIS Talk	850 5-1kw	12	17	19	16	15	8	68	SINCLAIR TELECABLE	MMR	3.1
2.4	3.3	2.9	2.9	2.6	13	WPCE Rel	1400 1kw	16	21	16	17	16	13	121	WILLIS	MCG	1.1
1.4	4.3	2.2	2.4	2.6	13	WZCL CC	105.3 50kw	13	13	12	12	11	12	67	WIN	BAN	2.9
2.9	2.6	3.0	2.9	2.4	15	WTAR Gold	790 5kw	14	16	20	19	18	14	69	LANDMARK	KATZ	2.5
2.1	3.4	2.1	2.7	2.2	16	WBSK UC	1350 5-1kw	15	9	13	13	12	16	81	RAGAN HENRY	MCG	1.6
0.6	1.9	1.3	1.8	1.8	17	WOFM AOR	92.1 2.42kw	18	7	11	14	17	18	105	AMERICAN EAGLE	K/P	2.0
1.1	2.0	1.7	1.9	1.5	18	WKEZ Ctry	94.1 50kw	17	25	17	15	13	15	79	EURE	ROS	2.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	10.5
1 WNOR-FM	1 WNVZ	1 WNOR-FM	1 WWDE	1 WNOR-FM	1 WWDE	AOR	10.9
2 WAFX	2 WWDE	2 WAFX	2 WJQI-FM	2 WAFX	2 WJQI-FM	B/EZ	8.2
3 WNVZ	3 WOWI	3 WOWI	3 WNVZ	3 WOWI	3 WCMS-FM	CHR	11.5
4 WOWI	4 WJQI-FM	4 WNVZ	4 WOWI	4 WCMS-FM	4 WFOG	Ctry	8.6
5 WJQI-FM	5 WAFX	5 WCMS-FM	5 WCMS-FM	5 WNVZ	5 WMYK	Gold/CR	13.8
6 WOFM	6 WNOR-FM	6 WMYK	6 WMYK	6 WMYK	6 WLTY	N/T	2.8
7 WMYK	7 WMYK	7 WJQI-FM	7 WAFX	7 WLTY	7 WAFX	Rel/CC	5.2
8 WGH-FM	8 WGH-FM	8 WLTY	8 WFOG	8 WFOG	8 WNVZ	UC	16.4
9 WWDE	9 WCMS-FM	9 WWDE	9 WNOR-FM	9 WWDE	9 WBSK		
10 WCMS-FM	10 WZCL	10 WOFM	10 WLTY	10 WJQI-FM	10 WZCL		

POPULATION: 813,500

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
14.3	15.6	14.0	15.2	16.0	1	KXXY-A/F Ctry	1340/96.1 1kw/98kw	1	3	2	1	1	1	103	NEWMARKET	MCG	11.7
7.5	4.7	7.6	7.0	9.2	2	KATT AOR	100.5 97kw	5	4	1	2	3	11	87	SURREY	BAN	14.5
7.8	8.8	8.1	11.4	8.0	3	KKNG AC	92.5 100kw	3	11	10	9	8	2	73	WILKS-SCHWARTZ	KATZ	4.9
10.1	8.7	9.2	9.2	7.5	4	KJYO CHR	102.7 98kw	2	1	4	6	9	13	58	CLEAR CHANNEL	CHR	10.3
6.4	5.9	7.7	6.9	7.5	4	KZBS CHR	98.9 100kw	4	2	3	4	7	9	69	ZUMMA	HNWH	12.8
6.4	4.6	5.0	5.9	7.4	6	KMGL AC	104.1 99kw	7	5	5	3	2	5	79	RENDA	EAST	4.6
6.5	5.7	6.4	7.2	6.8	7	KEBC Ctry	94.7 100kw	6	8	8	8	6	3	70	INDEPENDENCE	REP	5.3
5.9	8.7	8.2	5.7	5.5	8	KTOK N/T	1000 5kw	9	12	13	11	10	4	68	CLEAR CHANNEL	CHR	4.3
5.4	6.8	6.6	4.4	5.3	9	KRXO CR	107.7 99kw	10	14	6	5	4	8	75	DIAMOND	CBS	7.8
4.0	3.7	4.0	5.4	4.8	10	KLTE Gold	101.9 98kw	8	6	7	7	5	6	56	ENTERCOM	TOR	5.5
2.4	3.0	4.0	2.5	3.8	11	WKY Ctry	930 5kw	11	10	14	12	12	10	72	GAYLORD	REP	2.1
5.7	7.0	5.9	4.6	3.6	12	KOMA Gold	1520 50kw	12	9	9	10	11	7	71	DIAMOND	CBS	3.6
3.3	3.4	1.6	2.0	1.3	13	KPRW UC	1140 1kw	15	7	11	13	14	16	83	SURREY	BAN	1.5
1.3	1.1	0.9	0.0	1.0	14	KTLV Rel	1220 25kw	17	15	17	14	13	12	83	TWELVE-TWENTY	--	.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	AC 15.4
2 KXXY-FM	2 KJYO	2 KXXY-FM	2 KMGL	2 KATT	2 KMGL	AOR 9.2
3 KRXO	3 KZBS	3 KRXO	3 KZBS	3 KRXO	3 KZBS	CHR 15.0
4 KZBS	4 KMGL	4 KZBS	4 KJYO	4 KLTE	4 KEBC	Ctry 26.6
5 KJYO	5 KATT	5 KMGL	5 KATT	5 KMGL	5 KLTE	Gold/CR 13.7
6 KMGL	6 KLTE	6 KLTE	6 KLTE	6 KEBC	6 KKNG	N/T 5.5
7 KLTE	7 KRXO	7 KJYO	7 KEBC	7 KZBS	7 KJYO	Rel/CC 1.0
8 KOMA	8 KEBC	8 KEBC	8 KKNG	8 KTOK	8 KATT	UC 1.3
9 KEBC	9 KKNG	9 KOMA	9 KRXO	9 KKNG	9 KRXO	
10 KTOK	10 KPRW	10 KKNG	10 KOMA	10 KOMA	10 KOMA	

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POPULATION: 852,200

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
9.7	8.8	10.1	11.2	9.6	1	WWKA Ctry	92.3 98kw	3	8	6	6	3	2	91	NEWCITY	KATZ	8.7
6.1	7.6	6.1	8.6	9.2	2	WOMX-A/F CHR	950/105.1 5kw/100kw	1	2	1	1	4	6	68	NATIONWIDE	BAN	8.5
7.9	7.3	9.6	8.1	8.9	3	WJHM UC	101.9 28kw	5	1	2	4	5	8	94	BEASLEY	HNWH	16.9
8.6	8.2	9.7	8.3	8.6	4	WSTF AC	101.1 100kw	2	7	4	1	2	3	76	CAPITOL BR. CO.	REP	7.9
5.4	7.0	6.1	7.0	7.9	5	WOCL Gold	105.9 100kw	4	6	8	3	1	1	79	AMERICAN MEDIA	CHR	6.0
8.1	8.6	6.7	6.4	6.6	6	WHTQ AOR	96.5 100kw	7	3	3	5	9	14	78	TK	EAST	10.0
6.7	4.2	4.7	6.3	6.6	7	WDBO AC	580 5kw	10	21	15	12	12	5	90	NEWCITY	KATZ	5.0
8.3	6.6	6.9	5.4	6.1	8	WSSP B/EZ	104.1 100kw	8	10	11	11	8	4	79	GUY GANNETT	CHR	4.5
5.2	5.8	5.5	5.1	5.2	9	WDIZ AOR	100.3 100kw	9	5	5	7	6	11	69	SHAMROCK COM.	MMR	6.9
4.2	4.6	4.2	3.7	3.8	10	WXXL CHR	106.7 100kw	6	4	7	9	11	13	43	TAYLOR	DUR	3.7
3.8	3.5	3.5	4.7	3.5	11	WLOQ NAC	103.1 2.65kw	12	15	10	8	7	7	66	LITCHFIELD	BAN	3.9
5.2	3.5	4.2	4.8	3.4	12	WWNZ N/T	740 5.1kw	13	19	12	13	13	9	72	GUY GANNETT	CHR	3.2
4.4	5.7	4.5	4.0	3.3	13	WJYO AC	107.7 100kw	11	9	9	10	10	10	52	METROPLEX	MMR	3.1
2.5	2.2	2.5	2.6	2.3	14	WWLV B/EZ	94.5 95kw	14	23	20	17	14	12	59	PASCO PINELLAS	EAST	1.5
1.3	0.7	0.9	0.6	1.3	15	WPCV Ctry	97.5 100kw	15	24	14	14	18	17	66	HALL	TOR	.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHTQ	1 WOMX-FM	1 WOCL	1 WSTF	1 WOCL	1 WSTF
2 WDIZ	2 WSTF	2 WHTQ	2 WOMX-FM	2 WWKA	2 WWKA
3 WJHM	3 WJHM	3 WDIZ	3 WJHM	3 WOMX-FM	3 WOMX-FM
4 WOMX-FM	4 WHTQ	4 WOMX-FM	4 WWKA	4 WLOQ	4 WOCL
5 WSTF	5 WDIZ	5 WJHM	5 WOCL	5 WSTF	5 WJHM
6 WOCL	6 WXXL	6 WSTF	6 WHTQ	6 WDIZ	6 WSSP
7 WWKA	7 WJYO	7 WLOQ	7 WDIZ	7 WHTQ	7 WJYO
8 WLOQ	8 WWKA	8 WWKA	8 WJYO	8 WJHM	8 WHTQ
9 WXXL	9 WOCL	9 WXXL	9 WXXL	9 WSSP	9 WDIZ
10 WJYO	10 WLOQ	10 WJYO	10 WSSP	10 WDBO	10 WXXL

AC	18.5
AOR	11.7
B/EZ	8.4
CHR	13.0
Ctry	10.9
Gold/CR	7.9
NAC	3.5
N/T	3.4
UC	8.9

POPULATION: 4,133,600

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METHO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.9	8.1	7.5	6.9	8.2	1	WMMR AOR	93.3 29kw	2	5	1	1	1	9	83	GROUP W	G/W	9.1
6.9	5.7	5.8	6.7	6.8	2	WUSL UC	98.9 18kw	8	1	3	3	4	8	111	TAK	MCG	9.0
7.0	6.7	6.1	6.8	6.4	3	WEAZ-A/F AC	560/101.1 5kw/12.5kw	6	21	8	8	6	1	84	WEAZ, INC.	MCG	5.3
4.5	5.5	5.3	6.2	6.4	3	WYSP CR	94.1 18kw	5	4	2	2	2	11	77	INFINITY	TOR	5.5
7.1	7.0	6.6	7.4	5.8	5	KYW News	1060 50kw	1	17	13	13	11	2	46	GROUP W	G/W	7.2
5.8	6.8	5.2	6.0	5.2	6	WPEN Nost	950 5kw	14	24	25	21	18	6	107	GREATER MEDIA	MMR	4.2
4.8	4.8	5.3	5.9	5.1	7	WIOQ CHR	102.1 27kw	4	2	4	7	13	19	61	EZ	CHR	7.6
6.1	4.3	5.5	5.4	4.9	8	WEGX CHR	106.1 22.5kw	3	3	5	5	10	17	57	MALRITE	EAST	5.9
4.0	4.6	4.8	3.3	4.8	9	WXTU Ctry	92.5 15.5kw	13	18	11	9	7	4	96	BEASLEY	REP	4.0
3.2	4.5	4.1	3.9	4.6	10	WOGL Gold	98.1 12.5kw	7	7	10	4	3	3	73	CBS	CBS	3.4
3.8	3.6	3.6	3.8	4.3	11	WDAS-FM UC	105.3 50kw	15	6	6	6	5	12	90	UNITY	BAN	4.4
4.6	4.3	4.5	4.5	4.0	12	WKSZ AC	100.3 35kw	11	14	12	11	8	5	72	WKSZ, INC.	HNWH	2.8
4.6	3.8	3.2	4.5	3.9	13	WMGK AC	102.9 8.5kw	9	8	7	10	9	7	66	GREATER MEDIA	MMR	3.2
3.4	3.8	3.6	3.1	3.7	14	WCAU Talk	1210 50kw	10	9	18	17	17	13	65	CBS	CBS	3.9
2.3	2.0	2.6	2.5	3.1	15	WFLN Clas	95.7 50kw	17	15	17	15	14	10	85	FRANKLIN	CMBS	2.5
4.4	3.7	3.2	3.9	3.1	15	WWDB Talk	96.5 17kw	16	31	15	16	16	14	79	PANACHE	REP	4.2
2.9	3.8	3.1	3.2	2.9	17	WSNI AC	104.5 12.5kw	12	10	7	12	12	16	56	PYRAMID	DUR	2.3
1.8	1.9	2.6	1.8	2.3	18	WIP Sports	610 5kw	18	13	14	14	15	15	65	SPECTACOR	KATZ	2.0
1.0	1.1	1.6	1.0	1.0	19	WDAS UC	1480 5-1kw	19	11	20	18	19	18	60	UNITY	BAN	.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMR	1 WMMR	1 WMMR	1 WUSL	1 WMMR	1 WEAZ-FM	AC 17.2
2 WYSP	2 WIOQ	2 WYSP	2 WMMR	2 WYSP	2 WUSL	AOR 8.2
3 WUSL	3 WEGX	3 WUSL	3 WEGX	3 WXTU	3 WOGL	BBnd 5.2
4 WDAS-FM	4 WUSL	4 WOGL	4 WEAZ-FM	4 WOGL	4 WKSZ	CHR 10.0
5 WIOQ	5 WYSP	5 WDAS-FM	5 WIOQ	5 WUSL	5 WDAS-FM	Clas 3.1
6 WEGX	6 WDAS-FM	6 WXTU	6 WOGL	6 WDAS-FM	6 WMGK	Ctry 4.8
7 WOGL	7 WEAZ-FM	7 WIOQ	7 WYSP	7 WIP	7 WMMR	Gold/CR 11.0
8 WIP	8 WMGK	8 WEGX	8 WKSZ	8 WEAZ-FM	8 WEGX	N/T 14.9
9 WXTU	9 WSNI	9 WIP	9 WDAS-FM	9 KYW	9 WYSP	UC 12.1
10 WSNI	10 WKSZ	10 WMGK	10 WMGK	10 WMGK	10 WXTU	

POPULATION: 1,743,300

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIPCH SHARE
10.8	10.6	10.6	11.4	9.1	1	KNIX Ctry	102.5 100kw	2	12	11	2	2	1	82	BUCK OWENS	KATZ	9.9
7.9	8.3	7.9	8.3	8.6	2	KTAR N/T	620 5kw	1	8	13	10	5	2	77	PULITZER	CBS	7.0
7.7	7.2	6.2	7.4	6.7	3	KUPD AOR	97.9 100kw	5	4	1	1	8	16	85	TRI-STATE	BAN	8.0
6.4	7.2	6.7	6.2	5.4	4	KMEO-FM AC	96.9 100kw	9	16	18	14	9	3	81	GROUP W	G/W	3.5
5.5	6.9	5.8	6.4	5.1	5	KKLT AC	98.7 115kw	6	10	9	3	1	4	69	PHOENIX	CBS	5.9
4.4	4.8	3.1	6.3	4.7	6	KOY-FM CHR	95.5 100kw	3	1	6	12	13	15	51	EDENS	CHR	7.4
3.3	3.7	3.7	4.5	4.6	7	KMLE Ctry	107.9 100kw	13	9	7	9	10	6	89	SHAMROCK BR.	REP	5.6
3.4	3.5	3.5	4.4	4.5	8	KDKB AOR	93.3 100kw	10	15	2	4	6	12	73	SANDUSKY	TOR	4.0
2.7	2.3	1.6	2.2	4.4	9	KMXX AC	101.5 100kw	12	7	5	5	4	7	82	EZ	BAN	1.9
3.0	3.3	4.5	4.0	4.3	10	KOOL-FM Gold	94.5 100kw	8	13	12	6	3	5	60	ADAMS	HNWH	3.0
3.0	2.7	2.6	3.2	4.2	11	KESZ AC	99.9 100kw	14	6	10	8	7	8	82	DUFFY II	EAST	3.2
2.6	3.9	5.7	5.6	4.2	11	KKFR CHR	92.3 100kw	7	2	4	11	16	24	59	BROADCAST GR.	REP	7.2
4.5	4.3	3.3	4.0	3.5	13	KSLX CR	100.7 100kw	11	20	3	7	11	17	58	COOK INLET	MMR	5.0
3.0	2.2	3.3	3.2	3.1	14	KOY Nost	550 5-1kw	15	19	26	24	17	9	74	EDENS	CHR	2.6
9.0	7.0	6.4	2.9	3.1	14	KZZP CHR	104.7 100kw	4	3	8	13	14	22	39	NATIONWIDE	MCG	3.3
3.3	3.6	3.7	2.1	2.9	16	KEYI N/T	910 5kw	16	24	17	18	15	11	74	BROADCAST GR.	REP	2.4
2.2	2.2	1.4	1.4	2.1	17	KOOL Gold	960 5kw	17	18	21	15	12	10	72	ADAMS	HNWH	1.4
1.1	1.0	1.1	1.2	1.7	18	KUKQ NR	1060 5-1kw	20	5	14	16	24	25	77	TRI-STATE	BAN	1.9
1.2	1.4	1.2	1.3	1.6	19	KONC Clas	106.3 2.25kw	19	25	25	21	19	13	70	RESOURCE MEDIA	CMBS	1.2
2.1	1.8	2.8	1.8	1.5	20	KLFF BBnd	1360 5-1kw	18	22	28	29	29	18	66	RESOURCE MEDIA	--	2.2
1.5	1.2	0.8	0.7	1.4	21	KVVA Span	860 1kw	22	14	16	17	18	30	85	BETACOM	LOTU	.9
1.4	0.8	0.8	1.5	1.2	22	KCWW Ctry	1580 50kw	24	28	24	23	23	14	86	BUCK OWENS	KATZ	1.4
0.6	0.7	1.6	0.5	1.2	22	KPHX Span	1480 1.5kw	25	17	19	20	20	19	94	CONTINENTAL	CAB	1.4
0.5	0.4	1.2	0.7	1.0	24	KSUN Span	1400 1kw	26	21	15	19	21	28	90	FIESTA	CAB	.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUPD	1 KOY-FM	1 KUPD	1 KKLT	1 KTAR	1 KKLT
2 KDKB	2 KUPD	2 KDKB	2 KNIX	2 KUPD	2 KNIX
3 KSLX	3 KKLT	3 KSLX	3 KESZ	3 KDKB	3 KESZ
4 KKFR	4 KKFR	4 KTAR	4 KMXX	4 KNIX	4 KOOL-FM
5 KMXX	5 KESZ	5 KMXX	5 KOOL-FM	5 KSLX	5 KMXX
6 KTAR	6 KMXX	6 KOOL-FM	6 KOY-FM	6 KOOL-FM	6 KMEO-FM
7 KMLE	7 KNIX	7 KNIX	7 KMLE	7 KMXX	7 KMLE
8 KZZP	8 KMLE	8 KMLE	8 KKFR	8 KKLT	8 KDKB
9 KOOL-FM	9 KZZP	9 KKL	9 KUPD	9 KMLE	9 KTAR
10 KNIX	10 KDKB	10 KMEO-FM	10 KDKB	10 KESZ	10 KOY-FM

AC	19.1
AOR	12.9
BBnd	4.6
CHR	12.0
Ctry	14.9
Gold/CR	9.9
N/T	11.5
Span	3.6

POPULATION: 1,954,700

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.1	13.6	12.3	13.6	13.2	1	KDKA AC	1020 50kw	1	8	10	6	3	1	78	GROUP W	G/W	11.7
7.1	9.3	7.8	9.3	9.8	2	WDVE AOR	102.5 55kw	3	3	1	1	2	12	99	GREAT AMERICAN	CHR	12.6
9.9	9.3	8.7	9.5	8.4	3	WBZZ CHR	93.7 50kw	2	1	2	3	5	10	69	EZ	BAN	12.6
7.3	6.6	6.1	6.4	7.0	4	WWSW-FM Gold	94.5 50kw	4	5	5	2	1	2	78	SHAMROCK BR.	MCG	4.6
5.5	6.1	5.4	5.7	6.7	5	WAMO UC	105.9 72kw	8	2	3	4	4	7	103	SHERIDAN	HNWH	10.0
4.2	3.6	3.8	4.5	5.8	6	WDSY Ctry	107.9 50kw	9	16	6	9	7	3	96	ENTERCOM	REP	4.5
3.9	2.9	6.8	5.3	5.7	7	WTAE Talk	1250 5kw	7	13	12	11	11	5	86	HEARST	KATZ	4.5
9.4	7.6	9.6	7.1	5.5	8	WSHH AC	99.7 10.5kw	5	14	9	10	10	4	76	RENDA	EAST	4.8
4.4	5.3	4.2	3.4	4.2	9	WMYG CR	96.9 45kw	6	7	4	5	9	13	64	BENNS	MMR	5.5
3.1	4.4	3.4	3.4	3.9	10	WJAS BBnd	1320 5kw	12	17	22	19	15	11	92	RENDA	EAST	2.4
4.7	3.8	4.4	4.5	3.8	11	WLTJ AC	92.9 47kw	10	10	8	8	6	6	72	WLTJ INC.	DUR	2.1
2.6	3.9	3.7	4.5	3.7	12	WHTX AC	96.1 50kw	11	9	7	7	8	8	72	HEARST	KATZ	2.9
1.7	2.4	2.4	2.7	2.9	13	WEZE B/EZ	104.7 50kw	15	20	20	15	13	9	83	SALEM	--	1.9
2.6	2.0	2.1	1.6	1.9	14	KQV News	1410 5kw	14	19	17	18	16	14	50	CALVARY	--	1.2
2.1	1.9	1.4	1.4	1.6	15	WMXP CHR	100.7 50kw	13	4	11	12	12	15	41	SIGNATURE	REP	1.3
1.3	1.3	1.6	1.0	1.0	16	WMBS Misc	590 1-.5kw	19	27	21	22	21	16	95	FAYETTE	--	1.0
1.1	0.9	1.1	1.0	1.0	16	WPIT-FM Rel	101.5 50kw	16	12	14	13	14	19	56	PYRAMID	--	1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	26.2
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 WDVE	1 WWSW-FM	AOR	9.8
2 WMYG	2 WDVE	2 WWSW-FM	2 WAMO	2 WWSW-FM	2 WAMO	BBnd	3.9
3 WBZZ	3 WAMO	3 WMYG	3 WWSW-FM	3 KDKA	3 WBZZ	B/EZ	2.9
4 WWSW-FM	4 WWSW-FM	4 WBZZ	4 WDVE	4 WMYG	4 KDKA	CHR	10.0
5 WAMO	5 WLTJ	5 WDSY	5 WLTJ	5 WDSY	5 WLTJ	Ctry	5.8
6 WDSY	6 WHTX	6 KDKA	6 WHTX	6 WAMO	6 WHTX	Gold/CR	11.2
7 WHTX	7 WMYG	7 WAMO	7 KDKA	7 WBZZ	7 WSHH	Misc	1.0
8 KDKA	8 WDSY	8 WHTX	8 WSHH	8 WHTX	8 WDVE	N/T	7.6
9 WLTJ	9 WMXP	9 WLTJ	9 WDSY	9 WLTJ	9 WDSY	Rel/CC	1.0
10 WTAE	10 WSHH	10 WTAE	10 WMYG	10 WTAE	10 WTAE	UC	6.7

PORTLAND, OR

POPULATION: 1,343,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.5	6.2	6.9	7.5	9.0	1	KUPL-FM Ctry	98.5 100kw	4	7	5	1	1	2	105	SCRIPPS HOWARD	BAN	7.9
8.9	9.2	10.7	9.6	8.9	2	KKRZ CHR	100.3 100kw	2	1	1	3	6	12	69	GREAT AMERICAN	KATZ	12.1
7.5	5.5	8.2	7.8	8.8	3	KEX AC	1190 50kw	1	5	9	5	2	1	61	GREAT AMERICAN	KATZ	8.0
8.6	8.7	8.0	8.1	7.0	4	KKCW AC	103.3 95kw	3	4	3	2	3	5	67	TRUMPER	DUR	6.3
6.8	4.0	5.5	6.7	6.2	5	KINK AOR/NAC	101.9 100kw	6	18	6	4	4	6	75	KING	MMR	7.7
4.0	3.9	4.2	3.9	5.6	6	KKSN-FM Gold	97.1 100kw	7	8	8	6	5	3	71	HERITAGE	EAST	4.5
6.3	6.0	6.3	5.5	5.6	6	KXL N/T	750 50-20kw	8	12	12	11	10	4	70	KAYE-SMITH	MCG	5.4
6.3	6.5	6.1	5.6	4.9	8	KGON AOR	92.3 100kw	10	6	2	7	7	10	70	ACKERLY	REP	6.4
1.7	2.2	2.3	4.5	4.7	9	KUFO AOR	101.1 100kw	9	3	4	8	8	11	67	HENRY	CHR	5.4
4.9	6.2	6.6	7.9	4.5	10	KXL-FM AC	95.5 100kw	11	22	14	10	9	7	76	KAYE-SMITH	MCG	2.7
6.2	7.0	6.6	4.3	4.3	11	KXYQ CHR	105.1 100kw	5	2	7	9	11	17	50	FIRST CITY	BAN	8.3
2.4	2.6	2.7	2.9	4.1	12	KKSN Gold	910 5kw	12	27	27	20	15	8	81	HERITAGE	EAST	1.0
2.9	3.6	2.7	3.0	2.5	13	KWJJ-FM Ctry	99.5 100kw	14	11	10	12	12	13	57	PARK	HNWH	2.6
2.0	1.7	1.6	2.1	2.4	14	KGW Talk	620 5kw	13	17	15	14	14	9	51	KING	MMR	2.3
3.8	3.7	4.2	2.4	1.6	15	KMJK-FM AC	106.7 94kw	15	14	11	13	13	16	37	FAIRMONT	CHR	2.4
2.0	1.8	0.8	1.4	1.5	16	KWJJ Ctry	1080 50-10kw	16	16	18	16	17	14	51	PARK	HNWH	1.2
1.8	1.5	1.4	1.9	1.3	17	KPDQ-FM Rel	93.7 100kw	17	15	17	15	16	15	45	SALEM	--	2.6
1.0	1.4	1.0	1.6	1.1	18	KESI NAC	970 5kw	19	21	26	24	22	19	60	HENRY	CHR	.4
0.8	1.1	1.6	1.2	1.1	18	KUPL Ctry	1330 5kw	18	26	22	22	21	18	48	SCRIPPS HOWARD	BAN	.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KGON	1 KKRZ	1 KGON	1 KUPL-FM	1 KUPL-FM	1 KUPL-FM	AC 21.9
2 KUFO	2 KUPL-FM	2 KUFO	2 KKCW	2 KEX	2 KKCW	AOR 15.8
3 KKRZ	3 KKCW	3 KINK	3 KKRZ	3 KINK	3 KEX	CHR 13.2
4 KKCW	4 KINK	4 KEX	4 KINK	4 KKSN	4 KKSN	Ctry 14.1
5 KXYQ	5 KXYQ	5 KUPL-FM	5 KKSN-FM	5 KGON	5 KINK	Gold/CR 9.7
6 KINK	6 KKSN-FM	6 KKSN-FM	6 KEX	6 KUFO	6 KKRZ	NAC 1.1
7 KEX	7 KUFO	7 KKRZ	7 KXYQ	7 KKCW	7 KXL-FM	N/T 8.0
8 KUPL-FM	8 KMJK-FM	8 KKCW	8 KXL-FM	8 KXL	8 KUFO	Rel/CC 1.3
9 KKSN-FM	9 KEX	9 KXYQ	9 KUFO	9 KWJJ-FM	9 KXYQ	
10 KWJJ-FM	10 KGON	10 KXL	10 KMJK-FM	10 KKRZ	10 KMJK-FM	

POPULATION: 1,268,500

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	13.0	9.9	10.7	10.7	1	WPRO-FM CHR	92.3 39kw	1	1	2	1	1	3	73	CAP CITIES/ABC	BAN	13.3
9.8	9.2	7.2	8.0	7.2	2	WHJY AOR	94.1 50kw	2	3	1	2	5	12	76	RHODE ISLAND RADIO	KATZ	9.5
6.4	6.8	7.3	7.7	6.9	3	WWLI AC	105.1 50kw	4	9	5	3	2	1	93	TMZ	MCG	4.7
9.6	10.6	7.9	4.8	6.7	4	WWBB Gold	101.5 50kw	3	14	8	5	4	2	78	WILKS/SCHWARTZ	CHR	5.9
5.0	5.0	6.8	5.4	5.6	5	WPRO Talk	630 5kw	5	33	17	12	7	3	76	CAP CITIES/ABC	BAN	5.1
4.3	5.1	6.2	4.4	5.3	6	WSNE AC	93.3 30kw	6	10	4	4	3	5	72	BECK-ROSS	EAST	4.3
5.3	4.0	6.0	5.0	4.8	7	WHJJ N/T	920 5kw	7	26	19	15	13	6	83	RHODE ISLAND RADIO	KATZ	3.7
4.4	3.0	3.3	3.1	4.4	8	WWKX UC	106.3 3kw	8	2	3	6	12	22	84	OCEAN STATE	REP	6.1
2.1	2.3	3.1	3.8	4.0	9	WCTK Ctry	98.1 50kw	10	17	9	8	6	7	91	HALL	TOR	3.0
1.4	2.3	2.0	3.5	3.9	10	WPLM-FM BBnd	99.1 50kw	11	27	39	29	19	8	96	PLYMOUTH ROCK	--	2.5
1.9	3.4	3.1	3.8	3.1	11	WWRX CR	103.7 50kw	9	6	7	7	8	14	63	WESTERLY	DUR	3.8
2.2	2.2	3.1	2.6	2.8	12	WHIM Ctry	1110 5kw	15	39	26	25	15	9	112	EAST PROVIDENCE	DUR	1.3
2.9	2.7	3.0	1.5	2.8	13	WBRU NR	95.5 20kw	12	5	6	9	9	21	69	BROWN BC SERV.	MMR	3.5
1.2	2.3	2.0	2.5	2.5	14	WFHN CHR	107.1 3kw	16	4	10	10	10	15	109	SAGE	CHR	2.7
2.0	0.8	1.5	1.1	2.0	15	WBSM N/T	1420 5-7kw	25	15	34	32	33	13	144	SAGE	CHR	1.3
3.9	2.4	2.2	1.8	1.9	16	WODS Gold	103.3 16kw	13	11	14	11	11	10	65	CBS	CBS	1.5
0.7	0.5	0.8	1.7	1.9	17	WJIB B/EZ	96.9 12.5kw	19	24	24	19	18	11	100	EMMIS	MCG	.7
0.4	1.1	0.7	1.1	1.3	18	WAAF CHR	107.3 18.5kw	18	7	11	13	30	39	62	ZAPIS	KATZ	1.7
1.4	1.6	0.9	1.2	1.1	19	WZLX-FM CR	100.7 19.5kw	23	13	12	14	14	33	65	COOK INLET	HNWH	1.3
0.9	1.3	1.8	1.5	1.1	20	WBZ AC	1030 50kw	21	20	38	28	29	20	61	GROUP W	G/W	.7
0.9	0.9	1.0	0.9	1.0	21	WWAZ Clas	790 5kw	20	34	32	30	20	16	57	TMZ	--	1.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.3
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WWBB	1 WPRO-FM	AOR	10.0
2 WPRO-FM	2 WSNE	2 WWBB	2 WWLI	2 WHJY	2 WSNE	BBnd	3.9
3 WWKX	3 WHJY	3 WPRO-FM	3 WSNE	3 WWLI	3 WWLI	B/EZ	1.9
4 WBRU	4 WWLI	4 WWRX	4 WHJY	4 WPRO-FM	4 WWBB	CHR	14.5
5 WWRX	5 WWKX	5 WWKX	5 WWBB	5 WWRX	5 WPRO	Clas	1.0
6 WWBB	6 WWBB	6 WBRU	6 WFHN	6 WCTK	6 WHJY	Ctry	6.8
7 WAAF	7 WFHN	7 WWLI	7 WWKX	7 WSNE	7 WCTK	Gold/CR	12.8
8 WCTK	8 WBRU	8 WCTK	8 WCTK	8 WPRO	8 WFHN	N/T	12.4
9 WZLX	9 WCTK	9 WSNE	9 WPRO	9 WBRU	9 WBRU	UC	4.4
10 WSNE	10 WWRX	10 WODS	10 WWRX	10 WODS	10 WWRX		

RIVERSIDE-SAN BERNARDINO

POPULATION: 1,129,100

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12-AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
7.0	8.5	10.1	8.6	8.2	1	KGGI CHR	99.1 3.1kw	1	1	1	2	4	7	78	AMERICAN MEDIA	MCG	16.4
2.3	2.0	2.6	2.9	8.0	2	KFRG Ctry	95.1 50kw	3	5	4	1	1	1	122	KEYMARKET	MMR	5.7
8.2	7.5	7.0	9.3	5.8	3	KDUO B/EZ	97.5 68kw	5	23	19	15	9	3	98	HENRY	KATZ	4.6
4.3	4.6	6.0	5.6	5.1	4	KLOS AOR	95.5 61kw	6	11	2	3	2	6	90	CAP CITIES/ABC	KATZ	6.8
3.9	3.4	3.4	3.1	5.0	5	KFI Talk	640 50kw	7	17	10	6	5	2	91	COX	CHR	3.9
4.6	4.5	4.2	4.3	4.9	6	KOST AC	103.5 12.5kw	2	10	5	4	3	4	71	COX	CHR	3.7
3.5	3.9	2.3	3.3	3.5	7	KCAL-FM AOR	96.7 1.75kw	11	12	3	5	7	19	76	ANAHEIM BR.	TOR	5.0
6.7	6.1	4.6	6.3	3.4	8	KQLZ CHR	100.3 5.3kw	8	2	6	7	14	38	70	WESTWOOD ONE	EAST	5.9
3.3	3.2	2.7	4.5	3.0	9	KIIS-A/F CHR	1150/102.7 5kw/8kw	4	3	9	9	10	18	47	GANNETT	MCG	4.0
1.4	1.8	1.8	2.4	2.9	10	KTWV NAC	94.7 55kw	13	41	17	12	8	5	89	LEGACY	G/W	2.0
3.4	2.6	2.4	2.9	2.6	11	KNX News	1070 50kw	10	33	28	27	21	9	55	CBS	CBS	1.7
0.8	1.6	0.0	0.5	2.5	12	KKBT UC	92.3 39kw	15	4	8	10	13	24	109	EVERGREEN	MCG	2.4
4.8	3.9	3.7	3.1	2.5	12	KRTH Gold	101.1 51kw	9	16	11	8	6	8	52	BEASLEY	REP	2.5
1.4	1.7	1.8	1.1	2.1	14	KROQ NR	106.7 5.5kw	16	6	7	11	38	43	94	INFINITY	TOR	2.2
2.8	3.3	3.4	2.5	2.0	15	KODJ Gold	93.1 28.5kw	14	14	16	13	11	10	69	CBS	CBS	2.2
2.2	2.3	2.0	1.7	1.8	16	KBIG AC	104.3 105kw	12	37	15	14	12	13	54	BONNEVILLE INT.	CBS	1.5
1.4	1.5	0.7	0.9	1.5	17	KABC Talk	790 5kw	17	36	31	30	29	16	70	CAP CITIES/ABC	KATZ	1.2
1.0	1.6	1.4	1.6	1.5	17	KCAL Span	1410 5.1kw	28	7	12	18	18	35	107	ANAHEIM BR.	LOTU	1.3
1.4	2.5	1.9	1.5	1.5	17	KWDJ Ctry	92.7 3kw	25	13	29	23	23	15	97	RIVERSIDE CNTY.	BAN	1.3
2.8	3.7	3.4	2.5	1.4	20	KCKC Ctry	1350 5kw	24	31	35	26	24	12	86	RIVERDINO	HNWH	1.5
1.6	0.4	1.4	0.9	1.4	20	KLVE Span	107.5 29.5kw	33	8	13	16	16	31	127	HEFTEL	CAB	1.2
0.5	0.9	1.2	1.0	1.4	20	KZLA Ctry	93.9 49kw	29	43	22	24	17	11	98	MALRITE	EAST	1.4
0.6	1.2	0.6	0.5	1.3	23	KKGO Clas	105.1 18kw	20	26	39	36	35	20	71	MT. WILSON FM	CMBS	.4
0.5	1.3	1.0	1.9	1.2	24	KBON Gold	103.9 .038kw	31	19	23	17	15	14	87	RIVERDINO	HNWH	.6
1.3	1.8	1.6	0.9	1.2	24	KMPC Nost	710 50-10kw	21	32	40	40	40	27	68	GOLDEN WEST	DUR	1.0
0.3	0.7	0.0	0.0	1.1	25	KBBV/KTOT B/EZ	1050/101.7 .1kw/3kw	11	44	27	34	26	17	254	VERNON THOMPSON	--	---
0.0	0.8	0.8	0.7	1.1	25	KHSJ AC	1320 .5kw	35	35	44	43	43	25	114	2588 NEWPORT	BAN	---
0.9	1.3	0.9	1.3	1.0	27	KPWR CHR	105.9 72kw	18	9	14	19	27	42	49	EMMIS	HNWH	1.0

Continued on Page 186

NEW YORK

POPULATION: 14,126,100

Continued from Page 176

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
1.2	1.7	1.7	1.8	1.7	23	WADO <i>Span</i>	1280 5kw	25	20	19	20	23	22	117	TICHENOR MEDIA	KT-H	.8
1.3	1.4	1.5	1.5	1.6	24	WNCN <i>Clas</i>	104.3 7.8kw	21	35	24	23	21	17	64	GAF	CMBS	1.1
0.7	1.2	1.4	1.1	1.3	25	WSKQ <i>Span</i>	620 5kw	27	13	23	19	20	23	110	SBS	SBS	.8
1.2	1.0	1.0	1.1	1.1	26	WALK-FM <i>AC</i>	97.5 45kw	28	19	20	21	24	25	99	AMERICAN MEDIA	DUR	1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNEW-FM	1 WRKS	1 WNEW-FM	1 WRKS	1 WCBS-FM	1 WLTW	AC 8.9
2 WXRK	2 WHTZ	2 WXRK	2 WNSR	2 WNEW-FM	2 WCBS-FM	AOR 3.9
3 WRKS	3 WNSR	3 WCBS-FM	3 WHTZ	3 WFAN	3 WNSR	BBnd 2.4
4 WBLS	4 WQHT	4 WFAN	4 WLTW	4 WXRK	4 WRKS	B/EZ 5.2
5 WQHT	5 WNEW-FM	5 WBLS	5 WCBS-FM	5 WBLS	5 WBLS	CHR 11.2
6 WFAN	6 WBLS	6 WRKS	6 WBLS	6 WLTW	6 WHTZ	Clas 3.4
7 WHTZ	7 WLTW	7 WQHT	7 WQHT	7 WQCD	7 WYNY	Ctry 2.4
8 WNSR	8 WPLJ	8 WNSR	8 WNEW-FM	8 WNSR	8 WINS	Gold/CR 8.0
9 WCBS-FM	9 WXRK	9 WHTZ	9 WPLJ	9 WRKS	9 WQCD	NAC 2.3
10 WLTW	10 WSKQ-FM	10 WQCD	10 WSKQ-FM	10 WCBS	10 WSKQ-FM	N/T 19.6
						Span 5.1
						UC 8.9

RIVERSIDE-SAN BERNARDINO

POPULATION: 1,129,100

Continued from Page 185

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KLOS	1 KGGI	1 KFRG	1 KOST	1 KFRG	1 KOST	AC 7.8	
2 KGGI	2 KOST	2 KLOS	2 KGGI	2 KLOS	2 KFRG	AOR 10.7	
3 KFRG	3 KCAL-FM	3 KGGI	3 KFRG	3 KFI	3 KGGI	BBnd 1.2	
4 KCAL-FM	4 KQLZ	4 KCAL-FM	4 KCAL-FM	4 KGGI	4 KRTH	B/EZ 6.9	
5 KQLZ	5 KFRG	5 KFI	5 KIIS-FM	5 KCAL-FM	5 KFI	CHR 15.6	
6 KROQ	6 KLOS	6 KQLZ	6 KQLZ	6 KWTV	6 KDUO	Clas 1.3	
7 KFI	7 KIIS-FM	7 KROQ	7 KKBT	7 KRTH	7 KLOS	Ctry 12.3	
8 KKBT	8 KKBT	8 KOST	8 KRTH	8 KOST	8 KBIG	Gold/CR 5.7	
9 KIIS-FM	9 KROQ	9 KRTH	9 KLOS	9 KDUO	9 KIIS-FM	NAC 2.9	
10 KRTH	10 KBIG	10 KWTV	10 KFI	10 KODJ	10 KCAL-FM	N/T 9.1	
						Span 2.9	
						UC 2.5	

ROCHESTER

POPULATION: 829,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.4	15.6	15.7	16.7	15.1	1	WCMF AOR	96.5 50kw	2	2	1	1	1	6	97	STONER	TOR	17.8
11.3	10.7	10.7	9.3	12.5	2	WPXY-FM CHR	97.9 50kw	1	1	2	2	6	8	75	PYRAMID	MMR	13.7
11.0	10.1	8.1	9.0	11.2	3	WVOR AC	100.5 50kw	3	6	3	3	2	1	78	LINCOLN GROUP	MCG	7.2
8.9	9.0	10.2	11.3	9.4	4	WBEE Ctry	92.5 50kw	6	8	5	6	3	2	90	HERITAGE MEDIA	KATZ	9.0
8.7	7.4	7.6	9.3	8.9	5	WHAM AC	1180 50kw	5	10	8	8	7	3	82	LINCOLN GROUP	MCG	7.1
8.4	8.6	10.5	8.9	7.1	6	WRMM-A/F AC	101.3 27kw	4	5	4	4	5	5	63	ATLANTIC VENT.	CHR	7.0
5.8	7.0	7.6	6.4	6.0	7	WKLX Gold	98.9 37kw	7	7	7	5	4	4	59	ONTARIO SHORE	DUR	4.2
4.7	6.7	6.6	5.2	5.2	8	WZSH AC	95.1 95kw	8	9	11	9	9	7	87	GREAT LAKES	REP	3.1
6.2	5.6	4.2	4.9	4.4	9	WDKX UC	103.9 .8kw	9	3	6	7	8	9	78	MONROE	--	10.0
0.6	0.9	0.8	1.3	2.1	10	WBBF Ctry	950 1kw	10	11	14	12	12	10	63	HERITAGE MEDIA	KATZ	1.7
0.8	1.5	1.3	1.0	1.2	11	WMJQ CHR	102.5 105kw	11	4	9	10	11	14	39	ALGONQUIN	EAST	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF	1 WPXY-FM	1 WCMF	1 WPXY-FM	1 WCMF	1 WVOR	AC 32.0
2 WPXY-FM	2 WCMF	2 WVOR	2 WVOR	2 WVOR	2 WPXY-FM	AOR 15.1
3 WVOR	3 WVOR	3 WPXY-FM	3 WCMF	3 WBEE	3 WRMM-FM	CHR 13.7
4 WDKX	4 WRMM-FM	4 WKLX	4 WRMM-FM	4 WKLX	4 WKLX	Ctry 11.5
5 WRMM-FM	5 WBEE	5 WBEE	5 WKLX	5 WRMM-FM	5 WBEE	Gold/CR 6.0
6 WBEE	6 WKLX	6 WRMM-FM	6 WBEE	6 WHAM	6 WCMF	UC 4.4
7 WKLX	7 WDKX	7 WHAM	7 WDKX	7 WPXY-FM	7 WZSH	
8 WHAM	8 WHAM	8 WDKX	8 WHAM	8 WDKX	8 WDKX	
9 WMJQ	9 WMJQ	9 WMJQ	9 WZSH	9 WZSH	9 WHAM	
10 WBMW	10 WZSH	10 WZSH	10 WMJQ	10 WBMW	10 WBMW	

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POPULATION: 1,195,200

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.3	8.1	8.5	11.4	9.4	1	KFBK N/T	1530 50kw	1	20	9	7	4	1	85	GROUP W	G/W	9.1
5.8	5.6	6.9	8.7	8.7	2	KRXQ AOR	93.7 25kw	5	3	1	1	3	16	104	FULLER-JEFFREY	TOR	14.3
7.0	6.7	9.3	7.9	8.3	3	KRAK-FM Ctry	105.1 50kw	4	8	6	3	2	2	78	EZ	KATZ	6.6
6.9	7.8	8.1	6.1	7.6	4	KXOA-FM AC	107.9 50kw	2	7	2	2	1	3	69	BROWN	BAN	6.6
7.4	7.1	7.1	6.6	7.4	5	KSFM CHR	102.5 50kw	3	1	4	4	9	9	67	GENESIS	MMR	10.4
6.0	6.4	6.9	6.5	5.2	6	KZAP AOR	98.5 50kw	7	11	3	5	5	7	67	NATIONWIDE	MCG	5.2
3.4	4.7	4.1	4.7	4.8	7	KAER AC	92.5 50kw	11	6	5	6	7	11	70	GROUP W	G/W	3.5
5.1	5.5	4.7	5.8	4.8	7	KHYL Gold	101.1 36kw	8	12	11	8	6	4	68	PARKER	EAST	4.8
7.9	7.6	7.4	4.7	4.4	9	KYMX AC	96.1 50kw	9	5	7	9	8	5	64	TRIBUNE	CHR	3.8
4.3	3.5	2.8	3.2	3.4	10	KRAK Ctry	1140 50kw	13	15	13	11	11	8	96	EZ	KATZ	2.1
4.1	4.9	3.9	5.6	3.2	11	KQPT NAC	100.5 115kw	12	9	12	10	10	6	57	DUCHOSSOIS	REP	3.6
3.1	3.3	3.3	2.9	3.1	12	KROY CHR	96.9 50kw	6	4	8	12	12	22	38	GREAT AMERICAN	CHR	5.0
3.8	3.4	2.5	3.3	3.0	13	KWOD CHR	106.5 50kw	10	2	10	13	13	23	43	ROYCE INTL	CBS	3.3
1.9	0.8	1.1	1.9	2.3	14	KCTC B/EZ	1320 5kw	14	13	21	15	14	10	70	TPIBUNE	CHR	1.5
1.5	2.4	1.7	1.9	1.9	15	KFRC Nost	610 5kw	17	23	25	27	20	12	74	RKO GENERAL	REP	3.2
1.8	1.4	1.2	1.3	1.7	16	KGO N/T	810 50kw	16	24	18	19	17	13	64	CAP CITIES/ABC	BAN	1.4
1.8	1.7	1.6	0.4	1.5	17	KNBR Talk	680 50kw	15	14	14	14	15	14	49	SUSQUEHANNA	EAST	.7
1.7	0.8	0.9	0.8	1.3	18	KRCX Span	1110 5-.5kw	23	16	15	17	19	18	121	FULLER-JEFFREY	KT-H	.3
0.7	0.7	0.6	0.6	1.1	19	KFIA Talk	710 10-.25kw	18	28	17	16	16	15	54	OLYMPIC BROAD.	--	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KRXQ	1 KRXQ	1 KRXQ	1 KXOA-FM	1 KZAP	1 KXOA-FM	AC	16.8
2 KZAP	2 KAER	2 KZAP	2 KRXQ	2 KFBK	2 KRAK-FM	AOR	13.9
3 KSFM	3 KXOA-FM	3 KFBK	3 KAER	3 KRAK-FM	3 KAER	BBnd	1.9
4 KRAK-FM	4 KSFM	4 KXOA-FM	4 KRAK-FM	4 KRXQ	4 KRXQ	B/EZ	2.3
5 KXOA-FM	5 KRAK-FM	5 KRAK-FM	5 KSFM	5 KXOA-FM	5 KHYL	CHR	13.5
6 KAER	6 KYMX	6 KSFM	6 KYMX	6 KHYL	6 KYMX	Ctry	11.7
7 KFBK	7 KROY	7 KHYL	7 KHYL	7 KAER	7 KSFM	Gold/CR	4.8
8 KRAK	8 KZAP	8 KAER	8 KZAP	8 KQPT	8 KFBK	NAC	3.2
9 KHYL	9 KWOD	9 KRAK	9 KROY	9 KRAK	9 KQPT	N/T	13.7
10 KROY	10 KQPT	10 KQPT	10 KFBK	10 KYMX	10 KZAP	Span	1.3

ST. LOUIS

POPULATION: 2,052,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
21.2	22.3	18.8	16.3	19.3	1	KMOX Talk	1120 50kw	1	8	6	2	1	1	104	CBS	CBS	15.6
9.7	9.3	8.4	8.8	8.7	2	KSHE AOR	94.7 100kw	2	4	1	1	2	6	87	EMMIS	HNWH	11.0
5.7	7.6	7.0	7.9	7.0	3	KMJM UC	107.7 100kw	9	2	2	4	8	9	119	NOBLE	CHR	9.9
6.1	8.5	6.7	6.6	6.9	4	WKBQ CHR	106.5 90kw	3	1	3	5	9	10	73	CHASE	KATZ	8.1
5.8	4.4	5.4	5.8	6.4	5	WIL-FM Ctry	92.3 100kw	6	13	8	7	4	2	94	HERITAGE MEDIA	BAN	6.8
4.7	5.5	5.5	5.3	6.1	6	KYKY AC	98.1 100kw	4	5	4	3	3	5	67	EZ	MMR	6.0
8.1	6.4	9.5	7.6	5.5	7	KEZK B/EZ	102.5 100kw	7	12	14	9	7	3	85	CHANNEL ONE	MMR	4.4
5.1	4.9	6.0	6.7	4.9	8	KSD CR	93.7 100kw	5	6	5	6	5	8	67	GANNETT	MCG	5.5
5.2	3.5	4.3	3.8	3.5	9	KLOU Gold	103.3 100kw	8	9	9	8	6	4	59	CBS	CBS	3.7
0.8	0.6	1.0	2.4	2.9	10	KHTK CHR	97.1 100kw	10	3	7	12	17	30	65	LEGEND	DUR	4.6
1.8	1.7	3.5	2.5	2.4	11	WKXX Ctry	104.1 50kw	11	18	12	10	10	7	69	GATEWAY RADIO	TOR	2.7
1.4	1.1	1.6	1.6	2.0	12	KATZ-FM UC	100.3 50kw	14	7	10	11	11	13	69	UNITY	K/P	2.8
1.6	2.0	1.2	1.6	1.9	13	KFUO-FM Clas	99.1 100kw	15	15	18	16	16	12	67	LC/MOS	CMBS	.8
2.5	2.5	2.5	2.3	1.8	14	KRJY AC	96.3 100kw	12	10	11	13	13	16	51	RICHARD MILLER	BAN	1.5
2.1	1.6	2.0	2.5	1.6	15	KATZ UC	1600 5kw	18	25	17	15	14	15	74	UNITY	K/P	2.3
0.6	1.2	1.5	1.4	1.5	16	WSNL AC	101.1 50kw	13	14	13	14	12	14	47	RIVER CITIES	TOR	2.2
1.0	1.3	1.3	1.9	1.5	16	WEW BBnd	770 1kw	19	30	30	30	28	17	78	WEW RADIO	--	.5
2.0	1.5	2.3	1.3	1.3	18	KUSA Ctry	550 5kw	16	20	26	18	15	11	46	GANNETT	MCG	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	9.4
1 KSHE	1 KYKY	1 KSHE	1 KYKY	1 KSHE	1 KMOX	AOR	8.7
2 KSD	2 KMJM	2 KMOX	2 KMJM	2 KMOX	2 KYKY	BBnd	1.5
3 KMJM	3 KSHE	3 KSD	3 KMOX	3 KSD	3 KEZK	B/EZ	5.5
4 WKBQ	4 WKBQ	4 KMJM	4 WKBQ	4 WIL-FM	4 WIL-FM	CHR	9.8
5 KYKY	5 KSD	5 WKBQ	5 KSHE	5 KYKY	5 KLOU	Clas	1.9
6 KMOX	6 KHTK	6 KYKY	6 KLOU	6 KLOU	6 KMJM	Ctry	10.1
7 WIL-FM	7 KRJY	7 WIL-FM	7 WIL-FM	7 KMJM	7 WKBQ	Gold/CR	8.4
8 KATZ-FM	8 WIL-FM	8 KLOU	8 KSD	8 KATZ-FM	8 KSD	N/T	19.3
9 KLOU	9 KMOX	9 KATZ-FM	9 KEZK	9 WKBQ	9 KSHE	UC	10.6
10 KHTK	10 KLOU	10 WKXX	10 KHTK	10 WKXX	10 WKXX		

SALT LAKE CITY-OGDEN-PROVO

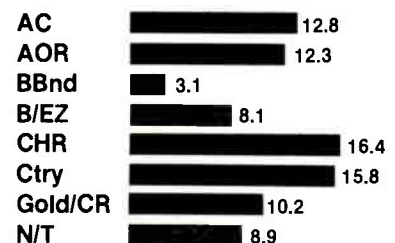
POPULATION: 1,004,800

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
9.3	9.1	10.6	10.7	8.5	1	KKAT Ctry	101.9 26kw	3	6	3	2	2	3	76	APOLLO	BAN	12.7
7.3	9.4	11.3	9.3	8.1	2	KSFI B/EZ	100.3 26kw	5	25	14	11	4	1	85	SIMMONS FAMILY	CBS	4.8
3.3	3.0	6.1	6.1	7.8	3	KLZX-A/F CR	860/93.3 10-.2kw/26kw	7	8	1	1	1	5	94	COOK INLET	CHR	9.4
8.7	8.7	7.8	9.0	7.5	4	KISN-A/F CHR	570/97.1 5kw/30kw	1	5	2	3	3	4	58	SUN MOUNTAIN	MCG	8.2
6.7	4.6	7.8	8.5	6.8	5	KSL Talk	1160 50kw	2	12	13	9	5	2	59	BONNEVILLE INT.	MMR	6.0
8.3	5.6	6.0	6.0	5.6	6	KSOP-A/F Ctry	1370/104.3 5-.5kw/25kw	6	10	7	5	6	6	66	KSOP, INC.	MMR	5.6
7.2	6.9	4.9	5.8	5.4	7	KCPX CHR	98.7 40kw	4	1	8	4	8	9	56	PRICE BR.	KATZ	5.4
5.3	3.7	2.0	2.9	4.2	8	KRSP-FM AOR	103.5 27.5kw	8	3	5	8	12	27	57	CARLSON COM INT	DUR	6.7
2.2	3.8	2.0	2.9	4.1	9	KJQN-FM NR	95.5 100kw	10	4	6	7	13	24	72	S.G.S. BROAD.	K/P	5.2
5.0	5.3	5.8	3.8	4.0	10	KBER AOR	101.1 25kw	9	7	4	6	11	28	61	DEVINE	TOR	5.8
2.6	4.9	2.3	2.1	3.5	11	KZHT CHR	94.9 48kw	12	2	9	12	20	27	69	GOLDEN BEAR	DUR	5.2
2.6	2.9	4.1	4.5	3.3	12	KMGR-A/F AC	1230/107.5 1kw/45kw	11	19	10	10	7	12	62	B&B BROAD.	HNWH	1.9
2.3	2.4	2.4	2.4	3.1	13	KDYL BBnd	1280 5-.5kw	19	25	22	24	23	10	117	SIMMONS FAMILY	CBS	1.0
2.4	2.4	2.9	3.7	2.6	14	KALL AC	910 5-1kw	15	27	20	15	9	7	60	COM. INVESTMENT	EAST	2.3
3.7	2.2	2.7	1.7	2.1	15	KLCY AC	94.1 40kw	14	11	11	13	10	19	48	COM. INVESTMENT	EAST	2.0
1.7	3.0	1.3	2.6	2.1	15	KTKK Talk	630 1-.5kw	18	30	17	17	19	11	73	D&B BROAD.	K/P	1.7
1.2	2.2	2.5	3.4	2.0	17	KLVV AC	99.5 40kw	13	9	12	14	14	16	43	D&B BROAD.	K/P	1.8
0.3	0.4	0.0	0.5	1.7	18	KBCK Ctry	105.7 13.5kw	20	28	24	22	16	8	71	RADIO PRO. VEN.	MAG	1.6
1.2	1.1	0.0	0.6	1.4	19	KSOS AC	106.9 68kw	21	22	16	16	15	15	61	FIRST NATIONAL	AMA	.3
1.7	0.0	1.2	0.7	1.4	19	KUTR AC	1320 5kw	18	15	18	20	23	13	52	SUNRISE MEDIA	KATZ	.9
2.2	2.5	1.4	0.9	1.4	19	KZOL Gold	96.1 55kw	16	13	15	18	17	17	44	COOK INLET	HNWH	1.5
0.5	1.0	1.3	1.0	1.0	22	KRPN Gold	107.9 67kw	24	20	23	19	18	14	70	KARGO	--	.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLZX-FM	1 KKAT	1 KLZX-FM	1 KKAT	1 KLZX-FM	1 KSFI
2 KBER	2 KISN-FM	2 KKAT	2 KISN-FM	2 KKAT	2 KKAT
3 KJQN-FM	3 KCPX	3 KISN-FM	3 KCPX	3 KISN-FM	3 KISN-FM
4 KKAT	4 KSOP-FM	4 KBER	4 KSOP-FM	4 KSL	4 KSL
5 KRSP-FM	5 KLZX-FM	5 KJQN-FM	5 KSFI	5 KSOP-FM	5 KSOP-FM
6 KISN-FM	6 KMGR-FM	6 KRSP-FM	6 KLZX-FM	6 KBER	6 KLZX-FM
7 KZHT	7 KRSP-FM	7 KSL	7 KMGR-FM	7 KRSP-FM	7 KCPX
8 KSOP-FM	8 KBER	8 KCPX	8 KSL	8 KALL	8 KMGR-FM
9 KCPX	9 KLVV	9 KSOP-FM	9 KLVV	9 KMGR-FM	9 KLVV
10 KMGR	10 KZHT	10 KMGR-FM	10 KRSP-FM	10 KSFI	10 KLCY



SAN ANTONIO

POPULATION: 1,054,000

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12-ADN	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.4	9.0	10.3	10.9	12.6	1	KCYY Ctry	100.3 100kw	1	5	1	1	1	1	114	NEWCITY	KATZ	11.0
6.0	6.6	7.7	6.9	7.2	2	KTFM CHR	102.7 100kw	2	1	3	2	4	11	77	WATERMAN	BAN	9.0
5.6	5.3	5.0	5.9	5.5	3	KAJA Ctry	97.3 100kw	3	7	8	4	3	2	74	CLEAR CHANNEL	CHR	4.4
5.2	3.6	5.1	6.8	5.2	4	KCOR Span	1350 5kw	14	8	10	11	8	9	132	TICHENOR MEDIA	KATZ	4.3
5.1	5.5	4.4	3.7	5.0	5	KISS-FM AOR	99.5 100kw	7	4	2	5	11	24	76	ADAMS	MMR	6.7
6.4	7.3	4.5	5.1	5.0	5	KSMG Gold	105.3 100kw	4	13	6	3	2	4	68	RUSK	CBS	7.0
6.0	4.7	5.7	5.1	4.9	7	WOAI N/T	1200 50kw	6	26	16	14	9	6	74	CLEAR CHANNEL	CHR	4.8
6.8	7.6	6.5	6.1	4.8	8	KITY CHR	92.9 100kw	5	2	9	8	18	15	65	GENESIS	CHR	8.5
5.4	5.1	4.6	3.8	4.2	9	KKYX Ctry	680 50-1kw	9	18	18	16	14	7	81	NEWCITY	KATZ	3.3
3.4	4.2	4.2	4.2	4.1	10	KTSA Nost	550 5kw	15	22	26	15	10	3	122	WATERMAN	BAN	9.0
3.1	4.4	4.8	4.0	4.0	11	KSAQ CHR	96.1 100kw	8	3	7	9	17	18	62	INNER CITY	EAST	6.1
3.1	4.2	3.6	4.2	4.0	12	KZEP CR	104.5 100kw	10	19	4	6	5	20	80	LOTUS	TOR	3.1
5.1	4.5	5.5	3.9	3.9	13	KMMX AC	106.7 100kw	12	16	5	7	6	12	81	VISION	MCG	3.6
4.7	4.2	4.4	4.7	3.9	13	KQXT B/EZ	101.9 100kw	13	17	17	12	12	8	83	GROUP W	G/W	1.2
3.1	3.3	2.5	3.8	3.6	15	KONO Gold	860 5-1kw	11	10	15	10	7	5	74	GENESIS	CHR	3.2
3.1	3.0	2.2	2.7	2.8	16	KZVE Span	107.5 100kw	17	14	11	13	13	10	93	TK	EAST	1.6
3.1	1.1	1.2	1.2	1.8	17	KXTN Span	1310 5-28kw	20	11	12	17	15	16	98	TK	EAST	1.9
0.8	1.7	2.0	0.7	1.6	18	KFAN AOR	101.1 100kw	16	15	13	18	16	17	51	GILLESPIE BRO.	EAST	.7
2.8	1.9	1.6	1.4	1.5	19	KEDA Span	1540 5-1kw	18	20	21	20	20	13	68	D & E	CAB	2.4
1.1	0.9	1.2	1.3	1.3	20	KCHL Jazz	1480 2.5kw	23	27	22	19	19	14	139	VISION	MCG	1.4
1.0	1.3	1.3	1.7	1.3	20	KSAH Span	720 10-1kw	21	9	19	22	22	22	94	GANADORES	CAB	1.1
1.1	1.0	1.6	1.2	1.3	20	KSLR CC	630 5kw	19	12	20	21	21	19	62	SALEM MEDIA	--	3.5
1.2	2.0	0.8	2.1	1.1	23	KSJL AOR	780 50-1kw	22	6	14	23	25	28	82	INNER CITY	EAST	1.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	3.9
1 KISS-FM	1 KCYY	1 KCYY	1 KCYY	1 KCYY	1 KCYY	AOR	8.7
2 KZEP-FM	2 KTFM	2 KISS-FM	2 KTFM	2 KAJA	2 KSMG	BBnd	4.1
3 KCYY	3 KMMX	3 KZEP-FM	3 KSMG	3 KSMG	3 KTFM	B/EZ	3.9
4 KTFM	4 KSMG	4 KAJA	4 KMMX	4 KZEP-FM	4 KAJA	CHR	16.0
5 KAJA	5 KITY	5 KSMG	5 KAJA	5 WOAI	5 KMMX	Ctry	22.3
6 KSMG	6 KSAQ	6 KTFM	6 KSAQ	6 KISS-FM	6 KCOR	Gold/CR	12.6
7 KMMX	7 KZEP-FM	7 KMMX	7 KITY	7 KMMX	7 KTSA	Jazz	1.3
8 KCOR	8 KISS-FM	8 WOAI	8 KONO	8 KTFM	8 KONO	N/T	4.9
9 KSAQ	9 KAJA	9 KCOR	9 KZEP-FM	9 KONO	9 KZEP-FM	Rel/CC	1.3
10 KSJL	10 KCOR	10 KKYX	10 KCOR	10 KQXT	10 KQXT	Span	12.6

POPULATION: 2,046,800

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
8.8	9.6	9.0	10.3	9.4	1	KKLQ-A/F CHR	600/106.5 5kw/50kw	1	1	2	2	4	11	81	EDENS	CHR	14.4
7.0	6.1	5.7	6.7	7.5	2	KSON-A/F Ctry	1240/97.3 1kw/50kw	4	15	5	3	1	1	89	JEFFERSON-P/PILOT	BAN	8.5
8.8	5.0	7.0	6.1	7.1	3	KGB AOR	101.5 50kw	5	5	1	1	2	14	87	BROWN	KATZ	7.1
6.7	8.3	4.2	4.6	6.7	4	KFMB AC	760 50kw	2	16	13	8	5	2	77	MIDWEST TV	MCG	5.1
6.0	6.2	4.9	6.0	5.7	5	KSDO N/T	1130 10kw	7	34	17	13	11	4	96	GANNETT	DUR	3.7
5.7	5.4	4.1	4.5	4.8	6	KFMB-FM AC	100.7 30kw	3	3	4	5	6	9	57	MIDWEST TV	MCG	4.9
4.6	5.6	4.8	4.3	4.8	6	XTRA-FM NR	91.1 100kw	6	2	3	4	9	15	65	NOBLE	MMR	6.6
6.6	5.4	6.5	5.3	4.4	8	KJQY B/EZ	103.7 50kw	10	17	20	15	12	5	88	COMMAND	MMR	3.9
3.1	3.5	3.7	4.2	4.0	9	KIFM NAC	98.1 28kw	12	21	11	7	3	3	82	KIFM LTD	CBS	4.0
3.6	3.6	4.3	5.0	3.7	10	KYXY AC	96.5 41kw	8	10	7	6	7	7	68	PARKER	HNWH	3.3
2.5	3.2	2.1	2.6	3.6	11	KCBQ-FM Gold	105.9 25kw	9	11	12	9	8	6	66	ADAMS	HNWH	3.8
2.5	3.0	4.4	4.8	3.4	12	KPOP Nost	1360 5-1kw	16	19	34	21	18	8	95	BROWN	KATZ	1.5
2.6	3.0	3.9	4.3	3.0	13	KFSD Clas	94.1 100kw	15	14	19	16	16	10	77	LOTUS	HNWH	2.7
3.5	3.1	3.2	4.2	3.0	13	KKYY AC	94.9 22kw	11	9	6	10	10	13	61	SANDUSKY	REP	2.9
1.9	2.0	1.7	2.0	2.5	15	KSDO-FM CR	102.9 32kw	13	18	10	11	13	16	59	GANNETT	DUR	2.5
1.8	2.3	2.1	1.3	2.1	16	KGMG-FM CR	102.1 9.9kw	19	12	8	12	15	21	74	PAR	BAN	1.5
1.1	1.9	1.4	0.8	1.9	17	XHTZ CHR	90.3 100kw	14	6	9	14	19	28	47	CALIFORNIA	--	3.0
0.5	0.6	1.3	1.2	1.4	18	KCBQ Gold	1170 50-5kw	21	27	31	18	14	12	71	ADAMS	REP	.8
1.6	1.1	1.6	1.5	1.4	18	KNX News	1070 50kw	18	26	29	28	24	18	46	CBS	CBS	.7
1.3	0.6	1.4	1.1	1.2	20	XLTN Span	104.5 98kw	24	20	16	17	17	19	95	CALIFORNIA	KT-H	.6
3.2	3.2	3.3	1.3	1.1	21	XHRM CHR	92.5 50kw	17	4	15	20	32	32	35	MORROW	K/P	3.1
0.3	0.6	0.9	0.8	1.0	22	XEMO Span	860 5kw	25	13	14	19	20	29	87	J.C. GATES	CAB	.2
0.8	1.1	1.6	1.2	1.0	22	XTRA News	690 50kw	20	32	30	22	21	17	37	NOBLE	MMR	.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	18.2
1 KGB	1 KKLQ-FM	1 KGB	1 KKLQ-FM	1 KGB	1 KYXY	AOR	11.9
2 KKLQ-FM	2 KYXY	2 KKLQ-FM	2 KYXY	2 KFMB	2 KSON-FM	BBnd	3.4
3 XTRA-FM	3 KFMB-FM	3 XTRA-FM	3 KSON-FM	3 KSON-FM	3 KIFM	B/EZ	4.4
4 KGMG-FM	4 KGB	4 KSON-FM	4 KFMB-FM	4 KKLQ-FM	4 KFMB-FM	CHR	12.4
5 KFMB-FM	5 KKYY	5 KFMB	5 KKYY	5 KCBQ-FM	5 KKLQ-FM	Clas	3.0
6 KSON-FM	6 KSON-FM	6 KFMB-FM	6 KGB	6 KIFM	6 KKYY	Ctry	7.5
7 KSDO-FM	7 XTRA-FM	7 KGMG-FM	7 KIFM	7 KFMB-FM	7 KCBQ-FM	Gold/CR	9.6
8 KFMB	8 KIFM	8 KCBQ-FM	8 XTRA-FM	8 XTRA-FM	8 KFMB	NAC	4.0
9 KCBQ-FM	9 XHTZ	9 KSDO-FM	9 KCBQ-FM	9 KSDO	9 KJQY	N/T	8.1
10 KKYY	10 KSDO-FM	10 KIFM	10 KFMB	10 KGMG-FM	10 KGB	Span	2.2

SAN FRANCISCO

POPULATION: 5,027,400

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7/0	7.6	8.2	7.4	6.2	1	KGO N-T	810 50kw	1	18	15	9	3	1	76	CAP CITIES/ABC	BAN	6.6
5.6	4.8	4.9	5.5	5.4	2	KMEL CHR	106.1 69kw	3	1	1	1	4	15	73	CENTURY	CHR	8.4
4.9	4.2	4.9	5.2	5.0	3	KOIT-A/F AC	1260/96.5 5.1kw/33kw	6	14	3	2	1	4	73	BONNEVILLE INT	TOR	4.0
3.5	3.1	3.6	4.2	4.6	4	KFRC Nost	610 5kw	7	31	40	26	16	2	80	RKO GENERAL	REP	2.8
3.5	5.0	3.7	2.5	4.6	4	KNBR Talk	680 50kw	5	11	11	4	5	6	65	SUSQUEHANNA	EAST	2.4
4.1	5.0	3.7	2.7	4.4	6	KSFO/KYA Gold	560/93.3 5kw/50kw	2	15	7	3	2	3	61	KING	MMR	3.8
4.6	5.3	6.1	4.9	4.3	7	KCBS News	740 50kw	4	19	25	14	11	5	60	CBS	CBS	4.3
3.9	3.6	2.6	3.7	3.2	8	KIOI AC	101.3 125kw	8	7	5	4	6	11	57	FAIRMONT	DUR	3.9
2.7	3.0	2.9	2.7	3.2	8	KSOL UC	107.7 8.9kw	10	3	6	7	12	18	69	UNITED	MMR	3.8
3.4	2.7	2.6	2.4	3.0	10	KSAN Ctry	94.9 36kw	15	22	16	10	7	7	81	MALRITE	MCG	2.8
2.8	2.7	2.7	2.7	2.7	11	KXXX CHR	99.7 45kw	9	2	8	13	24	27	55	EMMIS	MCG	2.9
2.3	2.3	2.6	2.5	2.6	12	KDFC-A/F Clas	1220/102.1 5.1kw/33kw	14	40	26	17	15	8	66	SUNDIAL	CMBS	2.0
2.0	2.1	2.0	2.0	2.6	12	KFOG AOR	104.5 7.9kw	13	21	4	5	9	20	62	SUSQUEHANNA	EAST	2.6
3.0	2.9	2.9	2.9	2.6	12	KRQR AOR	97.3 82kw	11	10	2	6	10	24	57	CBS	CBS	3.6
2.3	2.8	2.7	2.7	2.4	15	KKSF NAC	103.7 7.8kw	116	39	14	11	8	9	69	BROWN	BAN	2.4
2.0	2.1	1.9	2.2	2.3	16	KKHI-A/F Clas	1550/95.7 10kw/6.9kw	17	20	39	30	27	12	65	BUCKLEY	HNWH	2.1
4.5	3.6	4.6	3.8	2.1	17	KABL-A/F AC	960/98.1 5kw/100kw	12	23	23	21	17	10	50	SHAMROCK BR.	CHR	1.7
2.0	2.1	2.0	2.6	2.0	18	KBAY B-EZ	100.3 14.5kw	23	41	30	28	20	13	86	UNITED	MMR	1.6
1.1	1.0	1.3	1.4	1.9	19	KDIA UC	1310 5kw	25	15	19	19	14	14	101	MEDIACOMM	--	1.5
2.3	1.9	1.9	2.5	1.8	20	KBLX NAC	102.9 50kw	18	24	13	12	13	19	64	INNER CITY	HNWH	2.5
1.2	0.8	0.9	0.9	1.8	20	KIQI Span	1010 10.5kw	29	27	20	20	19	16	112	ORO SPANISH	CAB	1.1
2.7	2.3	1.8	2.3	1.5	22	KITS NR	105.3 15kw	20	6	9	18	29	41	57	ENTERCOM	HNWH	2.9
2.0	1.6	2.0	2.3	1.5	22	KOME AOR	98.5 12.5kw	21	12	12	15	18	30	60	INFINITY	TOR	2.6
1.1	1.1	1.1	1.4	1.5	22	KSJX/KSJO AOR	1500/92.3 10.5kw/50kw	19	8	10	16	22	36	59	NARRAGANSETT	KATZ	1.6
1.2	1.7	1.2	1.6	1.4	26	KHQT CHR	97.7 1.65kw	23	4	17	23	38	43	64	ANAHEIM BROAD	HNWH	2.4
0.8	1.1	1.5	0.8	1.3	27	KBRG Span	104.9 3kw	33	13	18	22	21	25	101	BAHIA RADIO	KT-H	1.3
0.7	1.3	1.1	0.8	1.2	28	KJAZ Jazz	92.7 1.8kw	27	37	29	27	23	17	71	RONALD COWAN	ROS	.9
1.4	1.1	1.5	1.8	1.1	29	KNEW Ctry	910 5kw	29	36	37	35	33	21	70	MALRITE	MCG	1.2
1.2	1.0	0.8	1.1	1.0	30	KEZR AC	106.5 50kw	26	17	21	24	25	28	57	ALTA	CHR	.9

Continued on Page 195

POPULATION: 1,211,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.2	7.5	7.8	7.6	7.8	1	KGO N/T	810 50kw	1	28	12	5	1	1	79	CAP CITIES/ABC	DUR	7.1
6.6	6.3	6.2	7.0	6.5	2	KBAY B/EZ	100.3 163kw	5	41	18	7	2	2	95	UNITED	MMR	5.1
4.1	6.2	4.5	6.2	5.2	3	KHQT CHR	97.7 1.65kw	3	1	1	4	23	30	68	ANAHEIM BROAD	HNWH	8.6
3.6	4.1	5.4	4.9	4.8	4	KCBS N/T	740 50kw	2	20	21	15	9	3	61	CBS	CBS	2.9
5.0	4.8	4.8	6.8	3.9	5	KOME AOR	98.5 12.5 kw	8	8	2	1	4	16	62	INFINITY	TOR	8.0
4.4	3.7	3.1	3.8	3.7	6	KEZR AC	106.5 50kw	6	11	5	2	3	6	57	ALTA	CHR	3.3
5.2	5.2	4.2	4.8	3.6	7	KARA AC	105.7 50kw	12	28	4	3	5	7	70	EMPIRE	EAST	4.3
3.9	3.4	2.2	4.0	3.6	7	KSJX/KSJO AOR	1500/92.3 10-5kw/50kw	7	4	3	6	8	18	57	NARRAGANSETT	KATZ	4.3
3.5	4.5	3.7	2.1	3.5	9	KNBR Talk	680 50kw	9	9	14	10	7	12	62	SUSQUEHANNA	EAST	2.0
4.4	4.2	3.5	2.2	3.2	10	KWSS CHR	94.5 1.15kw	4	2	8	9	21	25	46	NATIONWIDE	MCG	3.1
0.8	0.4	1.7	0.7	3.1	11	KAZA Span	1290 5kw	32	23	10	8	6	5	200	FIESTA	CAB	.8
1.6	1.5	2.4	1.5	2.8	12	KXXX CHR	99.7 45kw	13	3	9	17	24	32	59	EMMIS	MCG	1.5
3.4	2.3	1.3	1.8	2.5	13	KEEN Ctry	1370 5kw	26	40	35	24	18	4	119	UNITED BR. CO.	MMR	1.6
3.1	2.7	3.4	3.3	2.4	14	KOIT-A/F AC	1260/96.5 5-1kw/33kw	15	22	20	14	14	9	55	BONNEVILLE INT	TOR	3.0
1.9	2.6	2.1	2.6	2.3	15	KITS NR	105.3 15kw	17	7	6	12	29	36	66	ENTERCOM	HNWH	2.9
2.8	2.1	2.0	2.5	2.3	15	KMEL CHR	106.1 69kw	14	5	7	11	20	34	50	CENTURY	CHR	3.6
2.5	1.9	1.7	2.3	2.2	17	KSFO/KYA Gold	560.93.3 5kw/50kw	10	24	22	16	13	11	45	KING	MMR	2.1
2.3	2.5	2.1	2.6	2.1	18	KIOI AC	101.3 125kw	11	13	13	13	11	19	39	FAIRMOUNT	DUR	3.1
1.4	2.0	1.9	1.9	1.9	19	KDFC-A/F Clas	1220/102.1 5kw/33kw	16	33	29	27	31	10	55	SUNDIAL	CMBS	1.0
3.7	2.9	2.4	3.0	1.9	19	KSAN Ctry	94.9 30kw	20	17	23	23	16	13	61	MALRITE	MCG	3.1
1.8	0.9	1.0	1.8	1.8	21	KBLX NAC	102.9 6.6kw	29	18	17	20	10	20	74	INNER CITY	HNWH	1.0
1.0	1.1	4.2	1.3	1.8	21	KBRG Span	104.9 3kw	29	19	19	22	19	22	89	BAHIA RADIO	KATZ	2.0
1.1	1.9	2.0	1.7	1.8	21	KKSF NAC	103.7 7.8kw	21	34	11	19	12	24	61	BROWN	BAN	2.1
1.3	1.6	1.2	1.6	1.7	24	KFOG AOR	104.5 79kw	19	35	15	18	15	21	54	SUSQUEHANNA	EAST	1.4
1.3	1.4	1.4	1.6	1.7	24	KKHI-A/F Clas	1550/95.7 10kw/6.9kw	24	12	32	29	25	14	58	BUCKLEY	HNWH	1.8
1.3	1.3	1.1	0.4	1.7	24	KRTY Ctry	95.3 375kw	22	36	24	21	17	15	60	CROWN BROAD.	REP	1.3
0.6	1.6	1.8	1.5	1.7	24	KSOL UC	107.7 8.9kw	18	6	16	25	22	35	50	UNITED	MMR	1.8
1.5	1.5	1.8	1.8	1.3	28	KFRC Nost	610 5kw	23	31	45	38	31	19	47	RKO GENERAL	REP	1.0
2.3	1.3	1.9	1.7	1.2	29	KLIV BBnd	1590 5kw	30	29	44	45	40	26	61	EMPIRE	EAST	1.4
0.8	1.0	0.6	0.5	1.2	29	KOFY Gold	1050 50-1kw	33	15	25	26	26	30	83	GABBERT	K/P	.5
0.0	0.7	0.0	0.8	1.1	31	KIQI Span	1010 10-5kw	37	21	38	28	28	17	124	ORO SPANISH	CAB	---
1.1	1.2	2.4	0.7	1.1	31	KLOK Span	1170 50-5kw	28	14	28	30	27	28	56	BAHIA RADIO	KT-H	1.7

Continued on Page 195

#4

SAN FRANCISCO

POPULATION: 5,027,400

Continued from Page 193

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KMEL	1 KMEL	1 KMEL	1 KMEL	1 KNBR	1 KOIT-FM	AC 11.3
2 KRQR	2 KIOI	2 KNBR	2 KOIT-FM	2 KGO	2 KIOI	AOR 9.7
3 KFOG	3 KOIT-FM	3 KRQR	3 KIOI	3 KSAN	3 KMEL	BBnd 4.6
4 KSJO-FM	4 KSOL	4 KFOG	4 KSOL	4 KOIT-FM	4 KGO	B/EZ 2.0
5 KNBR	5 KRQR	5 KGO	5 KFOG	5 KKSF	5 KSAN	CHR 9.5
6 KOME	6 KITS	6 KOIT-FM	6 KRQR	6 KMEL	6 KBLX	Clas 4.9
7 KOIT-FM	7 KFOG	7 KSFO	7 KBLX	7 KSFO	7 KDIA	Ctry 4.1
8 KXXX	8 KBLX	8 KSAN	8 KKSF	8 KRQR	8 KKSF	Gold/CR 4.4
9 KSOL	9 KKSF	9 KKSF	9 KSAN	9 KFOG	9 KFOG	Jazz 1.2
10 KGO	10 KXXX	10 KOME	10 KGO	10 KCBS	10 KNBR	NAC 4.2
						N/T 15.1
						Span 3.1
						UC 5.1

#29

SAN JOSE

POPULATION: 1,211,400

Continued from Page 194

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KOME	1 KEZR	1 KOME	1 KEZR	1 KGO	1 KEZR	AC 11.8
2 KHQT	2 KHQT	2 KSJO	2 KARA	2 KOME	2 KARA	AOR 11.5
3 KSJO	3 KARA	3 KGO	3 KHQT	3 KBAY	3 KGO	BBnd 2.5
4 KNBR	4 KITS	4 KHQT	4 KGO	4 KNBR	4 KBAY	B/EZ 6.5
5 KXXX	5 KWSS	5 KNBR	5 KWSS	5 KSJO	5 KAZA	CHR 13.5
6 KARA	6 KMEL	6 KBAY	6 KBAY	6 KAZA	6 KBLX	Clas 3.6
7 KMEL	7 KSJO	7 KARA	7 KAZA	7 KFOG	7 KIOI	Ctry 6.1
8 KITS	8 KIOI	8 KAZA	8 KIOI	8 KCBS	8 KWSS	Gold/CR 3.4
9 KAZA	9 KBLX	9 KFOG	9 KBLX	9 KKSF	9 KOIT	NAC 3.6
10 KWSS	10 KXXX	10 KEZR	10 KMEL	10 KEZR	10 KKSF	N/T 16.1
						Span 7.1
						UC 1.7

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SEATTLE-TACOMA

POPULATION: 2,186,300

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK	12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
9.6	9.7	8.7	9.0	9.5	1	1	KIRO N/T	710 50kw	1	8	8	2	1	1	72	BONNEVILLE INT.	TOR	8.9
7.0	7.2	9.1	8.0	6.7	2	2	KPLZ CHR	101.5 100kw	2	1	5	6	12	15	65	GOLDEN WEST	DUR	8.5
5.0	7.4	5.8	6.8	6.3	3	3	KMPS-A/F Ctry	1300/94.1 5kw/98kw	6	3	7	7	2	2	94	EZ	MCG	5.5
7.0	8.7	6.0	6.3	6.1	4	4	KUBE CHR	93.3 100kw	3	2	3	1	3	11	64	COOK INLET	MMR	9.7
4.7	6.0	4.7	4.4	5.0	5	5	KISW AOR	99.9 100kw	7	11	2	4	7	20	77	NATIONWIDE	MCG	5.8
4.1	4.6	4.2	4.2	5.0	5	5	KXRX AOR	96.5 81kw	8	16	1	3	5	21	80	SHAMROCK BR.	KATZ	5.4
6.0	4.5	5.3	4.7	4.7	7	7	KOMO AC	1000 50kw	5	25	23	18	13	3	66	FISHER	KATZ	4.0
2.3	2.0	3.2	2.9	4.3	8	8	KZOK-FM CR	102.5 100kw	4	10	4	5	4	16	57	ADAMS	EAST	4.5
2.8	4.6	3.7	2.6	3.9	9	9	KIXI BBnd	880 50-10kw	14	31	26	26	23	12	91	NOBLE	CBS	1.5
3.7	3.1	2.9	3.3	3.8	10	10	KLSY-A/F AC	1540/92.5 5-1kw/58kw	9	5	6	8	6	10	66	SANDUSKY	BAN	5.7
4.7	4.4	5.3	4.1	3.7	11	11	KBRD B/EZ	103.7 100kw	12	20	24	22	20	5	84	ENTERCOM	REP	2.7
2.8	3.7	3.2	2.9	3.6	12	12	KRPM-A/F Ctry	770/106.1 1kw/31kw	15	12	12	12	10	4	82	HERITAGE MEDIA	CHR	3.1
3.6	2.9	3.1	3.6	3.2	13	13	KBSG-A/F Gold	1210/97.3 10-1kw/58kw	10	18	10	9	8	6	58	VIACOM	TOR	3.1
3.3	2.8	2.9	2.9	3.1	14	14	KLTX AC	95.7 100kw	13	13	9	10	9	9	71	ACKERLEY	HNWH	2.3
2.2	2.3	2.5	3.1	2.9	15	15	KSEA AC	100.7 100kw	16	19	13	11	11	8	80	BONNEVILLE INT.	TOR	1.4
3.7	2.9	3.5	4.0	2.7	16	16	KING-FM Clas	98.1 100kw	11	14	19	17	14	7	54	KING	MMR	2.5
2.8	2.4	2.8	3.2	2.3	17	17	KING N/T	1090 50kw	18	33	22	20	21	13	66	KING	MMR	1.8
2.7	2.0	2.5	1.5	1.9	18	18	KMGI AC	107.7 100kw	17	15	11	13	19	18	51	NOBLE	CBS	1.9
2.5	1.8	1.8	3.1	1.9	18	18	KNUA NAC	106.9 100kw	19	24	16	14	15	14	71	BROWN	DUR	2.0
1.6	1.4	1.8	1.9	1.6	20	20	KCMS CC	105.3 115kw	23	6	14	15	16	22	66	CHRISTA	RSS	2.8
1.6	1.5	1.8	1.7	1.6	20	20	KVI Gold	570 5kw	20	9	17	19	17	17	61	GOLDEN WEST	DUR	1.5
1.3	1.5	1.3	1.6	1.4	22	22	KEZX-FM AOR	98.9 100kw	22	26	15	16	18	19	57	PARK	DUR	.6
2.0	1.1	1.6	1.7	1.1	23	23	KJR Gold	950 5kw	21	22	20	21	22	23	42	ACKERLEY	HNWH	1.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.4
1 KISW	1 KUBE	1 KISW	1 KUBE	1 KIRO	1 KUBE	AOR	11.4
2 KXRX	2 KPLZ	2 KXRX	2 KLSY-FM	2 KXRX	2 KMPS-FM	BBnd	3.9
3 KZOK	3 KLSY-FM	3 KIRO	3 KPLZ	3 KZOK	3 KLSY-FM	B/EZ	3.7
4 KUBE	4 KMPS-FM	4 KZOK	4 KMPS-FM	4 KISW	4 KIRO	CHR	12.8
5 KPLZ	5 KZOK	5 KUBE	5 KBSG-FM	5 KMPS-FM	5 KBSG-FM	Clas	2.7
6 KIRO	6 KXRX	6 KPLZ	6 KLTX	6 KUBE	6 KLTX	Ctry	9.9
7 KBSG-FM	7 KLTX	7 KBSG-FM	7 KSEA	7 KBSG-FM	7 KOMO	Gold/CR	10.4
8 KMPS-FM	8 KSEA	8 KMPS-FM	8 KIRO	8 KLSY-FM	8 KPLZ	NAC	1.9
9 KLSY-FM	9 KRPM-FM	9 KLSY-FM	9 KZOK	9 KNUA	9 KSEA	N/T	11.8
10 KMGI	10 KISW	10 KNUA	10 KXRX	10 KSEA	10 KRPM-FM	Rel/CC	1.6

TAMPA-ST. PETERSBURG

POPULATION: 1,803,700

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.5	9.9	8.2	8.9	9.0	1	WWRM AC	107.3 100kw	2	9	8	8	5	1	94	COX	DUR	9.6
3.5	2.6	11.6	10.1	8.3	2	WFLZ CHR	93.3 100kw	3	1	2	2	6	9	87	JACOR	EAST	15.7
7.8	7.5	8.9	7.5	7.8	3	WQYK-FM Ctry	99.5 100kw	5	6	7	6	4	2	102	INFINITY	KATZ	9.4
15.6	14.4	9.6	9.5	7.3	4	WRBQ-A/F CHR	1380/104.7 5kw/100kw	1	2	4	4	2	4	69	EDENS	CHR	6.8
5.9	5.0	7.9	5.6	7.3	4	WUSA AC	100.7 100kw	4	8	5	3	1	3	88	GANNETT	MCG	5.9
6.8	7.4	5.6	6.4	6.8	6	WYNF AOR	94.9 100kw	6	5	1	1	3	12	97	CBS	CBS	7.1
2.7	3.8	3.5	4.4	6.1	7	WGUL-A/F BBnd	860/105.5 2-1.6kw/3.7kw	12	18	22	18	16	6	150	CARL MARCOCCI	--	2.9
6.7	6.2	5.4	5.4	4.9	8	WDUV B/EZ	103.3 100kw	9	13	14	13	13	8	96	SUNSHINE STATE	CHR	2.3
3.2	1.9	2.2	4.4	4.5	9	WXTB AOR	97.9 100kw	8	3	3	5	10	13	81	GREAT AMERICAN	BAN	6.0
4.2	5.0	3.8	3.0	4.2	10	WFLA N/T	970 5kw	11	14	12	12	11	10	97	JACOR	EAST	3.7
5.7	4.4	3.9	3.8	3.9	11	WNLT AC	95.7 100kw	7	4	6	7	8	11	69	METROPLEX	MMR	3.9
1.7	1.4	2.4	3.5	3.4	12	WYUU Gold	92.5 50kw	10	11	11	9	7	5	69	ENTERCOM	REP	4.4
3.0	2.8	2.3	2.6	3.0	13	WHVE NAC	102.5 100kw	13	10	9	10	9	7	75	SUSQUEHANNA	HNWH	3.6
3.9	2.6	1.9	2.6	2.5	14	WDAE BBnd	1250 5kw	16	20	19	19	17	14	115	GANNETT	MCG	1.2
1.2	1.5	2.2	1.3	1.9	15	WLVU Nost	106.3 3.3kw	15	17	21	22	23	17	87	PASCO PINELLA	--	1.0
2.6	2.2	2.0	2.4	1.9	15	WSUN N/T	620 10kw	14	25	16	15	14	15	56	CBS	CBS	2.7
1.6	2.5	1.8	2.2	1.5	17	WTMP UC	1150 5-2.5kw	17	7	10	11	12	16	77	WESTERVILLE	HNWH	.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	10.2
1 WYNF	1 WFLZ	1 WYNF	1 WFLZ	1 WYNF	1 WRBQ-FM	AOR	11.3
2 WXTB	2 WRBQ-FM	2 WXTB	2 WRBQ-FM	2 WUSA	2 WUSA	BBnd	10.5
3 WFLZ	3 WNLT	3 WUSA	3 WUSA	3 WQYK-FM	3 WWRM	B/EZ	4.9
4 WRBQ-FM	4 WYNF	4 WFLZ	4 WWRM	4 WRBQ-FM	4 WQYK-FM	CHR	15.8
5 WUSA	5 WUSA	5 WRBQ-FM	5 WNLT	5 WFLZ	5 WFLZ	Ctry	7.8
6 WQYK-FM	6 WWRM	6 WQYK-FM	6 WYNF	6 WYUU	6 WYUU	Gold/CR	3.4
7 WHVE	7 WQYK-FM	7 WYUU	7 WQYK-FM	7 WWRM	7 WNLT	NAC	3.0
8 WNLT	8 WXTB	8 WHVE	8 WYUU	8 WXTB	8 WYNF	N/T	6.1
9 WWRM	9 WHVE	9 WNLT	9 WHVE	9 WHVE	9 WHVE	UC	1.5
10 WYUU	10 WTMP	10 WWRM	10 WXTB	10 WNLT	10 WTMP		

WASHINGTON, DC

POPULATION: 3,171,100

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM 12+ BRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK				35-64 RANK
6.0	7.1	7.7	6.2	7.1	1	WGAY B/EZ	99.5 21kw	19	19	9	4	1	92	GREATER MEDIA	MMR	4.5
6.4	5.8	6.7	7.4	6.8	2	WPGC-FM CHR	95.5 50kw	1	1	1	5	14	73	COOK INLET	BAN	10.7
6.0	6.4	6.5	5.8	6.3	3	WMZQ-A/F Ctry	1390/98.3 5kw/50kw	8	4	2	1	2	81	VIACOM	K/P	5.8
4.7	5.3	4.8	4.0	5.1	4	WAVA CHR	105.1 50kw	2	2	4	9	15	54	EMMIS	HNWH	5.7
5.3	5.5	5.4	5.0	5.1	4	WMAL N/T	630 5kw	21	21	18	15	3	78	CAP CITIES/ABC	KATZ	4.5
5.0	4.6	5.3	7.0	4.8	6	WKYS UC	93.9 50kw	6	3	3	2	10	70	ALBIMAR	EAST	6.2
4.0	3.6	3.3	4.5	4.2	7	WASH AC	97.1 23kw	12	11	6	3	4	67	OUTLET	HNWH	2.4
3.8	5.2	3.7	4.3	3.9	8	WCXR CR	105.9 28kw	5	5	5	8	13	62	GROUP W	G/W	4.6
3.7	4.1	3.8	3.9	3.9	8	WHUR UC	96.3 24kw	7	8	7	7	9	58	HOWARD UNIV.	DUR	4.1
4.1	4.5	3.7	3.9	3.8	10	WTOP News	1500 50kw	20	16	16	13	6	44	CHASE	CBS	3.3
2.9	2.8	2.7	2.7	3.5	11	WGMS-A/F Clas	570/103.5 5-1kw/46kw	26	14	14	12	5	71	CLASSICAL ACQ.	REP	3.0
3.3	3.1	3.7	3.1	3.3	12	WLTT AC	94.7 22.5kw	30	10	8	6	11	56	CBS	CBS	3.4
2.9	3.3	2.4	3.2	3.3	12	WMMJ AC	102.3 3kw	15	13	11	11	7	79	ALMIC	K/P	3.2
4.2	4.7	4.0	3.4	3.2	14	WRQX CHR	107.3 36kw	3	9	15	18	20	44	CAP CITIES/ABC	KATZ	3.9
2.2	1.9	1.9	3.1	2.9	15	WHFS AOR	99.1 50kw	13	6	10	14	22	71	DUCHOSSOIS	REP	2.5
3.8	2.8	3.1	2.5	2.9	15	WWDC-FM AOR	101.1 22.5kw	4	7	12	16	18	48	CAPITOL	CHR	4.5
3.0	3.1	3.4	3.1	2.8	17	WXTR Gold	104.1 50kw	14	15	13	10	8	54	RADIO VENTURES	MCG	2.7
2.5	2.8	2.4	1.8	2.2	18	WWRC Talk	980 5kw	22	26	22	20	12	63	GREATER MEDIA	MMR	2.7
2.0	1.2	1.0	2.1	2.0	19	WOL UC	1450 1kw	17	17	19	19	16	90	ALMIC	K/P	1.2
1.4	1.5	2.2	1.8	1.9	20	WJFK CR	106.7 22.5kw	9	12	17	17	23	43	INFINITY	TOR	2.2
1.3	1.5	1.2	0.9	1.3	21	WYCB Rel	1340 1kw	29	23	23	21	17	80	HOWARD SANDERS	--	1.4
2.3	1.7	1.9	1.3	1.1	22	WDJY UC	100.3 40kw	11	20	20	22	21	38	UNITED	MCG	1.0

DEMOGRAPHIC RANK

FORMAT REACH

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

AC	10.8
AOR	5.8
B/EZ	7.1
CHR	15.1
Clas	3.5
Ctry	6.3
Gold/CR	8.6
N/T	11.1
Rel/CC	1.3
UC	11.8

#68

AKRON

POPULATION: 537,500

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.1	8.7	7.5	1	WKDD CHR	96.5 50kw	1	2	1	1	8	14	65	BARNSTABLE	KATZ	10.4
5.3	7.4	6.4	2	WNIR Talk	100.1 3kw	9	12	14	13	11	3	102	MEDIA-COM	K/P	5.9
7.3	5.5	6.2	3	WONE AOR	97.5 12kw	3	4	2	2	4	16	82	SUMMITT	MCG	8.2
4.6	4.9	5.5	4	WMJI AC	105.7 27kw	8	10	9	4	1	1	84	JACOR	EAST	4.7
4.5	6.2	5.4	5	WDOK AC	102.1 12kw	7	16	8	6	5	2	77	INDEPENDENT GR	REP	3.1
5.8	5.0	5.3	6	WMMS AOR	100.7 34kw	6	3	4	3	2	8	71	MALRITE	KATZ	4.5
6.1	4.8	5.1	7	WLTF AC	106.5 11kw	4	7	5	5	6	5	68	BOOTH	CHR	4.9
2.6	5.0	4.9	8	WGAR-FM Ctry	99.5 50kw	10	15	10	9	7	6	85	NATIONWIDE	HNWH	5.2
3.4	4.2	4.8	9	WQMX AC	94.9 16kw	13	8	6	7	3	7	100	GORDON-THOMAS	BAN	2.5
5.6	6.3	4.2	10	WAKR AC	1590 5kw	2	19	15	14	10	4	48	SUMMITT	MCG	5.0

#54

ALBANY-SCHENECTADY-TROY

POPULATION: 723,900

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.1	8.2	11.0	11.9	9.8	1	WGNA-A/F Ctry	1460/107.7 5kw 12kw	5	7	5	3	2	1	101	BARNSTABLE	KATZ	10.0
9.7	9.8	10.3	9.1	9.7	2	WGY AC	810 50kw	2	21	11	8	4	2	83	EMPIRE RADIO	EAST	6.6
9.4	9.6	10.6	11.3	9.4	3	WROW-FM B/EZ	95.5 12kw	7	8	9	7	5	3	116	RADIO TERRACE	CHR	7.3
10.2	8.3	7.8	7.1	8.9	4	WPYX AOR	106.5 15.5kw	3	3	1	1	3	7	78	CAP-TOWN	MCG	11.9
6.0	6.6	5.8	5.8	8.5	5	WKLI AC	100.9 3kw	6	4	3	2	1	4	88	PREMIERE BROAD.	DUR	7.2
7.1	9.4	7.9	7.2	7.6	6	WFLY CHR	92.3 17kw	1	1	2	4	8	9	65	ALBANY BR.	TOR	11.7
4.8	4.5	6.2	4.4	5.2	7	WGY-FM CHR	99.5 14.5kw	4	2	6	9	9	11	51	EMPIRE RADIO	EAST	4.8
4.3	4.1	3.8	2.6	4.1	8	WQBK-FM CR	103.9 3kw	8	5	4	5	6	12	56	WQBK, INC.	BAN	5.6
4.0	4.3	4.3	3.8	4.0	9	WQBK Talk	1300 5kw	10	12	19	13	10	6	82	MAXIMUM MEDIA	BAN	3.9
3.5	3.4	4.3	5.6	3.5	10	WTRY Gold	980 5kw	9	20	8	6	7	5	70	CAP-TOWN	MCG	3.1

ALBUQUERQUE

POPULATION: 459,800

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.4	13.3	12.4	1	KRZY/KRST Ctry	1450/92.3 1kw/22kw	1	6	2	2	2	2	96	COMMONWEALTH	KATZ	17.2
10.5	11.3	10.7	2	KKOB AC	770 50kw	3	23	11	6	5	1	95	FAIRMONT	MCG	8.1
5.1	5.0	10.1	3	KKSS CHR	97.3 100kw	4	1	4	4	7	7	92	SUNGROUP	DUR	13.9
7.5	8.0	9.8	4	KKOB-FM AC	93.3 21.5kw	2	8	1	1	1	4	81	FAIRMONT	MCG	6.6
4.5	5.8	7.0	5	KZKL-FM Gold	101.7 3kw	5	4	7	5	3	3	82	AM/FM COMMUN.	CHR	5.6
7.7	8.5	6.3	6	KZSS/KZRR AOR	610/94.1 5kw/22kw	6	5	3	3	4	10	79	ANCHOR MEDIA	REP	7.4
5.5	5.5	4.9	7	KKJY B/EZ	100.3 22.5kw	9	18	15	11	9	5	87	MBC	TOR	2.9
3.9	2.3	4.4	8	KMGA AC	99.5 22.5kw	8	12	6	7	6	6	74	PENN	BAN	1.6
3.7	3.2	3.6	9	KAMX/KFMG AOR	1520/107.9 1kw/22.5kw	7	3	5	9	11	16	57	COASTAL COMM.	HNWH	4.4
1.9	2.1	3.6	9	KLSK NAC	104.1 100kw	11	11	8	8	8	8	68	PROGRESSIVE BR.	K/P	3.9

ALLENTOWN-BETHLEHEM

POPULATION: 575,600

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	14.2	14.1	12.8	14.9	1	WFMZ B/EZ	100.7 17kw	3	22	6	5	3	1	127	MARANATHA	TOR	8.9
11.1	11.5	9.5	12.2	12.4	2	WZZO AOR	95.1 30kw	4	3	1	1	2	5	108	HOLT CORP.	DUR	15.9
13.5	10.7	12.7	12.4	11.8	3	WLEV AC	96.1 50kw	2	4	3	2	1	2	94	TMZ	MCG	8.2
10.9	10.8	8.3	7.9	10.4	4	WAEB-FM CHR	104.1 50kw	1	2	2	3	4	4	79	CRB	KATZ	10.5
6.7	5.7	7.9	7.1	7.2	5	WHXT CHR	99.9 50kw	5	1	4	4	5	7	65	WILKS/SCHWARTZ	CHR	11.6
3.0	4.0	2.6	4.6	4.4	6	WXKW Ctry	1470 5kw	7	9	21	9	6	3	86	HGF	REP	2.5
4.2	1.8	4.1	3.7	4.0	7	WEST BBnd	1400 1kw	9	8	15	18	12	10	115	TMZ	MCG	1.8
5.5	5.7	4.3	4.5	3.4	8	WAEB AC	790 1kw	6	6	11	7	8	6	54	CBR	KATZ	5.3
2.0	2.5	3.2	1.9	3.0	9	WYSP CR	94.1 16kw	8	29	5	6	7	11	67	INFINITY	TOR	3.0
2.8	3.9	1.5	2.3	2.2	10	WXTU Ctry	92.5 15.5kw	10	27	7	8	9	8	65	BEASLEY	REP	2.3

AUSTIN

POPULATION: 634,000

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.4	12.7	15.4	17.0	14.5	1	KASE Ctry.	100.7 100kw	1	3	2	1	1	1	91	KVET BR.	KATZ	15.4
8.7	9.2	10.6	7.9	9.4	2	KLBJ-FM AOR	93.7 97kw	3	4	1	2	3	4	74	LBJ CO.	EAST	14.0
7.0	6.0	6.6	6.3	8.6	3	KHFI CHR	98.3 1.3kw	4	1	3	4	5	12	77	ENCORE	REP	9.1
7.2	7.0	7.8	9.5	7.6	4	KKMJ AC	95.5 100kw	5	5	6	3	2	2	77	KEYMARKET	CBS	5.3
11.0	10.2	9.0	8.5	7.4	5	KBTS CHR	93.3 93kw	2	2	4	6	7	9	57	GENESIS	CHR	10.2
4.3	4.3	4.2	4.0	5.0	6	KLBJ N/T	590 5-1kw	8	14	9	10	10	3	65	LBJ CO.	EAST	4.1
4.5	4.3	4.1	4.1	5.0	6	KPEZ AOR	102.3 3kw	7	13	5	5	4	10	63	CLEAR CHANNEL	CHR	5.1
5.5	4.6	4.2	3.6	4.4	8	KEYI AC	103.5 90kw	6	8	7	7	8	6	54	DEGREE	REP	1.8
4.4	3.1	2.2	4.4	3.6	9	KQFX Gold	96.7 100kw	9	6	8	8	6	5	60	CAPITOL BR. CRP	BAN	4.3
2.3	3.2	2.4	2.0	2.8	10	KLTD Gold	99.1 18.5kw	11	7	11	9	9	7	61	SHAMROCK COM.	TOR	2.7

BAKERSFIELD

POPULATION: 357,700

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.4	18.2	19.6	1	KUZZ-A/F Ctry	550/107.9 5kw/5.8kw	1	3	2	1	1	1	103	BUCK OWENS	CAB	23.7
13.2	13.3	13.6	2	KKXX CHR	105.9 35kw	2	1	1	2	2	9	90	GRAPEVINE	BAN	15.5
6.8	4.7	8.0	3	KGFM B/EZ	101.5 4.8kw	3	10	13	6	4	2	106	KERN	MCG	2.8
2.7	3.5	6.7	4	KAFY Span	970 1kw	8	6	3	3	3	6	160	MCGAVREN-BARRO	CAB	5.6
8.9	4.4	5.1	5	KKBB AOR	97.7 3kw	5	5	4	4	6	6	85	KOHL COMM.	REP	5.3
7.2	7.9	5.1	5	KWAC Span	1490 1kw	9	17	5	5	5	4	122	KMAP, INC.	LOTU	3.6
6.2	4.7	4.2	7	KERN N/T	1410 1kw	4	13	12	9	7	3	69	BRANDON RADIO	CHR	4.6
4.8	3.9	3.4	8	KERN-FM Gold	94.1 4.5kw	6	4	7	8	9	8	57	EAGLE	CHR	3.8
0.0	1.4	2.7	9	KRAB CHR	106.3 3kw	7	12	6	7	8	12	53	DOUBLE D	DUR	4.1
1.7	2.1	2.1	10	KBOS CHR	94.9 16.5kw	11	2	8	11	16	23	57	JAYVEECO	CBS	3.1
3.5	2.3	2.1	10	KGEO Gold	1230 1kw	10	10	9	10	10	10	16	KERN	MCG	1.5

BATON ROUGE

POPULATION: 435,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	14.7	8.7	14.6	12.5	1	WYNK-A/F Ctry	1380/101.5 5kw/100kw	2	6	5	3	1	1	88	NARRAGANSETT	KATZ	14.6
13.5	11.3	9.9	11.8	12.4	2	KQXL UC	106.5 50kw	3	2	1	1	1	3	113	CITY WIDE	BAN	13.6
12.3	10.8	13.7	12.4	11.3	3	WFMF CHR	102.5 100kw	1	1	2	2	3	8	81	GUARANTY	HNWH	12.8
8.2	7.4	5.7	8.5	9.9	4	WXOK UC	1460 5-1kw	6	3	3	4	4	2	122	WINNFIELD LIFE	TOR	5.9
4.4	5.1	4.1	5.5	6.0	5	WTGE AOR	100.7 95kw	5	10	4	5	5	10	72	VETTER	REP	5.6
6.9	7.9	6.7	4.9	5.3	6	WGGZ CHR	98.1 100kw	4	4	6	6	11	13	50	GUARANTY	KATZ	6.0
6.7	6.5	5.4	4.6	4.8	7	WKJN-FM Ctry	103.3 100kw	8	5	9	8	7	4	64	SOUTHERN	CHR	5.3
4.2	5.7	5.1	6.8	4.7	8	KHOM Gold	104.1 100kw	7	16	8	7	6	5	61	KHOM ASSOC.	TOR	4.5
4.7	3.2	6.3	4.3	3.5	9	WJBO N/T	1150 5kw	10	14	10	10	8	7	68	BATON ROUGE	HNWH	4.7
2.9	4.0	3.6	3.5	2.9	10	WCKW-FM CR	92.3 100kw	9	9	7	9	10	16	58	222 CORP.	REP	6.1

BIRMINGHAM

POPULATION: 773,000

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.8	14.4	16.1	16.3	15.7	1	WZZK-A/F Ctry	610/104.7 5-1kw/99kw	1	7	4	1	1	1	102	NEWCITY	KATZ	13.7
11.0	10.6	12.3	11.8	12.0	2	WENN UC	107.7 100kw	3	1	1	2	3	5	125	BOOKER T. WAS.	HNWH	17.2
7.3	8.0	7.8	8.7	8.2	3	WAPI-FM CHR	94.5 98kw	2	2	3	5	5	11	67	DITTMAN GROUP	CHR	12.4
10.4	11.9	8.2	8.3	7.9	4	WMJJ AC	96.5 100kw	4	9	5	4	2	2	83	CAPITOL BR. CRP.	BAN	6.8
8.2	8.6	8.2	9.1	7.9	4	WZRR AOR	99.5 100kw	5	4	2	3	4	10	90	DICK	REP	13.9
5.6	6.3	5.2	5.0	6.1	6	WERC N/T	960 5kw	7	12	11	7	6	3	88	SUNGROUP	MCG	3.3
4.0	4.0	5.1	6.2	5.9	7	WATV UC	900 1kw	10	6	8	9	8	4	110	BIRM. EBONY	ROS	3.2
7.1	5.8	7.0	5.3	5.1	8	WKXX-FM CHR	106.9 99kw	6	3	6	6	10	15	60	SUNGROUP	MCG	5.6
3.7	4.2	4.6	4.9	4.8	9	WAPI BBnd	1070 50-5kw	8	24	14	15	12	7	83	DITTMAN GROUP	CHR	2.0
2.9	3.6	3.8	2.4	4.2	10	WAGG Rel	1320 5kw	13	8	12	10	11	8	130	BOOKER T. WAS.	HNWH	1.5

#93

BRIDGEPORT

POPULATION: 373,200

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
						CUME	12-17	18-34	18-49	25-54	35-64				
10.3	11.0	15.1	1	WICC AC	600 1.5kw	1	7	4	3	1	2	99	WIN	BAN	7.6
16.6	15.7	13.5	2	WEZN AC	99.9 27.5kw	2	16	5	4	2	1	98	NEWCITY	KATZ	7.8
9.3	9.8	9.8	3	WKCI CHR	101.3 50kw	3	1	1	1	4	4	71	NOBLE	MCG	8.8
8.6	9.1	8.5	4	WEBE AC	107.9 50kw	4	4	2	2	3	3	83	WIN	BAN	7.5
7.0	7.6	6.0	5	WPLR AOR	99.1 14.1kw	5	2	3	5	5	7	71	SOUTHERN STARR	DUR	3.4
2.9	3.3	4.0	6	WFAN Sports	660 50kw	6	8	7	6	6	5	55	EMMIS	HNWH	3.9
1.3	1.7	2.7	7	WRKS UC	98.7 7.8kw	12	5	8	7	7	11	104	SUMMIT	DUR	3.2
2.7	3.3	2.4	8	WCBS News	880 50kw	7	13	22	16	10	8	40	CBS	CBS	4.3
1.7	1.6	2.2	9	WWYZ Ctry	92.5 18kw	14	27	11	10	8	9	88	WWYZ, INC.	BAN	.7
0.8	1.3	2.0	10	WEFX CR	95.9 3kw	8	11	6	8	14	19	58	CRB BROAD.	CHR	1.8

#82

CHARLESTON, SC

POPULATION: 419,600

SPRING '89	SPRING '90	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
					CUME	12-17	18-34	18-49	25-54	35-64				
11.2	13.5	1	WEZL Ctry	103.5 100kw	2	11	8	1	1	1	124	APOLLO RADIO	BAN	10.1
7.4	8.3	2	WSSX CHR	95.1 100kw	1	3	1	2	2	6	68	FAIRCOM	KATZ	8.8
7.8	7.0	3	WWWZ UC	93.5 1.1kw	4	2	3	3	8	8	75	JAG COMM.	HNWH	6.7
8.0	6.6	4	WKQB CHR	107.5 100kw	3	1	6	7	9	15	63	QNP CORP.	EAST	8.7
4.9	6.6	4	WPAL UC	730 1.1kw	7	7	9	10	6	3	97	WPAL INC.	ROS	4.4
7.7	5.9	6	WAVF AOR	96.1 100kw	6	6	2	4	4	12	76	PRITCHARD & CO.	CHR	8.7
2.4	5.5	7	WUJM UC	94.3 6kw	8	4	4	5	7	7	87	JONES-EASTERN	CHR	9.3
6.6	4.4	8	WXTC AC	96.9 100kw	5	10	5	6	5	10	55	EBE	MCG	5.6
3.8	4.0	9	WXLY Gold	102.5 100kw	9	18	12	8	3	2	64	BAHAKEL	REP	4.1
1.3	3.7	10	WYBB CR	98.1 50kw	10	12	7	9	10	16	71	L.M.	DUR	3.6

CHATTANOOGA

POPULATION: 360,500

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.6	12.2	12.9	12.8	17.7	1	WUSY Ctry	100.7 100kw	2	5	2	1	1	1	129	COLONIAL	MCG	14.2
19.2	18.0	17.3	13.0	13.7	2	WSKZ CHR	106.5 100kw	1	1	1	2	3	5	92	BLOOMINGTON	CHR	17.3
10.3	9.6	11.9	9.4	10.2	3	WDEF-FM AC	92.3 100kw	3	14	12	6	6	2	97	PARK	MMR	6.4
7.9	6.9	8.4	7.8	8.0	4	WJTT UC	94.3 3kw	6	2	3	4	5	6	121	JETCOM	HNWH	12.8
10.5	10.0	6.8	7.8	7.2	5	WLMX-FM AC	105.5 3kw	4	6	4	3	2	4	69	CHATTANOOGA	REP	9.1
9.4	8.0	9.6	7.6	6.7	6	WDOD-FM Ctry	96.5w 100kw	5	4	7	5	4	3	73	BAHAKEL	BAN	6.4
3.4	4.5	6.1	4.5	3.3	7	WNOO UC	1260 5kw	10	11	8	9	9	8	87	SOUTHERN STARR	EAST	3.9
3.8	2.2	3.1	2.9	3.2	8	WDEF AC	1370 5kw	7	12	14	13	14	9	64	PARK	MMR	6.4
3.6	3.7	1.0	3.4	2.8	9	WSGC Gold	101.9 3kw	9	7	6	8	7	7	68	BATTLEFIELD	--	2.3
1.1	2.1	3.0	5.8	2.8	9	WFXS CF	102.3 3kw	8	13	5	7	8	12	58	TENNESSEE COMM.	EAST	6.4

COASTAL NORTH CAROLINA

POPULATION: 418,800

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
16.9	20.2	18.7	1	WIKS UC	101.9 100kw	1	1	1	1	2	2	124	TAYLOR	HNWH
14.6	11.1	17.2	2	WRNS-FM Ctry	95.1 100kw	2	10	2	2	1	1	121	PINNACLE	MCG
11.0	8.6	8.5	3	WDLX CHR	93.3 100kw	3	2	3	3	7	7	78	TAR HILL	BAN
3.5	4.9	4.9	4	WKOQ Gold	98.7 100kw	6	4	9	5	3	3	94	WINFAS	EAST
6.1	6.0	4.9	4	WNCT B/EZ	107.9 100kw	7	11	13	12	8	5	94	ROY H. PARK	MMR
4.7	3.7	4.8	6	WZYC AOR	100.3 100kw	4	5	4	4	5	10	70	BD	CHR
1.9	1.5	3.5	7	WRDU AOR	106.1 100kw	9	19	5	6	10	12	94	VOYAGER	MMR
1.9	2.7	3.2	8	WTRG Gold	100.7 100kw	10	6	12	9	4	4	90	TRUMPER	BAN
7.2	4.2	3.1	9	WSFL AC	106.5 100kw	5	14	8	8	6	6	56	CARAVELLE	EAST
1.9	3.0	3.1	9	WXQR AOR	105.5 3kw	11	16	6	7	15	20	126	MARINE	MK4

#91

COLUMBIA, SC

POPULATION: 388,900

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.7	15.7	17.7	1	WWDM UC	101.3 100kw	3	1	1	1	1	2	146	GAMECOCK CITY	HNWH	22.8
15.4	14.1	15.7	2	WCOS-A/F Ctry	1400/97.9 1kw/100kw	1	4	4	2	2	1	94	BANCROFT	MCG	13.7
7.3	6.5	9.5	3	WNOK CHR	104.7 100kw	2	2	2	3	6	10	78	VOYAGER	KATZ	9.5
10.4	7.3	7.2	4	WMFX AOR	102.3 3kw	4	5	3	4	4	9	75	WMFX-FM ASSOC.	DUR	3.3
6.6	8.8	6.2	5	WTCB AC	106.7 100kw	5	13	6	5	3	3	73	BLOOMINGTON	CHR	6.3
5.5	6.6	6.2	5	WVOC N/T	560 5kw	6	11	9	9	8	4	78	RIDGELY COMM.	BAN	4.9
2.9	5.4	5.7	7	WYYS CHR	96.7 2.2kw	7	3	5	6	9	12	88	UNIVERSAL COMM.	--	5.1
6.9	5.1	4.4	8	WCEZ B/EZ	93.5 3kw	9	15	10	10	10	6	78	NICHOLS BANK.	BAN	3.4
3.4	4.8	4.3	9	WOMG-FM Gold	103.1 3kw	10	10	7	7	5	7	80	PRICE	BAN	3.9
3.9	4.0	4.1	10	WSCQ AC	100.1 3kw	8	12	8	8	7	5	72	WSCQ, INC.	REP	2.7

#79

EL PASO

POPULATION: 454,000

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.4	13.3	13.0	13.3	14.6	1	KPRR CHR	102.1 100kw	1	1	2	2	4	7	90	TRANSCONT.	MCG	18.8
11.6	11.0	12.5	10.5	11.9	2	KHEY-FM Ctry	96.3 88kw	3	5	3	1	1	1	114	US RADIO LTD.	KATZ	13.6
9.9	11.6	12.6	10.9	9.3	3	KLAQ AOR	95.5 100kw	2	2	1	3	3	13	84	D&F	HNWH	13.5
6.9	6.8	6.6	6.8	6.4	4	KBNA-A/F Span	920/97.5 1.5kw/100kw	9	6	9	7	7	3	89	TICHENOR	KT-H	5.2
6.8	3.7	7.0	6.5	6.3	5	KOFX Gold	92.3 100kw	5	12	4	4	2	5	74	ELP	MCG	6.4
4.8	5.9	6.5	5.1	6.2	6	KAMA Span	750 10-1kw	10	9	8	9	5	4	99	PINNACLE	CAB	3.8
4.6	6.2	3.6	5.4	5.5	7	KEZB-FM CHR	93.9 96kw	4	3	6	5	8	8	58	KEZB, INC.	CHR	5.0
5.1	2.8	3.0	5.5	5.5	7	KLTO AC	94.7 66kw	7	7	5	6	7	6	66	RIO BRAVO	REP	3.0
8.3	8.1	6.1	5.8	5.3	9	KTSM-FM B/EZ	99.9 100kw	8	16	10	10	10	2	71	TRI-STATE	HNWH	6.9
4.7	4.3	3.5	4.2	5.1	10	KAMZ AC	93.1 30kw	6	4	7	8	8	11	60	PINNACLE	EAST	4.2

#71

FRESNO

POPULATION: 505,300

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.6	5.8	11.1	9.8	10.3	1	KMJ N/T	580 5kw	2	14	11	8	4	1	99	HENRY	KATZ	7.2
8.1	8.3	9.0	7.4	10.2	2	KBOS CHR	94.9 16.5kw	1	1	2	2	5	12	88	JAYVEECO	CBS	12.3
5.0	5.3	5.7	3.9	7.2	3	KFSO Gold	92.9 18.5	3	3	7	1	1	2	83	AMERICAN	CBS	5.6
5.6	9.2	8.6	10.0	6.7	4	KNAX Ctry	97.9 48kw	4	15	3	3	2	4	88	FIRST SIERRA	HNWH	9.3
8.8	5.7	4.7	5.9	5.8	5	KJOI B/EZ	98.9 19kw	5	13	21	15	8	3	86	RADIO DINUBA	MMR	4.4
5.5	5.5	6.1	4.1	5.1	6	KKDJ AOR	105.9 2.4kw	6	8	1	4	3	24	82	PACIFIC QUAD	DUR	6.8
1.8	1.7	2.2	3.5	4.2	7	KTHT AC	102.7 50kw	9	2	5	5	6	16	71	KOSO, INC.	CHR	2.7
2.2	2.4	1.7	2.4	4.2	7	KZZF AOR	107.5 20.5kw	13	5	4	6	13	17	97	LIGGETT	REP	5.9
0.0	4.8	5.2	3.6	3.9	9	KRZR CHR	103.7 50kw	7	4	6	7	11	18	62	OLYMPIA	CHR	5.0
2.9	1.8	3.1	3.6	3.5	10	KFYE AC	93.7 68kw	8	6	9	11	7	5	59	HENRY	KATZ	2.7

#66

GRAND RAPIDS

POPULATION: 544,200

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.3	10.6	8.0	9.1	11.5	1	WGRD-FM CHR	97.9 13kw	1	1	1	1	6	8	74	REGIONAL GR./MI	DUR	16.7
11.4	10.2	9.5	9.7	10.0	2	WOOD-FM B/EZ	105.7 265kw	2	6	12	8	5	1	86	UNITED ARTISTS	KATZ	9.7
7.0	7.0	11.0	8.5	6.8	3	WCUZ-FM Ctry	101.3 50kw	7	8	9	6	2	2	83	FEDERATED MEDIA	CHR	6.8
7.9	5.8	8.5	6.4	6.8	3	WLAV-FM AOR	96.9 50kw	6	4	2	2	4	7	81	ADAMS	MMR	9.0
0.7	0.4	3.9	7.4	6.5	5	WODJ Gold	107.3 50kw	5	5	7	3	1	3	75	GOODRICH	BAN	5.9
7.7	7.8	7.7	7.2	6.3	6	WLHT AC	95.7 40kw	4	10	3	4	3	5	67	LIGGETT	REP	5.6
4.4	5.6	6.5	5.8	5.9	7	WKLQ AOR	94.5 50kw	3	2	4	5	8	12	55	BLOOMINGTON	EAST	7.1
7.4	5.5	6.4	6.5	5.1	8	WOOD AC	1300 5kw	8	12	15	11	10	4	75	UNITED ARTISTS	KATZ	5.1
3.7	5.6	3.3	2.8	3.5	9	WSNX-A/F CHR	1600/104.5 5kw/50kw	9	3	5	9	12	16	59	GOODRICH	BAN	3.1
2.1	2.7	1.6	2.9	3.4	10	WYXX AC	96.1 50kw	14	15	8	7	7	10	82	MIKE WALTON CO.	PATT	2.3

#58

GREENVILLE-SPARTANBURG

POPULATION: 643,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.2	13.7	12.4	13.5	13.6	1	WESC-A/F Ctry	660/92.5 50kw/100kw	1	6	7	3	2	1	103	BR. COM/CAROL.	BAN	10.2
9.4	10.4	11.4	15.9	12.9	2	WMYI AC	102.5 20kw	2	4	1	1	1	3	98	AMCOM GENERAL	REP	14.3
8.4	11.1	9.3	8.5	11.0	3	WSSL-FM Ctry	100.5 100kw	4	7	4	2	3	2	99	CAPSTAR	MCG	12.0
10.4	9.3	8.3	8.7	9.4	4	WANS-FM CHR	107.3 100kw	3	1	2	4	7	8	77	DEGREE	CHR	12.7
7.3	7.2	7.9	8.5	8.3	5	WSPA-FM B/EZ	98.9 100kw	5	14	9	9	8	4	116	SPARTAN	MCG	3.5
4.1	5.7	5.4	3.9	6.0	6	WCKN-FM CR	101.1 100kw	6	5	3	5	4	10	86	CAROLINA BR.	BAN	8.2
7.8	6.1	6.1	5.2	5.6	7	WLWZ UC	103.9 3kw	8	2	5	6	6	6	107	VOYAGER	HNWH	8.1
9.0	7.9	5.6	5.5	5.0	8	WFBC-FM Gold	93.7 100kw	7	8	8	7	5	5	74	MULTIMEDIA	KATZ	2.9
3.8	3.8	4.4	5.4	3.1	9	WCKZ CHR	101.9 99kw	9	3	6	8	9	15	85	BEASLEY	DUR	4.5
0.0	0.0	0.0	2.7	3.0	10	WPJM Rel	800 1-.438kw	12	25	13	13	12	7	154	ROBERT F. BELL	KEY	---

#74

HARRISBURG-LEBANON-CARLISLE

POPULATION: 497,200

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.0	17.0	19.6	15.3	17.4	1	WNK CHR	104.1 22.5kw	1	1	1	1	1	1	96	KEYMARKET	CHR	21.9
6.6	6.3	6.6	6.7	8.2	2	WTPA AOR	93.5 .83kw	2	3	2	2	3	11	105	QUAKER STATE	REP	12.4
9.9	7.2	9.7	6.9	7.1	3	WRKZ Ctry	106.7 14kw	4	7	3	4	4	3	97	PENN	TOR	5.9
7.4	6.0	4.5	5.8	6.9	4	WNCE B/EZ	101.3 6.9kw	7	19	15	9	6	4	110	HALL	TOR	4.1
6.1	5.4	5.9	6.4	6.6	5	WHP Talk	580 5kw	3	28	18	13	11	5	86	WHP INC.	MMB	5.9
2.9	4.6	3.6	5.3	6.3	6	WWKL Gold	94.9 25kw	6	6	6	3	2	2	97	BARNSTABLE	KATZ	5.6
2.2	3.0	2.0	3.5	4.1	7	WLBR AC	1270 5-1kw	10	25	14	11	10	8	92	LEBANON BR.	K/P	---
2.8	3.9	5.6	4.8	4.1	7	WQXA CHR	105.7 25kw	5	2	4	6	13	23	62	HGF MEDIA	KATZ	8.2
0.2	0.7	3.6	4.1	3.7	9	WHYL Nost	960 5-.022kw	11	21	22	24	20	10	101	ZEVE	--	1.3
3.9	2.9	2.6	2.0	3.0	10	WHYL-FM Ctry	102.3 3kw	12	23	9	10	7	6	89	ZEVE	--	3.6
4.6	4.1	5.4	4.1	3.0	10	WIMX AC	99.3 3kw	8	11	8	5	5	7	49	HUDSON GROUP	EAST	5.9

R&R RATINGS REPORT VOL. 11 '90 ■ 207

HONOLULU

POPULATION: 697,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.6	11.9	12.4	12.6	12.4	1	KMQQ-A/F CHR	690/93.1 10kw/54kw	1	2	1	1	3	6	70	NORTHPARK	KATZ
13.0	9.6	10.7	8.0	11.1	2	KUMU-A/F B/EZ	1500/94.7 10kw/100kw	6	10	6	4	2	2	112	JOHN HUTTON	BAN
9.2	13.0	9.8	11.9	10.1	3	KSSK AC	590 7.5kw	3	6	8	3	1	1	89	BEDFORD BR.	BAN
10.5	9.8	10.2	9.4	9.3	4	KIKI-FM CHR	93.9 100kw	2	1	2	5	9	14	77	HENRY HAWAII	CHR
8.3	7.9	6.8	6.4	7.6	5	KRTR-FM AC	96.3 75kw	4	3	3	2	4	5	71	MAVRA KEA	REP
4.7	7.2	7.2	9.1	7.5	6	KSSK-FM AC	92.3 100kw	5	4	5	6	5	3	70	BEDBORD BR.	EAST
6.5	6.0	4.9	7.8	5.4	7	KPOI AOR	97.5 80kw	7	7	4	7	7	10	70	KILOHANA	REP
7.1	5.1	4.4	4.5	4.7	8	KCCN Misc	1420 5kw	8	9	9	9	6	4	76	KCCN RADIO	ROS
2.1	3.0	4.5	4.2	4.4	9	KHFX CR	105.1 100kw	9	19	7	8	8	11	88	SINCLAIR TELE.	DUR
4.1	3.2	3.1	3.0	3.0	10	KIKI Gold	830 10kw	11	8	12	10	10	8	77	HENRY HAWAII	CHR

JACKSONVILLE

POPULATION: 783,500

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.8	14.3	14.0	10.8	12.8	1	WAPE-FM CHR	95.1 100kw	1	1	1	1	3	4	86	EVERGREEN	CHR	13.3
8.3	9.5	7.5	9.4	8.9	2	WFYV-FM AOR	104.5 100kw	2	3	2	2	4	9	91	METROPLEX	MCG	12.5
12.2	9.8	10.4	10.5	8.7	3	WQIK-FM Ctry	99.1 100kw	4	8	11	6	5	2	102	JACOR	EAST	9.4
6.3	8.4	7.7	7.7	8.6	4	WEJZ AC	96.1 100kw	3	6	6	3	1	1	89	WIN	KATZ	6.3
6.0	4.6	5.3	5.1	6.7	5	WKQL Gold	96.9 100kw	5	7	9	4	2	3	80	EZ	MMR	7.8
5.4	5.2	5.1	4.6	5.7	6	WIVY AC	102.9 98kw	6	9	3	5	6	7	69	TAYLOR	BAN	6.5
0.0	1.3	5.3	6.8	5.4	7	WHJX UC	101.5 100kw	7	4	4	7	7	12	95	EAGLE	DUR	9.3
6.1	4.0	2.7	3.6	3.8	8	WZAZ-FM UC	92.7 6kw	8	2	7	10	12	18	67	PICUS	REP	3.2
3.7	5.5	5.0	5.3	3.6	9	WCRJ Ctry	107.3 100kw	10	18	10	11	9	5	74	HOKER	KATZ	3.4
2.3	3.0	2.6	3.2	3.5	10	WIOI CR	100.7 100kw	9	13	5	8	8	13	69	OSBORN	--	2.8

#92

JOHNSON CITY-KINGSPORT-BRISTOL

POPULATION: 377,700

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.6	19.3	23.3	1	WQUT CHR	101.5 100kw	1	1	1	1	1	3	100	BLOOMINGTON	KATZ	24.3
19.0	19.1	18.3	2	WXBQ Ctry	96.9 67kw	2	4	2	2	2	1	94	BRISTOL	MCG	20.5
14.6	14.6	12.7	3	WTFM AC	98.5 100kw	3	3	3	3	3	2	73	HOME NEWS	REP	15.0
3.7	4.5	4.2	4	WUSJ Ctry	99.3 3kw	5	10	7	5	4	4	65	HOLSTON VLY.	DUR	3.0
5.2	4.5	3.7	5	WJCW Ctry	910 5-1kw	4	7	15	10	6	5	56	BLOOMINGTON	KATZ	2.5
2.0	1.7	3.5	6	WIMZ-FM AOR	103.5 100kw	7	6	4	4	5	22	81	STONER	CHR	6.0
2.8	4.2	3.1	7	WZXY CHR	104.9 1.4kw	6	2	5	6	9	14	52	BAHAKEL	BAN	5.3
3.8	3.5	2.4	8	WKPT AC	1400 1kw	8	15	14	12	10	7	58	HOME NEWS	REP	2.8
0.7	0.9	1.7	9	WETB Rel	790 5kw	10	25	25	9	8	6	73	ALPHA-OMEGA	--	2.3
1.0	1.0	1.6	10	WFHG Gold	980 5-1kw	9	5	12	11	12	9	49	BRISTOL	MCG	.8
1.7	2.4	1.6	10	WIVK-A/F Ctry	990/107.7 10kw/100kw	13	17	8	7	11	10	87	DICK	KATZ	2.3
1.0	0.5	1.6	10	WMCH Rel	1260 1kw	14	26	26	16	15	8	84	WALLACE	--	.3

#69

KNOXVILLE

POPULATION: 512,300

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
34.2	35.2	37.7	34.3	32.1	1	WIVK-A/F Ctry	1240/103.5 1kw/100kw	1	2	2	1	1	1	130	DICK	KATZ	32.5
13.7	12.7	9.1	12.8	14.9	2	WMYU AC	102.1 15kw	2	3	3	2	2	2	92	DALTON GROUP	EAST	14.6
11.6	11.2	11.2	8.4	12.8	3	WOKI CHR	100.3 100kw	3	1	4	4	5	5	93	RADIOAK INC.	HNWH	15.4
10.7	11.0	9.4	10.7	10.6	4	WIMZ-A/F AOR	1240/103.5 1kw/100kw	4	4	1	3	3	4	91	STONER	CHR	14.8
8.9	9.7	10.0	11.4	8.5	5	WEZK B/EZ	97.5 100kw	5	5	5	5	4	3	97	SOUTH CENTRAL	CHR	5.6
1.5	1.5	1.6	2.2	1.8	6	WCKS CR	93.1 1.2kw	6	13	6	6	6	11	53	WCKS BROAD.	--	3.4
1.1	0.8	1.4	1.4	1.6	7	WQBB Nost	1040 10kw	12	10	17	17	15	7	142	SEQUOYAH COMM.	--	.1
0.7	0.0	0.8	0.3	1.4	8	WKXV Rel	900 1kw	11	17	13	10	8	6	107	RA-TEL BR.	--	.6
1.3	1.3	1.4	0.6	1.4	9	WRJZ Rel	620 5kw	7	14	7	8	10	11	54	TENN. MEDIA	--	2.1
1.1	1.5	1.6	2.4	1.1	10	WGAP Ctry	95.7 3kw	10	12	8	13	11	15	88	GATEWAY BROAD.	REG	.9
2.1	1.8	1.6	1.3	1.1	10	WKNF Nost	94.3 2.5kw	8	6	9	7	7	9	44	KEY BROAD.	---	.5

#97

LANSING-EAST LANSING

POPULATION: 359,900

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.2	16.2	18.5	17.8	16.7	1	WVIC-A/F CHR	730/94.9 5kw/49kw	1	1	1	1	2	4	80	GOODRICH	KATZ	15.4
17.5	15.4	17.3	18.0	15.3	2	WITL-FM Ctry	100.7 26.5kw	2	4	4	2	1	1	120	MSP	MCG	15.9
7.9	9.5	8.5	7.2	7.5	3	WFMK AC	99.1 28kw	3	3	2	3	4	6	66	LIGGETT	REP	7.5
7.2	7.2	8.8	7.2	7.3	4	WJIM-FM B/EZ	97.5 28kw	6	5	8	5	3	2	88	DOUBLE L	TOR	6.2
5.2	3.0	3.5	6.2	5.9	5	WJR AC	760 50kw	9	17	14	10	7	3	87	CAP CITIES/ABC	KATZ	3.0
4.4	4.7	3.7	4.2	5.7	6	WGOR CHR	92.1 3kw	4	2	6	7	11	10	58	WGOR-FM, LP	MCG	7.5
4.8	2.7	3.0	3.7	5.4	7	WJXQ AOR	106.1 50kw	8	11	3	4	5	19	68	REGIONAL-HIT	DUR	7.3
5.1	5.3	3.7	4.9	4.2	8	WMMQ CR	92.7 1.5kw	5	13	5	6	8	8	50	OTTAWAY	HNWH	5.1
5.7	5.9	5.5	4.7	3.4	9	WIBM-FM Gold	94.1 40kw	7	8	9	8	6	5	42	CR BROADCASTING	MMR	3.5
1.0	1.0	0.8	1.3	2.9	10	WOOD B/EZ	105.7 265kw	11	20	15	12	12	7	97	UNITED ARTISTS	KATZ	.8

#65

LAS VEGAS

POPULATION: 547,400

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.3	8.7	10.3	10.5	11.5	1	KLUC-A/F CHR	1140/98.5 10-2.5kw	1	1	1	1	2	4	84	NATIONWIDE	MCG	15.5
10.3	10.8	12.0	10.2	10.1	2	KFMS-A/F Ctry	1410/101.9 5kw/100kw	2	13	6	3	1	1	93	BROADCAST ASSOC	KATZ	10.7
8.5	7.9	9.3	6.7	9.1	3	KXTZ B/EZ	94.1 100kw	4	11	13	8	4	2	124	PARKER	DUR	4.4
6.3	4.8	3.7	4.9	7.2	4	KOMP AOR	92.3 100kw	6	4	2	2	3	16	104	LOTUS	CHR	8.6
5.3	7.5	5.0	5.0	5.6	5	KYRK CHR	97.1 100kw	3	2	4	7	11	18	64	ANCHOR MEDIA	REP	8.5
5.7	5.6	4.9	5.5	5.0	6	KKLZ CR	96.3 100kw	5	22	3	4	5	11	71	SOUTHERN NEV.	BAN	7.4
4.2	5.8	3.7	4.1	4.4	7	KMZQ AC	100.5 100kw	7	6	5	5	7	6	65	COMMONWEALTH	EAST	5.6
4.7	3.9	4.7	6.4	3.9	8	KUDA Gold	107.5 24.5kw	8	8	8	6	6	3	70	EZ	CBS	5.1
3.1	5.6	5.8	3.6	3.3	9	KORK BBnd	920 5-.5kw	14	17	22	19	14	7	99	ANCHOR MEDIA	REP	1.8
2.9	1.4	3.6	4.9	3.0	10	KEYV NAC	93.1 24.5kw	10	21	12	10	8	5	67	UNICOM	HNWH	2.2

#81

LITTLE ROCK

POPULATION: 426,300

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.7	17.7	20.1	1	KSSN Ctry	95.7 92kw	1	4	1	1	1	1	105	SOUTHERN SKIES	KATZ	23.7
9.7	10.5	8.3	2	KIPR UC	92.3w 100kw	8	2	3	4	6	7	105	CORNERSTONE	BAN	13.2
5.3	9.3	8.1	3	KMJX AOR	105.1 79kw	4	5	2	2	4	8	85	COASTAL	HNWH	14.5
8.3	8.9	8.0	4	KEZQ B/EZ	100.3 44.2kw	5	10	8	8	7	3	87	WILLIS	EAST	7.5
3.3	7.5	7.9	5	KOLL Gold	94.9 96kw	7	6	7	3	2	2	91	SOUTHERN STAR	MCG	4.4
9.4	8.5	7.4	6	KKYK CHR	100.3 100kw	2	3	4	6	5	6	50	SNIDER	BAN	9.2
6.4	6.2	6.3	7	KZOU-FM CHR	98.5 99kw	3	1	6	7	8	9	56	ENCORE	REP	7.3
6.0	4.9	6.3	7	KHLT AC	94.1 100kw	6	9	5	5	3	4	69	SIGNAL MEDIA	CHR	5.5
7.9	7.1	5.5	9	KARN N/T	920 5kw	9	11	10	9	9	5	78	SNIDER	--	4.6
0.0	0.0	2.8	10	KLRG Rel	1150 5kw	13	7	11	11	11	12	155	WILLIS	K/P	.7

#76

McALLEN-BROWNSVILLE

POPULATION: 486,900

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
19.7	20.0	18.6	16.2	18.0	1	KBFM CHR	104.1 100kw	1	1	2	2	3	5	111	ENCORE	REP
11.8	17.2	12.4	15.2	14.6	2	KGBT Span	1530 50-10kw	3	6	5	3	2	1	120	TICHENOR	KATZ
13.4	13.2	14.0	16.6	14.3	3	KTXF Ctry	100.3 100kw	2	2	1	1	1	2	114	TATE	CHR
8.8	5.1	6.0	9.0	9.2	4	KIWW Span	96.1 100kw	4	3	3	4	4	4	86	MAGIC VALLEY	KATZ
4.7	4.0	5.5	4.8	6.6	5	KQXX Span	98.5 100kw	6	8	6	5	5	3	98	BRAVO	CAB
6.8	6.4	6.1	6.2	4.9	6	KELT 4C	94.5 100kw	5	7	4	6	6	6	69	SIGNATURE	KATZ
4.3	5.4	3.9	5.0	4.4	7	KVLY B/EZ	107.9 100kw	7	11	8	7	7	7	87	TIPPLE	TOR
3.1	2.0	4.0	0.9	2.9	8	KBOR Span	1600 1kw	8	5	10	10	8	9	68	LA NUEVA KBOR	CAB
4.0	4.1	3.1	2.5	2.7	9	KRIX AOR	99.5 100kw	9	4	7	8	11	16	73	FIRST CITY	TOR
1.1	2.2	2.5	1.6	2.6	10	KITM UC	105.5 3kw	11	10	9	9	9	10	92	MISSION BEST	--

MOBILE

POPULATION: 394,700

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.2	16.6	18.5	1	WBLX-FM UC	92.9 100kw	2	1	1	1	2	2	134	CENTRAL LIFE	HNWH	24.8
18.3	18.2	14.9	2	WKSJ-A/F Ctry	1270/94.9 5kw/100kw	1	3	4	2	1	1	108	CAPITOL BR. GR.	BAN	13.3
11.7	12.4	9.6	3	WABB-A/F CHR	1480/97.5 5kw/100kw	3	2	3	3	4	8	78	DITTMAN GROUP	CHR	14.9
5.2	5.4	6.6	4	WGCX AOR	104.1 100kw	5	4	2	4	3	13	95	WESCOM GROUP	DUR	6.7
3.7	4.6	5.3	5	WKRQ-FM AC	99.9 100kw	4	5	5	5	6	9	72	WKRQ-TV INC.	KATZ	4.7
5.8	4.1	5.2	6	WKRQ N/T	710 1kw	8	20	16	12	10	6	83	WKRQ-TV INC.	KATZ	3.8
8.5	5.8	5.0	7	WGOK UC	900 1kw	7	7	10	7	8	5	78	ROBERDS	ROS	4.8
5.4	3.4	4.6	8	WAVH AC	96.1 100kw	6	23	6	6	5	4	66	MARATHON	DUR	2.7
2.8	3.7	3.3	9	WMEZ B/EZ	94.1 100kw	11	19	21	13	9	3	90	EASY MEDIA	TOR	1.7
2.7	3.1	2.6	10	WDLT AC	98.3 6kw	9	17	11	8	7	7	57	JAB BROAD.	K/P	1.9

MONTEREY-SALINAS-SANTA CRUZ

POPULATION: 494,900

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.2	7.5	7.1	10.9	11.9	1	KDON-FM CHR	102.5 18.5kw	1	1	1	1	1	4	92	HENRY	CHR	15.5
6.6	7.4	7.1	8.4	6.8	2	KGO N/T	810 50kw	2	20	14	7	4	2	86	CAP CITIES/ABC	BAN	9.5
6.0	7.3	5.3	6.3	6.6	3	KTOM-A/F Ctry	1380/100.7 5kw/91kw	4	11	5	2	2	1	93	MAGIC BR.	MMR	6.2
3.8	5.0	5.6	5.2	5.2	4	KWAV AC	96.9 18kw	6	8	3	3	3	3	80	BUCKLEY	HNWH	4.3
4.8	5.6	5.9	4.7	4.2	5	KMBY AOR	107.1 1.8kw	5	7	2	4	6	15	64	C&C	BAN	7.1
2.8	3.9	3.4	3.4	4.1	6	KBOQ Clas	92.7 1kw	7	33	12	14	11	5	84	A. WILLIAM LEE	DUR	3.8
5.8	5.3	5.1	4.3	4.0	7	KWSS CHR	94.5 1.15kw	3	2	4	6	9	14	54	NATIONWIDE	MCG	5.8
3.8	2.5	4.1	5.5	3.7	8	KOCN AC	104.9 2.15kw	8	12	6	5	5	10	75	C.R. PASQUIER	TOR	2.6
4.9	5.1	4.5	4.7	3.3	9	KBAY B/EZ	100.3 163kw	9	18	19	17	12	8	73	UNITED	MMR	2.9
1.0	4.1	1.2	1.7	3.0	10	KPIG Ctry	107.5 2.85kw	15	23	11	10	7	6	123	RADIO RANCH	REP	1.5

#95

MORRISTOWN

POPULATION: 361,900

SPRING '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.2	7.8	1	WXRK CR	92.3 7.6kw	2	6	1	1	1	7	82	INFINITY	TOR
5.6	7.1	2	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	5	16	17	13	9	1	92	PARK	REP
5.7	6.3	3	WHTZ CHR	100.3 7.8kw	3	1	5	6	8	12	68	MALRITE	CHR
3.8	6.3	4	WNSR AC	105.1 7.8kw	4	13	4	3	2	4	86	BONNEVILLE INT.	MCG
6.1	5.9	5	WNEW-FM AOR	102.7 7.8kw	1	3	3	2	4	8	60	GROUP W	G/W
5.4	5.0	6	WLTW AC	106.7 7.8kw	10	19	12	7	3	3	85	VIACOM	KATZ
4.5	4.8	7	WDHA AOR	105.5 1kw	8	7	2	4	6	19	75	DREXEL HILL	HG
4.1	4.7	8	WOR Talk	710 50kw	12	14	24	19	10	6	84	BUCKLEY	MCG
4.5	4.7	9	WXMC Nost	1310 1kw	21	17	16	21	16	15	217	LAKELAND	WRS
4.4	4.5	10	WCBS-FM Gold	101.1 6.8kw	6	20	21	5	5	2	65	CBS	CBS

#84

NEW BEDFORD-FALL RIVER

POPULATION: 418,900

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.2	7.9	8.7	1	WPRO-FM CHR	92.3 39kw	1	1	1	1	3	10	70	CAP CITIES/ABC	BAN
3.8	6.0	7.2	2	WFHN CHR	107.1 3kw	7	2	3	2	2	8	131	SAGE	CHR
2.4	4.3	6.2	3	WSNE AC	93.3 30kw	4	6	4	3	1	1	85	BECK-ROSS	EAST
9.4	7.4	6.1	4	WHJY AOR	94.1 50kw	2	3	2	4	7	13	72	FEDERAL	KATZ
6.6	4.8	6.1	4	WBSM N/T	1420 5-1kw	11	21	23	24	22	4	144	SAGE	CHR
5.8	5.4	5.3	6	WWBB Gold	101.5 13.5kw	3	25	9	5	4	2	67	WILKS/SCHWARTZ	CHR
5.0	2.9	4.8	7	WCTK Ctry	98.1 47kw	5	15	6	6	6	5	85	HALL	TOR
4.0	5.5	4.3	8	WWLI AC	105.1 50kw	6	9	10	7	5	3	78	TMZ	MCG
2.1	4.3	3.9	9	WPLM-FM BBnd	99.1 50kw	9	19	26	26	20	11	84	PLYMOUTH ROCK	--
1.6	2.1	3.3	10	WJIB B/EZ	96.9 12.5kw	19	16	15	11	10	7	129	EMMIS	MCG

#89

NEW HAVEN

POPULATION: 393,600

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ ADR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.3	14.7	12.1	1	WKCI CHR	101.3 50kw	1	1	1	1	1	5	83	NOBLE	MCG	13.2
10.2	9.9	9.2	2	WELI AC	960 5kw	3	11	17	11	8	1	99	CLEAR CHANNEL	BAN	6.6
6.4	5.2	7.3	3	WEZN AC	99.9 27.5kw	4	7	12	4	4	2	88	NEWCITY	KATZ	3.8
7.0	9.0	7.2	4	WPLR AOR	99.1 14.1kw	2	3	2	2	2	11	69	SOUTHERN STARR	DUR	8.4
4.9	3.8	5.2	5	WAVZ Nost	1300 1kw	11	27	23	16	14	6	115	NOBLE	MCG	4.0
4.0	3.5	5.0	6	WWYZ Ctry	92.5 18kw	7	8	10	6	5	4	94	WWYZ, INC.	BAN	4.6
3.7	2.9	4.6	7	WKSS CHR	95.7 16.5kw	5	2	3	3	12	18	62	PRECISION MED.	MMR	10.0
6.4	4.6	3.9	8	WDRG-FM Gold	102.9 19.5kw	6	17	18	5	3	3	66	BUCKLEY	MCG	3.4
2.2	3.4	3.7	9	WFAN Sports	660 50kw	10	23	9	9	6	7	81	EMMIS	HNWH	3.1
3.3	3.1	3.7	9	WNHC UC	1340 1kw	14	16	4	10	13	10	90	WILLIS	SAV	2.9

#70

OMAHA-COUNCIL BLUFFS

POPULATION: 506,800

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ ADR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.1	13.1	13.0	10.5	15.2	1	KEZO-AIF AOR	1490/92.3 1kw/100kw	2	3	1	1	1	8	103	NARRAGANSETT	KATZ	18.2
15.0	16.6	13.3	14.7	13.7	2	KQKQ CHR	98.5 100kw	1	1	2	2	2	5	78	MITCHELL	EAST	16.6
14.3	12.9	15.8	12.6	12.0	3	KFAB AC	1110 50kw	3	4	10	8	7	2	87	HENRY	CHR	10.0
8.1	7.9	8.2	12.4	11.5	4	KESY-AIF B/EZ	1420/104.5 1kw/100kw	5	8	8	6	6	1	107	SUN GROUP	MCG	7.5
6.7	7.4	8.3	7.6	8.4	5	KEFM AC	96.1 100kw	4	7	3	3	3	4	75	WEBSTER	MCG	7.6
7.7	7.3	7.0	8.2	7.1	6	WOW-FM Ctry	94.1 100kw	7	14	6	5	4	3	88	GREAT EMPIRE	TOR	5.9
6.9	8.4	7.5	8.0	5.8	7	KGOR Gold	99.9 115kw	6	5	4	4	5	6	61	HENRY	CHR	5.9
2.3	3.9	2.7	2.5	4.4	8	KXKT CHR	103.7 100kw	8	2	5	7	10	12	56	OVATION	BAN	3.9
5.5	3.6	4.2	5.1	4.0	9	WOW Ctry	590 5kw	9	13	9	10	8	7	76	GREAT EMPIRE	TOR	5.2
4.2	3.8	3.2	2.1	2.2	10	KOIL Gold	1290 5kw	10	12	13	9	9	9	64	VALLEY	BAN	2.3

#61

RALEIGH-DURHAM

POPULATION: 592,600

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.1	8.7	8.2	9.2	10.4	1	WRDU AOR	106.1 100kw	2	5	1	1	1	5	86	VOYAGER	MMR	11.3
8.1	7.1	7.2	6.6	8.5	2	WDCG CHR	105.1 100kw	1	1	3	3	4	7	65	DURHAM	REP	8.0
7.2	7.5	7.6	7.7	8.0	3	WQOK UC	97.5 100kw	5	2	2	2	5	8	92	JOYNER	DUR	12.2
8.1	6.0	7.2	7.2	7.4	4	WRAL AC	101.5 97kw	3	13	4	4	2	1	65	CAPITOL BR. CO.	KATZ	4.6
6.4	6.2	6.9	8.4	6.9	5	WQDR Ctry	94.7 99kw	6	7	10	7	6	2	83	DURHAM LIFE	MCG	5.7
7.8	8.9	7.1	7.6	6.6	6	WPTF N/T	680 50kw	4	10	14	11	10	3	75	DURHAM LIFE	MCG	7.6
5.5	5.6	5.6	5.2	5.9	7	WTRG Gold	100.7 100kw	7	8	7	5	3	4	72	CAPITOL BR. CO.	BAN	5.0
5.8	5.6	6.6	5.9	4.8	8	WFXC UC	107.1 1.2kw	10	3	5	6	8	10	72	PINNACLE	EAST	7.1
3.6	2.4	5.1	3.3	4.0	9	WYLT AC	96.1 100kw	8	16	9	9	7	6	55	UNIVERSAL	CHR	2.7
1.8	2.2	3.4	2.0	3.4	10	WNND NAC	103.9 3kw	11	11	6	8	9	11	91	CEDAR RALEIGH	--	3.2

#55

RICHMOND

POPULATION: 712,500

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.4	2.2	2.5	10.6	13.6	1	WRVQ CHR	94.5 200kw	1	1	3	2	4	3	90	EDENS	CHR	12.6
14.7	11.4	11.7	9.6	11.5	2	WRVA AC	1140 50kw	2	5	9	7	5	1	89	EDENS	CHR	8.9
11.1	10.2	9.6	1.4	10.9	3	WCDX UC	92.7 2.35kw	5	2	1	3	3	8	125	SINCLAIR TELE.	MMR	16.1
9.9	9.7	12.1	9.3	10.3	4	WRXL AOR	102.1 140kw	3	4	2	1	1	15	99	CAPITOL BR. CO.	KATZ	13.8
9.3	7.5	7.8	9.7	9.7	5	WKHK Ctry	95.3 13kw	4	7	5	4	2	2	100	ABS	BAN	7.0
7.8	7.2	7.7	7.4	5.9	6	WPLZ UC	99.3 3kw	7	3	4	5	7	9	87	PACO-JON	MCG	9.1
5.4	6.6	7.1	8.0	5.9	6	WTVR-FM B/EZ	98.1 50kw	8	15	13	9	9	4	87	PARK	MMR	5.0
8.3	8.0	4.7	5.4	4.8	8	WMXB AC	103.7 20kw	6	6	6	6	6	5	61	RADIO VENTURES	DUR	4.7
3.6	3.0	4.0	3.4	3.2	9	WVGO Gold	106.5 7.6kw	9	14	8	8	8	7	51	DAYTONA GROUP	TOR	4.4
1.4	2.4	0.8	2.6	1.5	10	WFTH Rel	1590 5kw	16	8	10	10	10	10	102	WILLIS	--	1.2

#94

ROANOKE-LYNCHBURG

POPULATION: 373,100

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
15.0	15.2	17.4	1	WXLK CHR	92.3 93kw	1	1	1	1	2	3	93	CEBE INVEST.	TOR
11.5	11.5	12.5	2	WPVR B/EZ	94.9 100kw	2	16	5	5	3	2	107	JIM GIBBONS	CHR
14.5	10.7	12.0	3	WYYD Ctry	107.9 20.5kw	3	8	4	2	1	1	108	WINAS, INC.	EAST
8.2	7.6	8.0	4	WROV-FM AOR	96.3 14kw	5	4	2	3	5	6	94	JOYNER	HNWH
4.0	5.5	7.4	5	WSLQ AC	99.1 200kw	4	5	3	4	4	5	82	MEL WHEELER	KATZ
3.4	5.5	4.8	6	WJLM Ctry	93.5 6kw	8	10	6	6	6	4	111	WRIS	--
3.5	5.1	4.3	7	WSLC AC	610 5-1kw	6	21	17	11	10	7	93	MEL WHEELER	KATZ
1.1	2.2	3.2	8	WGOL Gold	98.3 3.9kw	10	6	7	7	7	8	90	DOUGLAS	ROS
2.7	4.1	2.8	9	WFIR AC	960 5kw	7	15	15	12	11	11	63	JIM GIBBONS	CHR
6.9	5.7	2.6	10	WJJS UC	1320 1kw	11	2	12	8	8	10	87	CRS COMM.	K/P

#62

SAN DIEGO NORTH COUNTY

POPULATION: 584,700

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
6.0	6.8	5.0	5.6	6.7	1	KFMB-FM AC	100.7 30kw	1	2	3	2	1	5	59	MIDWEST TV	MCG
4.5	5.0	5.2	4.0	5.8	2	KGMG-FM CR	102.1 9.5kw	4	13	2	1	6	8	84	PAR	BAN
4.4	7.5	4.1	3.6	4.7	3	KFMB AC	760 5kw	3	10	17	9	3	2	68	MIDWEST TV	MCG
5.3	6.9	4.4	6.5	4.7	3	KKLQ-A/F CHR	600/106.5 5kw/50kw	2	1	7	10	14	13	59	EDENS	CHR
6.1	3.2	4.9	4.2	4.5	5	KGB AOR	101.5 50kw	6	5	1	3	11	36	77	BROWN	KATZ
1.8	2.5	2.9	2.9	4.4	6	KIFM NAC	98.1 28kw	10	18	8	5	2	3	88	KIFM LTD	CBS
6.8	7.0	5.8	5.6	4.4	6	KJQY B/EZ	103.7 36kw	7	19	19	13	8	4	77	COMMAND	MMR
2.3	2.6	1.0	1.9	3.9	8	KCBQ-FM Gold	105.1 29kw	12	17	21	7	4	1	88	ADAMS	REP
3.7	4.6	4.9	5.1	3.7	9	XTRA-FM NR	91.1 100kw	5	3	4	4	16	27	64	NOBLE	MMR
4.5	2.9	2.4	3.8	3.6	10	KYXY AC	96.5 41kw	11	6	9	6	5	6	79	PARKER	HNWH

#86

SARASOTA-BRADENTON

POPULATION: 409,500

SPRING '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
22.2	19.1	1	WDUV B/EZ	103.3 100kw	1	10	13	6	5	1	113	SUNSHINE STATE	CHR	
8.8	8.1	2	WYNF AOR	94.9 100kw	4	6	1	1	1	3	110	CBS	CBS	
5.7	7.6	3	WFLZ CHR	93.3 100kw	2	1	2	2	4	8	95	JACOR	EAST	
4.1	6.0	4	WWRM AC	107.3 100kw	3	4	8	3	2	2	81	COX	DUR	
3.8	4.9	5	WAMR Nost	1320 5-1kw	7	22	20	24	20	10	105	ASTERISK	K/P	
7.5	3.7	6	WSRZ-FM CHR	106.3 3kw	5	2	3	5	8	12	62	WILKS-SCHWARTZ	EAST	
3.5	3.6	7	WFLA N/T	970 5kw	8	11	14	9	6	4	89	JACOR	EAST	
3.1	3.6	7	WHVE NAC	102.5 100kw	6	24	5	4	3	5	63	SUSQUEHANNA	HNWH	
1.9	2.8	9	WQYK-FM Ctry	99.5 100kw	13	15	7	10	7	9	85	INFINITY	KATZ	
4.1	2.5	10	WCTQ Ctry	92.1 2.75kw	15	17	16	14	11	6	91	ASTERISK	TOR	

#99

SPOKANE

POPULATION: 354,000

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.6	14.4	15.0	1	KZZU CHR	92.9 85kw	1	1	1	1	3	10	93	OLYMPIC	CHR	21.5
9.2	10.1	9.1	2	KISC AC	98.1 94kw	2	4	4	2	1	2	93	HOME NEWS	KATZ	9.7
11.1	9.5	8.4	3	KXLY-FM B/EZ	99.9 37kw	4	5	9	8	7	3	100	SPOKANE	TOR	6.6
8.6	7.7	8.1	4	KDRK Ctry	93.7 56kw	3	9	5	5	2	1	87	PRICE BR.	EAST	11.0
7.2	8.8	7.6	5	KEZE AOR	105.7 100kw	5	2	2	3	4	13	96	APOLLO RADIO	MCG	10.2
6.3	5.7	6.7	6	KKZX CR	98.9 100kw	7	3	3	4	5	12	97	MEDINA	BAN	3.4
4.6	5.7	5.1	7	KXLY N/T	920 5kw	6	15	10	10	10	8	67	SPOKANE	TOR	6.5
3.3	1.3	5.1	7	KAQQ Nost	590 5kw	11	17	17	14	14	4	112	HOME NEWS	KATZ	1.8
4.1	5.6	4.9	9	KGA Ctry	1510 50kw	9	12	13	12	11	5	78	PRICE BR.	EAST	2.1
5.3	5.2	4.4	10	KKPL AC	96.1 56kw	8	11	6	6	6	3	65	ALPHA RADIO	REP	2.7

#73

SPRINGFIELD, MA

POPULATION: 502,000

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.5	9.7	8.5	10.9	9.4	1	WHYN-FM AC	93.1 8.9kw	1	7	3	2	1	1	74	WILKS/SCHWARTZ	MCG	9.7
9.8	10.7	9.6	9.8	9.0	2	WAQY AOR	102.1 17kw	2	3	1	1	3	11	71	SUNSHINE GROUP	KATZ	11.4
7.6	10.5	7.5	8.6	8.0	3	WTIC-FM CHR	96.5 20kw	3	1	2	3	5	6	71	CHASE	KATZ	9.9
9.2	8.0	8.5	6.1	7.8	4	WMAS-FM AC	94.7 50kw	5	8	4	4	2	2	85	LAPPIN	BAN	7.3
8.3	7.8	7.1	5.8	7.4	5	WHYN AC	560 5kw	4	17	8	5	4	3	80	WILKS/SCHWARTZ	MCG	5.2
5.3	4.0	7.7	7.4	6.0	6	WMAS BBnd	1450 1kw	6	21	18	17	13	5	97	LAPPIN	BAN	4.1
7.2	6.1	6.5	4.4	4.1	7	WRCH AC	100.5 7.5kw	7	9	11	10	10	7	73	RADIO CRP. HART.	BAN	2.9
3.5	3.0	3.8	4.4	4.1	7	WWYZ Ctry	92.5 18kw	12	10	10	9	6	4	87	WWYZ, INC.	BAN	4.2
1.2	2.4	0.8	1.7	3.2	9	WREB N/T	930 5kw	20	25	16	19	17	10	155	DUMONT HOLDING	--	.4
2.2	3.1	4.1	3.7	3.1	10	WCCC-A/F AOR	1290/106.9 .5kw/23kw	8	6	5	6	9	20	59	GREATER HART.	DUR	3.8

#90

STOCKTON

POPULATION: 392,400

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.4	6.8	7.3	1	KHOP CHR	104.1 50kw	1	1	1	1	4	9	60	FULLER-JEFFREY	MCG	9.4
3.8	5.9	6.5	2	KBEE B/EZ	103.3 50kw	2	34	26	15	6	2	100	PRICE BR.	REP	5.5
5.6	5.7	5.3	3	KRAK Ctry	1140 50kw	6	17	23	9	1	1	104	EZ	KATZ	4.2
4.8	5.5	4.5	4	KJOY AC	99.3 2.35kw	7	7	6	3	3	7	90	JOSEPH GAMBLE	CHR	.8
3.9	2.9	4.4	5	KCBS N/T	740 50kw	4	31	24	17	13	3	74	CBS	CBS	3.1
4.3	4.4	3.9	6	KMEL CHR	106.1 69kw	9	2	3	5	7	19	82	CENTURY	CHR	7.2
1.2	2.8	3.9	6	KSTN-FM Span	107.3 8.1kw	12	5	4	2	5	13	100	SAN JOAQUIN	--	2.5
4.1	2.8	3.6	8	KWG Gold	1230 1kw	8	26	8	4	1	6	73	HOME NEWS CO.	KATZ	3.7
3.1	3.4	3.3	9	KFMR Ctry	100.1 3kw	10	12	17	10	9	4	71	CARSON GROUP	CBS	6.0
4.6	6.2	3.1	10	KNBR Talk	680 50kw	3	20	16	12	8	5	51	SUSQUEHANNA	EAST	4.3

#67

SYRACUSE

POPULATION: 540,300

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	15.7	14.1	11.3	12.8	1	WYYY AC	94.5 100kw	1	3	1	1	1	2	77	NEWCITY	KATZ	10.3
13.9	10.0	11.4	12.8	9.7	2	WNTQ CHR	93.1 97kw	2	1	4	3	2	7	67	OSBORN	MCG	15.3
10.8	10.0	9.6	9.7	9.3	3	WSYR AC	570 5kw	3	15	12	6	3	1	77	NEWCITY	KATZ	9.3
7.4	7.3	6.2	8.0	7.9	4	WKFM CR	104.7 50kw	4	4	2	2	4	9	68	WILKS/SCHWARTZ	CHR	9.3
7.8	7.3	6.7	7.5	7.6	5	WAQX AOR	95.7 25kw	5	2	3	4	5	13	81	ATLANTIC VENT.	MMR	10.1
6.5	6.6	6.9	5.6	7.1	6	WRHP Ctry	107.9 50kw	7	7	15	8	8	3	102	PARK	MMR	3.4
5.8	5.8	5.5	5.6	3.8	7	WSEN-A/F Gold	1050/92.1 2.5kw/25kw	6	6	7	5	6	4	52	BUCKLEY	HNWH	4.7
2.7	2.7	3.1	3.4	3.4	8	WEZG B/EZ	100.9 3kw	9	11	6	7	7	5	72	LORENZ	DUR	3.0
4.0	2.1	2.1	2.8	3.2	9	WPCX Ctry	106.9 14kw	12	22	9	9	11	6	122	SCOTT	MK4	1.1
4.2	3.3	3.3	3.5	3.1	10	WHEN AC	620 5-1kw	8	23	13	10	9	8	54	PARK	PARK	2.9

#72

TOLEDO

POPULATION: 502,600

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	9.7	12.7	13.7	13.1	1	WIOT AOR	104.7 50kw	3	3	1	1	1	5	94	REAMS	EAST	15.4
11.3	11.6	10.5	7.9	11.5	2	WRQN CHR	93.5 2kw	2	1	2	2	5	8	74	WRQN, INC.	BAN	11.4
7.7	9.3	7.5	10.0	10.0	3	WVKS CHR	92.5 50kw	1	2	3	3	4	6	60	NOBLE	CHR	15.7
9.6	10.9	10.7	9.5	9.9	4	WKKO Ctry	99.9 50kw	4	11	5	5	2	1	99	BOOTH AMERICAN	KATZ	9.9
8.7	8.2	10.4	7.9	8.8	5	WLQR AC	101.5 19kw	6	12	6	6	6	2	92	TOLEDO BR.	MMR	7.1
6.9	9.9	7.6	7.1	8.5	6	WWWM AC	105.5 2.7kw	5	5	4	4	3	3	84	MIDWESTERN	DUR	5.6
5.7	5.5	5.9	7.1	6.0	7	WSPD N/T	1370 5kw	7	9	8	7	7	4	71	TOLEDO BR.	MMR	4.4
6.8	4.9	3.6	2.8	4.0	8	WJR AC	760 50kw	8	15	13	9	8	7	66	CAP CITIES/ABC	KATZ	3.3
3.6	4.9	2.5	3.4	3.3	9	CKLW BBnd	800 50kw	9	16	20	20	20	10	70	CUC	BAN	3.0
3.3	2.4	3.5	3.7	2.1	10	WTOD Ctry	1560 5kw	10	20	14	19	14	12	57	BOOTH AMERICAN	KATZ	2.1

TUCSON

POPULATION: 551,100

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
21.5	20.9	16.7	18.1	20.1	1	KRQQ CHR	93.7 91kw	1	1	1	1	2	3	108	NATIONWIDE	MCG	26.3
10.8	13.3	11.0	14.6	14.7	2	KIIM-A/F Ctry	1290/99.5 1kw/93kw	2	4	3	2	1	1	119	REX	KATZ	11.6
7.9	10.5	10.0	8.0	8.4	3	KLPX AOR	96.1 93.1kw	4	2	2	3	5	10	86	LOTUS	HNWH	10.4
8.0	8.9	6.3	7.2	7.5	4	KKLD AC	94.9 100kw	5	8	4	4	3	4	94	DUCHOSSOIS	CHR	8.5
9.7	8.6	9.9	7.8	7.3	5	KCEE/KWFM Gold	790/92.9 5.5kw/9kw	3	5	5	5	4	2	66	AMERICAN MEDIA	MMR	5.0
2.9	2.7	5.3	2.9	4.5	6	KGVS BBnd	1080 1kw	11	18	20	20	18	6	160	CANOA BR.	--	1.8
3.5	2.5	3.9	3.0	4.0	7	KMRR Nost	1330 2.5kw	7	11	21	21	20	8	93	GOLDEN STATE	REP	2.1
2.6	1.7	2.0	2.8	3.6	8	KQYT B/EZ	92.1 1.85kw	8	21	9	11	8	9	87	NOVA COMM.	K/P	1.6
4.0	3.2	4.9	3.3	3.2	9	KNST N/T	940 5.1kw	6	12	10	7	6	5	59	NATIONWIDE	MCG	5.7
3.0	2.5	3.6	4.3	2.7	10	KUPD AOR	97.9 100kw	9	3	6	6	9	15	70	TRI-STATE	BAN	2.8

TULSA

POPULATION: 646,600

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.6	12.5	9.7	10.6	12.5	1	KMOD AOR	97.5 96kw	3	3	1	1	1	7	115	CLEAR CHANNEL	CHR	13.3
11.7	11.0	9.5	12.4	11.0	2	KWEN Ctry	95.5 96kw	1	5	3	2	2	2	90	NEWCITY	KATZ	13.1
9.3	8.6	9.3	10.2	9.5	3	KRMG AC	740 50-25kw	4	17	10	8	6	1	88	NEWCITY	KATZ	9.3
8.2	7.1	8.9	6.5	8.2	4	KBEZ B/EZ	92.9 100kw	6	14	13	7	3	3	102	WIN	CHR	6.1
6.3	7.3	9.0	6.8	7.7	5	KMYZ-FM CHR	104.5 70kw	2	2	2	3	7	10	70	SHAMROCK COM.	BAN	11.4
9.3	8.3	7.5	8.3	6.7	6	KAYI CHR	106.9 100kw	5	1	4	5	11	13	69	NARRAGANSETT	KATZ	9.9
7.2	7.3	7.5	8.3	6.3	7	KVOO Ctry	1170 50kw	7	11	15	11	10	5	85	GREAT EMPIRE	EAST	4.9
4.2	4.8	5.4	6.8	5.1	8	KRAV AC	96.5 100kw	8	8	5	4	4	6	73	KRAVIS CO.	REP	4.7
4.9	5.5	6.6	4.9	4.5	9	KVLT Gold	106.1 100kw	10	7	7	6	5	4	72	FEDERATED MEDIA	CHR	4.9
4.7	4.1	3.4	2.5	4.2	10	KVOO-FM Ctry	98.5 374kw	9	13	6	10	9	9	62	GREAT EMPIRE	EAST	2.7

#53

WEST PALM BEACH

POPULATION: 751,900

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
17.5	18.6	19.2	16.8	16.2	1	WEAT-A/F B/EZ	850/104.3 5-1kw/56kw	1	13	22	13	5	1	113	TAYLOR	KATZ	11.2
11.5	8.4	8.5	7.0	10.0	2	WRMF AC	97.9 100kw	2	7	1	1	1	3	104	FAIRBANK	BAN	7.8
5.4	5.3	5.4	3.7	6.9	3	WIRK Ctry	107.9 100kw	4	27	7	3	2	2	93	PRICE	HNWH	3.9
5.0	6.9	6.7	6.2	6.7	4	WJNO N/T	1230 1kw	3	15	15	10	6	4	91	FAIRBANK	BAN	5.8
3.9	3.6	4.4	5.2	4.6	5	WOVV CHR	95.5 100kw	5	1	3	5	8	15	71	SOUTHWIND	MCG	3.8
1.7	3.1	3.0	2.8	3.7	6	WKGR AOR	98.7 100kw	6	30	2	2	3	9	74	GULFSTREAM	HNWH	3.9
4.5	4.7	5.9	6.0	3.6	7	WHQT UC	105.1 100kw	9	2	4	6	12	14	97	EZ	MMR	6.5
1.5	2.2	2.3	2.5	3.6	7	WOLL Gold	94.3 1.4kw	7	33	10	4	4	5	80	LAPPIN	REP	2.4
2.4	2.2	2.6	2.8	2.5	9	WNGS AC	92.1 6kw	11	17	9	11	10	6	73	PEARL	EAST	3.2
2.0	2.1	2.3	2.0	2.4	10	WIOD N/T	610 10kw	12	20	25	24	20	11	76	COX	CHR	2.5
2.0	2.5	3.2	4.2	2.4	10	WSHE AOR	103.5 100kw	10	6	5	7	11	25	67	TK	EAST	4.9

#87

WICHITA

POPULATION: 396,100

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
						CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
15.0	14.9	13.3	1	KKRD CHR	107.3 100kw	1	1	1	1	5	7	77	OSBORN	HNWH	13.2
8.6	9.9	11.0	2	KFDI-FM Ctry	101.3 100kw	2	14	8	6	3	1	81	GREAT EMPIRE	TOR	10.0
9.3	9.7	8.6	3	KZSN-FM Ctry	102.1 100kw	3	12	3	3	1	3	74	SOUTHERN SKIES	KATZ	8.9
6.9	6.5	7.9	4	KOEZ B/EZ	92.3 100kw	9	15	12	9	6	2	113	ANDERSON STA.	--	3.4
7.4	7.0	7.1	5	KICT AOR	95.1 100kw	6	5	2	2	8	12	76	LAKODUK	MCG	9.2
1.8	3.7	7.1	5	KRBB AC	97.9 100kw	7	9	5	4	2	5	96	MARATHON BR.	REP	6.5
5.8	7.9	6.7	7	KFDI Ctry	1070 10kw	5	7	11	12	10	4	67	GREAT EMPIRE	TOR	6.0
6.2	5.4	6.6	8	KEYN CHR	103.7 100kw	4	4	6	5	4	6	62	ABERDEEN	EAST	4.9
3.9	4.6	4.8	9	KRZZ CR	96.3 50kw	10	3	4	7	9	14	71	NEW WEST	DUR	7.7
7.4	7.0	4.5	10	KXLK AC	105.3 100kw	8	6	7	8	7	9	63	MID-CONTINENT	BAN	4.0

R&R RATINGS REPORT VOL. 11 '90 ■ 221

#60

WILKES BARRE-SCRANTON

POPULATION: 627,500

SPRING '89	SUMMER '89	FALL '89	WINTER '90	SPRING '90	METRO RANK 12-40H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.3	14.9	13.4	15.5	17.1	1	WKRZ CHR	98.5 8.7kw	1	1	1	1	1	1	102	KEYMARKET	KATZ	21.3
5.8	7.6	5.5	6.4	7.5	2	WARM AC	590 5kw	2	5	11	6	4	2	82	SUSQUEHANNA	MCG	5.6
7.1	6.1	8.0	7.9	7.5	2	WEZX AOR	107.1 1.9kw	3	3	2	2	2	15	128	SHAMROCK COM.	CHR	8.1
8.7	7.3	8.6	6.3	4.5	4	WNAK B/EZ	730 1kw	7	32	32	29	30	11	111	SEVEN-THIRTY	K/P	3.3
5.4	3.5	4.9	5.1	4.3	5	WMGS AC	92.9 5.3kw	5	13	4	3	3	4	84	SUSQUEHANNA	MCG	6.1
3.3	4.6	2.9	3.3	3.6	6	WWRB CHR	102.3 3kw	4	2	3	5	12	20	67	J&M LOMBARDO	EAST	3.9
0.0	2.2	2.4	2.5	3.5	7	WDLS Ctry	93.7 .75kw	12	6	10	9	6	5	131	MOUNTAIN BR.	--	2.2
2.8	4.0	4.9	2.4	3.4	8	WEJL Gold	630 5kw	9	10	25	18	13	3	97	SHAMROCK COM.	CHR	2.4
5.4	4.0	5.3	3.2	3.1	9	WWSH B/EZ	97.9 19.5kw	6	19	24	19	10	7	72	LUZERNE	K/P	3.4
2.7	3.4	1.8	2.3	2.8	10	WSGD Gold	94.3 1.1kw	15	16	9	4	5	6	115	SAGE	REP	3.8

#77

WILMINGTON

POPULATION: 473,200

SPRING '89	FALL '89	SPRING '90	METRO RANK 12-40H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.2	11.0	10.0	1	WSTW CHR	93.7 50kw	1	6	1	1	1	3	84	DELMARVA	EAST
7.8	9.4	9.0	2	WJBR-FM AC	1290/99.5 2.5/50kw	3	20	4	2	2	1	104	CRB BROAD.	KATZ
7.5	5.0	7.5	3	WUSL UC	98.9 18kw	8	3	3	3	3	4	113	TAK	MCG
8.8	5.8	6.9	4	WMMR AOR	29kw 93.3	2	5	2	4	4	11	76	GROUP W	G/W
5.0	3.9	5.1	5	WXTU Ctry	92.5 15.5kw	9	15	12	8	5	3	90	BEASLEY	REP
3.2	3.6	4.6	6	WIOQ CHR	27kw 102.1	5	1	6	6	13	22	65	EZ	CHR
6.4	6.5	4.2	7	WDEL AC	5kw 1150	4	16	20	16	15	9	55	DELMARVA	EAST
4.0	3.0	4.0	8	WEGX CHR	106.5 22.5kw	6	2	7	7	6	15	56	MALRITE	EAST
3.4	4.9	3.7	9	WYSP CR	94.1 16kw	7	7	5	5	7	19	56	INFINITY	TOR
4.1	3.7	3.6	10	WILM N/T	1450 1kw	10	25	23	18	16	5	65	SALLY HAWKINS	SAV

#100

WORCESTER

POPULATION: 352,300

SPRING '89	FALL '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.2	13.1	11.9	1	WSRS AC	96.1 14kw	1	27	5	2	1	1	93	KNIGHT QUALITY	BAN	10.6
14.9	10.8	10.8	2	WAAF CHR	107.3 18.5kw	2	1	1	1	3	7	85	ZAPIS	KATZ	13.2
7.4	7.9	8.4	3	WTAG Talk	580 5kw	4	28	18	7	4	2	84	KNIGHT QUALITY	BAN	7.4
6.1	7.4	7.2	4	WZOU CHR	94.5 11.5kw	3	2	2	4	7	15	70	ARDMAN	EAST	11.2
4.1	8.0	5.6	5	WXLO AC	104.5 37kw	5	5	4	3	2	3	68	DEER RIVER	MCG	7.3
4.5	3.3	4.4	6	WBZ AC	1030 50kw	6	11	10	11	8	4	79	GROUP W	G/W	2.4
3.1	2.0	4.4	6	WZLX CR	100.7 20kw	8	32	3	5	5	13	86	COOK INLET	HNWH	3.0
4.0	5.0	4.1	8	WNEB Nost	1230 1kw	12	20	30	30	25	10	111	AAMAR	SAV	4.0
5.0	4.2	3.3	9	WODS Gold	103.3 16kw	7	21	8	6	6	5	60	CBS	CBS	3.6
2.6	1.4	2.3	10	WROR AC	98.5 8.1kw	9	7	15	8	9	6	51	ATLANTIC VENT.	REP	2.9
1.2	1.4	2.3	10	WJIB B/EZ	96.9 12.5kw	13	18	12	13	11	9	68	EMMIS	MCG	1.6

#83

YOUNGSTOWN-WARREN

POPULATION: 419,000

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	10.2	7.9	11.6	13.2	1	WKBN N/T	570 5kw	3	10	7	7	6	2	124	WKBN BR.	KATZ	9.3
14.4	14.5	12.8	12.9	11.1	2	WHOT CHR	101.1 15.5kw	1	1	2	3	3	5	69	WHOT, INC.	EAST	16.9
10.9	8.3	9.7	9.0	10.6	3	WQXK Ctry	105.1 88kw	5	8	4	4	2	4	125	LEGEND COMM.	BAN	9.4
5.2	5.6	5.2	7.6	9.1	4	WNCD CR	106.1 3kw	6	4	1	1	5	7	116	WN	TOR	6.5
8.7	8.8	8.5	10.8	8.8	5	WBBG Gold	93.3 50kw	4	3	3	2	1	3	87	H&D	REP	8.2
10.6	9.0	8.2	8.4	8.6	6	WKBN-FM AC	98.9 4.5kw	2	9	6	6	4	2	78	WKBN BR.	KATZ	7.4
4.9	6.6	7.0	5.5	6.1	7	WYFM AC	102.9 26kw	7	5	5	5	7	6	81	SHARON	DUR	5.6
3.9	4.0	3.9	3.6	4.0	8	WBBW N/T	1240 1kw	8	15	14	8	8	3	70	MAHONING VALLEY	REP	2.8
0.2	1.4	0.0	0.6	2.8	9	WFMJ Nost	1390 5kw	9	23	18	21	18	9	72	BETTY BROWN	EAST	4.1
0.6	2.0	1.5	1.1	1.7	10	WSOM Nost	600 1-.045kw	12	25	23	25	26	13	66	LEGEND COMM.	BAN	.8

DIRECTORY INDEX

A Sound Investment	51
"A" Train Management & Consulting	20
A&M	102
ABC Contemporary Radio Network	73
ABC Direction Radio Network	73
ABC Entertainment Programming	73
ABC Entertainment Radio Network	73
ABC FM Radio Network	73
ABC Information Radio Network	73
ABC Radio Networks	73
ABC Rock Radio Network	73
ABC Talkradio	73
Abrams/Dawson	20
ABS Advertising Broadcasting System	112
Academy Of Country Music	50
The Academy of Radio Broadcasting	50
ACC Broadcast Marketing, Inc.	51
Accend Broadcast Services	20
Accu-Weather, Inc.	73
Accuracy In Media	50
Ackerly Communications	88
Active Markets	51
Adams Communications	88
Tom Adams Productions, Inc.	73,128
Ade Broadcasting Consulting	20
Adult Contemporary Concepts/	20
Advance Recording	37
Advanced Aircheck Systems	35
Advantage	102
The Advantage Group, Inc.	20,51
AdVentures International	20
AEG Bayly, Inc.	37
Aegis	102
Aerial Dimensions, Inc.	51
Afterglow Productions	73
Agfa Corporation	37
Agrivoice Network	73
Aim Music Research	16,116
Air Services	51
Aircorp	37
Aircraft Music Library	66
Airforce Broadcast Services	66
Airlines	128
Airright Productions/Radio Informer	128
AKG Acoustics, Inc.	37,73
Aibmar Communications	88
Jay Albright	20
Algoma Custom Bags (Net Co.)	51
Alkrisrah Broadcast Consultants	16,20
Allve Films	65
All Pro Broadcasting, Inc.	88
Allegheny Mountain Network	88
Allen & Company, Inc.	46,61
Allen & Heath	37
Allied Broadcast Equipment	37
Allied Capital Corp.	46
Allied Tower Company Inc.	37
Gary Allyn Radio Enterprises	66,73
Alpha Audio Acoustics	37
Alpha International	102
Alpine	102
Alternative Programming, Inc.	73
Amber Electro Design	37
American Broadcast Financial Corp.	46
American Comedy Network	75,128
American Gramophone	102
American Leisure Network	75
American Media	75
American Media, Inc.	88
American Pie	66,75
American Radio Brokers, Inc./SFO	61
American Radio Job Market	35
American Radio Network	75
American Radio Networks	75
American Security Bank	46
American Sign and Marketing Services	51
American Society of Composers, Authors,	50
American Women In Radio & Television, Inc.	50
America's Rock Network	75
Americom Radio Brokers	61
Ameritrust	46
Ameritrust/Special Industries	46

AMFM	51
Amherst	102
A.M.I. (American Music, Inc.)	102
AMI News	75
AMPEX Corporation	37
AMS Industries, Inc.	37
Ray Amsterdam	16
Anchor Media	88
Anderson Media Services, Inc.	75
Anderson Stations	88
Andrew Corp.	37
Andrews University	15
Andromeda Imaging & Concepts	20,66,76
Announcement Technologies	37
Henry Ansbacher, Inc.	46,61
The Answer	76
Nick Anthony & Associates	20
Antonelli Media Training Center, Inc.	15
Aphex Systems, Ltd.	37
APM/Associated Production Music	66
Apollo Radio, Ltd.	88
Ira Apple & Assoc.	20
Pat Appleson Studios	66
The Arbitron Company	116
Artistic	102
Arista	102
Steve Armstrong Creative Services	20,66
Stephen Arnold Music Productions	66,76
Toby Arnold & Associates	51,66,76,131
Arrakis Systems, Inc.	37
Arrow Communications	88
Assistance In Broadcast Marketing	51
Associated Press Broadcast Services	16,76
Associated Radio Resources, Inc.	20
Association of Unity Churches	76
Astor Broadcast Group	88
At The Top Audio/Video Duplication, Inc.	66
AT&T Commercial Finance Corp.	46
Atco	102
ATI-Audio Technologies, Inc.	37
Atkinson Consultants	20
Atlantic	102
Atlantic Entertainment Group	65
Atlantic Ventures Corporation	88
Audio Broadcast Group	37
Audio Concepts & Engineering	22,37
Audio Creations	66,76
Audio Logic	37
Audio Productions Inc/Future Effects	66
Audio Services	66
Audio Technica U.S., Inc.	37
Audio Video Research Group	37
The Audio Workshop	76
Audio Yearbook	66
Audiopak	38
Auditronics, Inc.	38
Aurate Corporation	38
Autogram Corp.	38
Automated Business Concepts	16
Automated Media Research	16,116
Avatar Productions	76
AVC Systems	38
The Avery Company	22
Aviation Update	76
Avista	103
Access Broadcast Services	66
AY JAY Productions	66
B & B Systems Inc.	38
B&B Advertising	51
Back Lot Studios	66
BAF Communications Corp.	38
Dale Baglo Broadcast, Inc.	76
Bahakel Communications	88
Bailey Broadcasting Services	76
Bainbridge	103
Baker Scott & Company	35
Banana Time Joke Service	76,128
Bank of America NT & SA	46
Bank of Boston/Media & Entertainment Dept.	47
Bank of New England	47
Banner Barn	51
Banner Radio	112

Billy Barber Productions	68
Barclays Business Credit	47
Bob Barnes Creative Services, Inc.	66
Barnstable Broadcasting, Inc.	88
Barrett Associates Inc.	38,76
Bart For Hire	76,128
Basic Broadcast Consultants	22
Bateman Eichler, Hill Richards Inc.	47
BayBank Boston, N.A.	47
Lee Bayley & Associates	22
BBC	103
BDR Advertising Specialties	51
Beach-Schmidt Group	88
Beacon Broadcasting Corporation	88
Beasley Broadcast Group	89
Chris Beck Communications	22
Beck-Ross Communications, Inc.	89
Beckerman Associates, Inc.	61
Beethoven Satellite Network	76
Lawrence Behr Associates, Inc.	22
Belar Electronics	38
Belly Laffs	128
The Benchmark Company	22,116
Benmaradio, Inc.	66
Rob Bennethum	66
Frank Bennett Media Ventures	76
Rita Bentley Productions	128
Susan Berkley's Voice Over Workshops	15,35
Best of the Oldies Radio Network	76
Best Performances, Inc.	51
Beveridge Business Systems, Inc.	22
Beyer Dynamic Inc.	38
Beyond Bourbon Jazz Productions	76
BGM	103
BGM International	38
BGW Systems	38
Blamp Systems	38
Biernacki Brokerage	61
Big Band Music Network	76
Big Time	103
Bigger Than Life, Inc.	51
Billie Research Corporation	116
Bitmore Equities & Securities, Ltd.	47
Binx Custom Software	16
Birch/Scarborough Research Corp.	116
Bird Corp.	51
Bitman	128
Blackburn & Company, Inc.	61
Blackburn Capital Markets	47
Blast First	103
Bloomington Broadcasting Corp.	89
Chuck Blore & Don Richman, Inc.	131
Blue Note	103
BMI	50
Bohn & Associates Media	22
Bolton Research Corporation	22,118
Bonneville Broadcasting System	22,76
Bonneville International Corporation	89
Boom Media	51
Booth American	89
Botik Broadcast Services, Inc.	22
Boulder Blimp Company	51
Lee Boyan & Associates, Inc.	22
Frank Boyle & Co.	61
BPI Entertainment News Wire	76
Bradbury Communications (BRADCOM)	76,128
Bradley Broadcast Sales	38
Jim Brady & Associates	24
Brainstorm Productions, Inc.	76,128
Bravo Publications	66,128
Bill Brazzil Associates, Inc.	47,61
The Breeze	76
Dick Brescia Associates	76
Brill Media Co., Inc.	89
Bristol Broadcasting Co., Inc.	89
Brite Voice System	38,51
British Promotions, Ltd.	51
Broadcast Arts	131
Broadcast Audio Corp.	38
Broadcast Automation, Inc.	38
Broadcast Cart Rewinding Service	38
Broadcast Cartridge Service	38

DIRECTORY INDEX

Broadcast Center	15,35
Broadcast Communications Group	51
Broadcast Credit Association	50
Broadcast Data Consultants	16
Broadcast Data Systems	118
Broadcast Direct Marketing	24,51
Broadcast Electronics	38
Broadcast Graphics	51
The Broadcast Group	76
Broadcast Investment Analysts	47
Broadcast Marketing Group	51
Broadcast Marketing Services	52
Broadcast Media Associates	62
Broadcast Print Marketing	52
Broadcast Products, Inc.	52
Broadcast Programming	24,76
Broadcast Promotion & Marketing Executives	50
Broadcast Properties	89
Broadcast Services of Minnesota	77
Broadcast Supply West	38
Broadcast Systems Corporation	16
Broadcast Time	66
Broadcast Trustee Management, Inc.	47
Broadcast Voice and Talent Coaching	24
Broadcasters Bulletin Board	52
Broadcasting Institute of Maryland	15
Broadcasting Partners, Inc.	89
Broadcasting Unlimited, Inc.	24,52
Broadco of Texas, Inc.	89
Broadmark Capital Corp.	47,62
Brown Bag Productions	67,77
Brown Broadcasting Company	89
Brown Spots, Inc.	67
Larry Bruce Communications	24
Brystonvermont	38
BSM Systems, Inc.	40
Buckley Broadcasting	89
Bullet Productions	77
Bumper Productions	67
Burkhart/Douglas & Associates	24,118
Brad Burkhart Christian Media	24
Burns Media Consultants, Inc.	24,118
Alan Burns & Associates	24
Burr, Egan, Deleage and Co.	47
Business Broker Associates	62
Business Radio Network	77
Mike Butts Creative Service	128
BUYGROUP, LTD	40
Caballero Spanish Radio	112
Cable Car Productions	77
Cable Value Network	52
Cadena Radio Centro	77
Cadence Jazz	103
Cahn Capital Corporation	47
California Aircheck	35,52,67
Caliper	24
Call Interactive	52
Camel	103
Cameron Communications, Inc.	24
Cannon Pictures	65
Canton North America	40
Canyon Creek	103
Capital Cities/ABC, Inc.	89
Capitol	103
Capitol Broadcasting Co.	89
Capitol Broadcasting Corp.	89
Capitol Production Music	67
Capstone Communications	62
Caravelle Broadcast Group	90
Cariboo Central Interior Radio	90
Carley/Troyk Screen Printing Corp.	52
Carlson Communications International	90
Carney Productions	77
Carolina School of Broadcasting	15
Caroline	103
Carter & Associates	52
Carter Consulting	16
Cal Casey, Radio Programming Consultant	24
The Catholic University School of Law	15
Catspaw Productions, Inc.	67
CBN Radio Network	77
CBS	90

CBS Hispanic Marketing	112
CBS/Nashville	103
CBS Radio Networks	77
CBS Radio Representatives	112
Celebration	52
Celestial Harmonies	103
Center for the Media Arts	15
Central Trust Company	47
Century Broadcasting	90
Century 21 Programming, Inc.	16,24,40,67
Cexton	103
Robert A. Chaisson, Inc.	62
Chameleon Music Group	103
Chapman Associates	62
Chapman Consulting Services	26
Chapman Financial Services	47
Charisma	103
Charterhouse Media Group	47
The Cheat Sheet	128
Chicago Bears Radio Network	77
Chicago Cubs Radio Network	77
Chicago Radio Syndicate, Inc.	67,77
The Children's Health News Network	77
Christal Radio	114
Chrysalis	103
Chrysler Capital Corporation	47
Cinema	104
Circuit Research Labs	40
Citadel Communications	90
Donald K. Clark, Inc.	62
Clausen Communications	67
Clean Sheets, Inc.	67
Clear Channel Communications, Inc.	90
Cleveland Institute of Electronics	15
Clover Park Vocational-Technical Institute	15
Cluff & Company/Success Training Int'l	26
Lars Clutterham Music	67
CMI	131
The Co-Op Connection	26
Co-Opportunities	16,26
Cody/Leach Broadcast Architecture	26,118
Lita Cohen Radio Services	77
Coleman Research	118
Collins Broadcast Services	26,77,128
Coltan Communications, Inc.	77
Columbia	104
Columbia College, Hollywood	15
Columbia Pictures	65
Columbia School of Broadcasting	15
Columbine Systems, Inc.	16,26
Comedy Liners	77,130
Comedy Warehouse	78
Comedy Warehouse/CW Media	130
Command Communications, Inc.	90
Communication Graphics, Inc.	52
Communications Capital Group, Inc.	47
Communications Equity Associates, Inc.	62
Communications Investment Corp.	90
Communications Properties, Inc.	47,90
Community Pacific Broadcasting Corp.	90
Compulink	40
Computer Concepts	16
Computer Music Consortium, Inc.	16
Computer Sports World	16,78
Concept Productions	40,78
CMBS (Concert Music Broadcast Sales)	114
Concord	104
Connecticut School of Broadcasting	15
Constant Communications	90
Consultation Radio Network	78
Contemporary Comedy	130
Contemporary Group	26,52,78
Continental Marketing	52
Continental Recordings	67
Continental Weather Corporation	78
Continuum Broadcasting Network	78
Cook Inlet Radio Partners	90
Copley Entertainment	78
Copley Radio Network	78,130
Corporate Communications, Inc.	78
Country Consultants, Inc.	27
Country International	104

Country Music Association	50
Country-Phonics	78
Cox Enterprises, Inc.	90
Cozmik Debris	130
CR Broadcasting, Inc.	90
Crackerjack Advertising	52
Mitch Craig Productions	67
Cranberry Graphics	52
Crawford Broadcasting	91
CRB Broadcasting Corporation	91
Creative Marketing Services	52
Creative Media Management, Inc.	52
Creative Radio Network	78
Creative Radio Productions	52,67
Creative Sound Corporation	40
Creative Support Services	67
Creative Technology, Inc.	131
Creedyadio	78,130
Crisler Capital Company	47
R.C. Crisler & Co., Inc.	62
Critical Mass Media, Inc.	27,52,118
Critique	104
CRN International	78
C.R.N. Media, Inc.	27
Cross-Country Communications	27
Crowley Broadcasting Co.	78
Crown Broadcasting, Inc.	91
Crown International, Inc.	40
Cruz	104
Craig L. Culp Radio Station Brokerage	62
Curb	104
Custom Business Systems, Inc.	16
Custom Magazine & Promotion	52
Custom Productions, Inc.	132
Ron Cutler Productions	78
Cutting Edge Technologies, Inc.	27,40
Cypress	104
D.A.B. Audio Consultants	67
D.B. Productions, Inc.	78
Daily Briefs	130
The Daily Feed	78,130
Daily Insider	130
Dan-O Custom Comedy	67,78
Dance Beats, Inc.	130
The DAT Store	40
Data Express/America's Newsletter Company	54
Davatone	104
Davidson Technical College	15
E. Alvin Davis & Associates	27
Jeff Davis Productions	67
Davis-Weaver Broadcasting	91
DBA	78
dbx Professional	40
DCC Compact Classics	104
DDS Sales Training & Consulting	27
Decision, Inc.	16
Deer River Group	91
Degree Communications	91
Delicious Vinyl	104
Delos International	104
Delta Electronics, Inc.	40
DeMers Programming/Marketing	27
Den Danske Bank	47
Bill Dennis Computer Consultant	27
Denon	104
Desnick Broadcasting of Columbia Inc.	91
Destinations Unlimited	54
DeWolfe Music Library	67,78
DGC	104
DI-Tech, Inc.	40
Diamond Broadcasting/Windy City Broadcasting	91
Diary Experts	120
DIC Digital Supply Corporation	40
DigiPrep	67
Digital Audio Information Systems	16,40
Digital Programming, Inc.	78
Digital Radio Network	78
Digital Radio Systems	16
DigiTech	40
DIR Broadcasting Corp.	78
Direct Mail Express	54
Direct Marketing Results	54

DIRECTORY INDEX

Direct Radio Strategies	54
Disc Manufacturing Inc.	40
Discovery	104
Discovery Systems	54
Walt Disney	104
The Dittman Group	91
DMP (Digital Music Products, Inc.)	104
DMR Broadcast Consultants	27
DOD Electronics	40
Dolby Laboratories, Inc.	40
Dolce & Nuilt	105
Donnelly Media	78,130
Donohue Research & Marketing	120
Roger Dorfman Productions, Ltd.	68,78
Dorough Electronics	40
John E. Douglas	68
Dow Jones Radio Network	78
Drake-Chenault Enterprises, Inc.	54,68
Drake-Chenault, Inc.	27,79,120
Drexel Hill Associates	91
John Driscoll	68
Duchossols Communications Co.	91
Duffy II Corporation	91
Duncan's American Radio, Inc.	120
Durpetti & Associates	114
Dave Dworkin's Ghostwriters	68
Dynamic Displays	54
Eagle Marketing Services, Inc.	54,68,132
Eagle Media Productions, Ltd.	79
East Coast Airchecks	27,35
EastWest	105
Eastman Radio, Inc.	114
Edens Broadcasting	91
Edge	105
EDI Radio Network	79
Bob Edwards Enterprises	16
EFM Media Management	79
Eight Ball	130
Michael Eisele and Associates	54
Michael A. Ellsinger	16,27
Electric Weenie	130
Electro-Voice, Inc.	41
Electronic Media Rating Council	50
Elektra Entertainment	105
Doc Elliot & Associates	27
Don Elliot Creative Services	27,68,130
Elway Research	120
E.M.B. Productions	35
Emerald City Sales	54
EMI	105
Emmis Broadcasting	91
Empire Radio Partners, Ltd.	91
Enigma	105
ENTCOM Partners	47
ENTERTAINMENT	79
Entertainment Communications	91
Entertainment Radio Inc.	79
Entertainment Research Group	54
Epic	105
Ron Erak & Associates	27,68
Eric/Chandler Communications	91
Dick Ervasti Creative Services	68
ESE	41
Esquire	105
Event Marketing	54
Eventide, Inc.	41
Everett Enterprises	79
Evergreen Media Corporation	91
Ewing & Co.	132
Excel Communications Systems, Inc.	41
Exchange National Funding	47
William A. Exline, Inc.	62
Expansion	105
Exposure Promotions Unlimited, Inc.	54
EZ Communications	92
F&L	105
Facemakers, Inc.	54
Faircom Inc.	92
Fairfield Broadcasting Co.	92
Fairmont Communications Corporation	92
Fairwest Direct	27,54
Family Stations	92

Fantasy	105
Far West Communications, Inc.	16,27,68,79
Farming America	79
Federated Media	92
Fidelipac Corp.	41
Film House, Inc.	54,132
Financial Marketing Network	54,79
Financial News Network	79
Findlay Publishing Company	92
Finial Technology	41
First City Broadcasting	92
First Impressions	54
First Interstate Bank of Denver	48
First Marketing Group	54
First Union National Bank	48
FirstCom	54,68
Norman Fischer & Assoc.	62
John Mack Flanagan Broadcast Services	27,79
Fleet Mezzanine Capital, Inc.	48
Fleet National Bank	48
Flying Fish	105
FMN Hispanic Sports	79
FMR Associates, Inc.	120
FMX Stereo/Broadcast Technology Partners	41
Focus on Youth, Inc.	79
Milton Q. Ford & Associates	62
Richard A. Foreman Associates, Inc.	62
Formula Impressions	54
Fostex Corp.	41
Fountain	105
4PM	105
4th & Broadway	105
Michael Fox Auctioneers, Inc.	62
Freshfax	130
Keri Fretty Enterprises	54
Frontier	105
Fuller-Jeffrey Broadcasting Companies, Inc.	92
The Funny Business	130
Chris Gable Broadcast Services	27,62
Galaxy-L.A. Air Force	79,130
The Gallop Organization	120
Gammon Media Brokers, Inc.	62
Gannett Radio	92
Guy Gannett Broadcasting Services	92
Clifton Gardiner & Associates, Inc.	62
Garlin Sound Enterprises	68
Anita Garner Communications	79
Gazette Broadcast Group	92
GBS	41
GE American Communications	68
Gear	105
Geffen	106
Gemeni	106
Gemini Broadcasting Corporation	92
Genesis Broadcasting, Inc.	92
Gentner Electronics Corp.	41
GHB Broadcasting	92
Ghostwriters Comedy Services	130
Giant	106
Giant Boom Box Industries	54
Dave Gifford Seminars	27
Gillan Media & Associates	28
Gillis Broadcasting Representatives	114
Gilmore Broadcasting Corp.	93
Givens Radio Network	79
Charles J. Givens Financial Digest	79
Charles J. Givens Organization, Inc.	28,54,93,114
Glenfed Financial Corporation	48
Global Pacific	106
Global Satellite Network	80
GNP Crescendo	106
Gold Castle	106
Gold Mine	80,130
The Gold Vault	68
Golden Boy	106
Golden West Broadcasters	93
Good Time Tickets	56
Goodrich Broadcasting, Inc.	93
Art Good's Jazz Trax	80
Gorich Radio Corp.	93
Gorman Media	28,120
Gotham Audio Corp.	41

Grace Media, Inc.	56
W. John Grandy	62
Graphics 3	56
Gray Communications	28
Great American Broadcasting	93
Great Empire Broadcasting	93
Great Empire Research	16,120
Great Scott Broadcasting, Ltd.	93
Great Southern Company	56
Great Trails Broadcasting	93
GREATI	56
Greater Media, Inc.	93
Green Book of Songs by Subject	130
Green Diamonds Radio	80
The Greenfield Group	28
Greenwood Performance Systems	28
Greyhound Financial Corporation	48
Group W Radio	93
Group W Radio Sales	114
GRP	106
Grudge	106
Grundy Broadcasting Co.	93
Gary Guthrie	28
Gwenn's Kitchen Talk	80
Habitat Industries	56
Hadden & Associates Media Brokers	62
Hagen Media Research	120
Hall Communications	93
HallLand Broadcast Services, Inc.	80
Donna Halper & Associates	16,28
Hamilton Communications	28
Tac Hammer Communications	28
Happy Hare Radio Theatre	80
Harker Research, Inc.	120
Harmony Street	106
Bob Harper's Company	28,120
Jim Harrington	68
Harris Broadcast Division	41
Harris Communications Corp.	28
Harris Enterprises	93
Harrison, Bond & Pecaro	48
Hazel's Fantasy Factory	56
Health NewsFeed	80
Hearst Broadcasting Group	93
Hearts Of Space	106
Heavens Above	80
Hecht Enterprises Airchecks	35,120
Hedberg Broadcasting Group	93
Michael Hedges, Inc.	120
Heil Enterprises	80
Heller Financial	48
Help	106
Hemdale Film Corporation	65
Bob Henabery Associates, Inc.	28
Henderson & Associates	56
Bill Hennes & Associates	28
Henry Broadcasting	93
Henry Engineering	42
The Ted Heppburn Company	62
Heritage Media Corporation	94
Jhan Hiber & Associates	120
Hickman Associates	62
Higher Octave	106
Highest Joy Entertainment	56
Hightone	106
HNWH	114
Hoberg Communications Consultants	28,56
Hogan-Feldmann, Inc.	63
Hoker Broadcasting, Inc.	94
Hollywood	106
Hollywood Edge	80
Hollywood Hotline (tm)	80
The Holt Corporation	63,94
The Home News Company	94
The Home Shopping Network, Inc.	80
The Hook Factory	80,120
Jim Hooker & Company, Inc.	28
Horizon Management, Inc.	35
Hospitality Promotions Company	56
Hot Mix Radio Network, Inc.	80
Hot Spots Network	56
Hot Spots Radio Production, Inc.	68

DIRECTORY INDEX

Hot Tracks	68	Kallil & Co., Inc.	63	Lotus Hispanic Reps.	115
House of Music	80	John Kane, Psychic	81	James Loupas Associates, Inc.	29
Howe Technologies Corp.	42	Kansa	107	Lovely Time, Inc.	58
Hubbard Broadcasting	94	Gary Kaplan & Associates	29	Low Noise Productions	69,82
Rick Hull Voice Tracks	68	E. Karl Broadcast Consulting	29	R.M. Lowry & Company	29,122
Humane Society of the U.S.	80	Mark Kassof & Co.	122	LPB, Inc.	42
Humber Valley Broadcasting Co., Ltd.	94	Katz & Powell Radio	114	Luke	107
Ron Hummel Productions, Inc.	68,80	Katz Hispanic Radio Sales	114	Lund Consultants To Broadcast Mgt., Inc.	29,122
Ron Huntsman Entertainment Marketing	56	Katz Radio	115	Lyles Urban Consultancy	29
Hype Ink	130	Katz Radio Group	115	Chris Lytle & Associates	29
IBSS/Canada	42	Kaye-Smith Radio	94	MacDonald Broadcasting Company	95
Ichiban	106	KBC Productions	69	MacMusic Master	17
IDB Communications Group, Inc.	68	KCI Communications Network	29	Macola/Siam	107
I*D*A*S	68	KEEPERS	56	Chesley Maddox & Associates, Inc.	49
IGM Communications	42	KEFFCO, Inc.	94	Magic Broadcasting Companies	95
Iguana Sonix	56	Don Kelly & Associates, Inc.	29	Bobby Magic & Associates	29,63,69
The Image Generators	80	Kendall Energies, Inc.	69	Frank N. Magid Associates	122
Image Point Productions	132	Kenetics Radio Entertainment	81	The Mahlman Company	63
Image-Izers	68	Kensington Falls Animation	132	Major Market Radio Sales	115
The Imagination Stations Network	80	Kepper, Tupper, Fugatt, Inc.	63	Malaco	107
Impact Ratings	28,56	Anita Kerr	69	Malarkey-Taylor Associates	49
Impact Resources Company	120	Keymarket Group	95	Jack Maloney, Inc.	63
Impact Target Marketing	56	Keystone Printed Specialties Co., Inc.	56	Malrite Communications Group, Inc.	95
In All Seriousness Comedy Service	80,130	Kidder, Peabody & Co., Inc.	49	Malrite Research	122
In-Fisherman Radio	80	Kilian Creative Productions	69	Mammoth	107
India Navigation Co.	106	Killer Music	69	Man From Mars Productions	35,69
Infinity Broadcasting	94	Killer Tracks	69	The Management	18
Ingels, Inc.	28	King Broadcasting	95	Manhattan Production Music	69
Inner City Broadcasting	94	Don Kirshner Communications	81	Manwatchers, Inc.	58
The Inner Ear Report U.S.A.	80	K. K. Kreative Concepts	69	Marathon Prods. Co.	42
Innerview, Inc.	80	Klomm Media, Inc.	29,122	Marconi & Cheese Communications	82,130
IntelliNet	80	KM Records, Inc.	56	Market Buy Market	122
Inter-Active Marketing, Inc.	56	KMD Labs, Inc.	42	Marketing Entertainment Group of America	29
The Interep Radio Store	114	Knight Quality Group Stations	95	Marketing Horizons, Inc.	29,122
International College of Broadcasting	15	Knobby Krafters	56	Marketing Resources Plus	18
International Graphics	69	Knockers*!	81	The Marketing Team, Inc.	58
The International Lutheran Laymen's League	81	Knucklehead News Network	81,130	Marketron, Inc.	18,122
International Radio-Television Society	50	Koss Corporation	42	Bruce Marr & Associates	29
International Tapetronics Corp.	42	Kozacko-Horton Company	63	Marshall Arts	130
Interplay	106	Krane Manufacturing	56	Martguild, Inc.	58
Interstate Radio Network, Inc.	81	Krause Publications	56	Marti Electronics	42
The Interview Factory	81	K-tel International	107	Pat Martin & Associates	29
IRS	106	Kuiper Stations	95	Master Software Systems	18
Island	107	KWHK Broadcasting	95	Maxagrid, Inc.	18,29
Island Pictures	65	L & R Productions, Inc.	69	Maxwell Media Group, Inc.	58
It's A Wrap	56	L.A.F. Productions	81,130	Maxx	107
'Jackie The Joke Man'	81,130	L.A. Inc.	29	MCA	107
Chuck Jackson Media Job Bank	15,35	Labov & Beyond	81,130	McCormick Broadcasting Corporation	95
JACOR Communications, Inc.	94	Laffline	130	McCurdy Radio Industries	43
JAM Creative Productions, Inc.	69	Lakeland Broadcasting Company	95	M.C.E.G.	65
Jameson Broadcast	81	Lakewest Recording Studio	69	McGavren Guild Radio	115
Jazz Spectrum	81	Landmark	107	McGhan Radio Productions	58,82
Jazzmania	107	Landsman Media, Inc.	29,122	Paul McKnight Communications	29
Jazzology	107	Chris Larko Productions	69	McNish Travel Services, Inc.	58
JBL Professional	42	Larry's Imperfect Pet Emporium	130	MCT Management	30
JDK Music Production	69	H.B. LaRue, Media Brokers	63	McVay Media, Inc.	30
Jefferson Pilot Data Services, Inc.	16	Laugh Trak	81	Kenneth R. Meades	30
Jefferson-Pilot Communications	94	Jeff Laurence	69	R.E. Meador & Associates	64
Jerry "DJ's" Pro Audio	69	Rodger Layng Format Consulting	29	Mechanic	107
Jesup Broadcasting Corp.	94	Lazard Freres	49	Media Access, Inc.	82
J.N.S. Electronics, Inc.	42	LBA Technology, Inc.	42	Media America	82,115
Jobphone	35	LBS Radio	82	Media America Promotions	58
Jock-Line	35	Leading National Advertisers	122	Media Capital Inc.	49
Irv Joel & Associates	28	Andy Lea's Reel Thing	82	Media Careers Network	36
Joey Boy	107	Lesso, Inc.	95	Media Consultants, Inc.	30
Joint Communications International Corp.	28	Lexicon, Inc.	42	Media Designs	132
Joint Communications Research	122	Lift Display, Inc.	18,42	The Media Gallery	58
Jones Eastern Radio, Inc.	94	Liggett Broadcasting	95	Media Headquarters, Inc./Great Takes	132
Jones Intercable/QZoo	69	Limbi Rolling Billboards	56	Media Mark	30
Jorgenson, Chapin & Co.	48,63	The Lincoln Group, Ltd.	95	Media Market	69
Mike Joseph	28	Jayne Lipman Marketing & Promotion Services	58	Media Marketing	36
Joxbox Mailers	35	Lipsky Marketing	29,58	Media Monitors, Inc.	58,122
Joy Products	56	Little Ricky Rocko Productions	82	Media Perspectives	30,122
Joyner Communications, Inc.	94	L.K. McNally Associates	82	Media Research Graphics, Inc.	30,122
Julio Productions	81	LMR	107	Media Sound, Inc.	69
Julio's Original Comedy Service	81	Local Marketing Corp.	29	Media Specialists	30
Julio's On The Air	81	Logitek	42	Media Strategies	30
Paul Kagan Associates, Inc.	28	Jim Long Companies	29	Media Technology Capital Corp	49
Kahn Communications	42	Lontos Sales & Motivation	29	Media Touch Systems, Inc.	18
Kaleidophonic Jazz	81	Lotto Network, Inc.	82	Media Venture Partners	64
Kaleidophonics	81	Lotus Communications, Corp.	95	Media Vision	30

DIRECTORY INDEX

Media/Scan	58	National Academy of Songwriters	50	Pacific Northwest Broadcasting	97
Mediabase Research Corp.	122	National Aircheck	36,122	Pacific Recorders & Engr. Corp.	43
MediaComm	95	National Association of Broadcasters	50	Pacific Foundation	97
Mediacor, Inc.	64	National Association of College Broadcasters	50	Packer Communications	31
Mediamark Research, Inc.	122	National Association Of Farm Broadcasters	50	Palmer Communications, Inc.	97
The Mediators	82	National Association of Home Builders	83	PAMS Jingles	70
Mediavision Ltd.	30	National Association of Media Brokers	50	Pan American Satellite	70
MediaWorks	30	National Assoc. of Recording Merchandisers	50	Pandisc	108
Megaforce Worldwide	107	National Black Network	83	PAR	108
MegaMedia Worldwide	30	National Broadcast Talent Coordinators	36	Paragon Research	122
Melcor Broadcasting Company	82	National Broadcasting School	15,36	Paramount Pictures	65
Memory Machine	107	National Education Center	15	Park Communications	97
Memphis Airships	58	National Farm Report	83	Parker Communications, Inc.	97
Merchants National Bank and Trust Co.	49	National Incentive Resources	58	Parking Meter Advertising	58
Mercury	107	National Supervisory Network	30	Parkway/Muse, Inc.	83
Mercury/PolyGram Nashville	108	National Wildlife Federation	83	Pasha	108
Mesa Broadcasting Group	95	Nationwide Communications	96	Pathe Communications	65
Metal Blade	108	Nationwide Sound Distributors	108	Pathfinder Consulting	31,126
Metro Traffic Control	82	Natural Sound	83	Patrick Broadcasting Consulting	31
Metroplex Communications	96	NBC Radio Network	83	Patrick Communications Corp.	31
Meyer Communications, Inc.	96	Neer Perfect Productions	70,83	Patrick Programming Service	31
MGM/UA	65	Network	36	Patt Media Sales	115
Charles Michelson & Sons	82	Network Music, Inc.	70	Byron Paul Voices	70,83
Robert Michelson Inc.	82,132	Neve	43	Paula	108
Mid-America Radio Group Inc.	96	New Alliance	108	Paw Productions/Polar Graphics	58
Mid-West Family Stations	96	New Century Broadcasting	83	PDS	109
Middle Ear	70	New England Digital	43	Peninsula Productions	70
Midwest Aircheck	36	New England Media, Inc.	64	Penthouse	109
Midwest Communications, Inc.	96	New Hope Communications	70	Peoples Network, Inc.	83
Miller Design	70	New Line Cinema	65	Perrygraf	58
Miller, Kaplan, Arase & Co.	49	New School for Social Research	15	Personalized Computer Assistance/PCA	19
Paul Miller & Company	115	New World Music & Sound	43	Personnel Services Group	36
Miramar	108	New World Pictures	65	Peters Productions, Inc.	31
Jay Mitchell Associates	30,58,122	NewCity Communications	96	Keith Petersen & Associates	31,58,126
MJI Broadcasting Inc.	82	NewMarket Media Corp.	96	Peterson Media Services	31
MJM Research	122	The News That Didn't Make The News	131	Doyle Peterson & Associates	64
MNN Radio Networks, Inc.	43,82	NewsMaker Interviews	83,131	Phantastic Phunnies	83,131,70
Mo' Money Associates	58	Next Plateau	108	Phase 1	70
Mobile Fidelity	108	Nightengale-Conant Corporation	31	Philadelphia Music Works	70
Modern	108	Nite	108	Mitch Phillips	70
Modulation Sciences	43	Noalmark Broadcasting	96	PIA Radio Sports	83
Moffat Communications, Ltd.	96	Noble Broadcast Group	96	Pie in the Sky	59
Mood Creations, Inc.	70	Non-Stop Productions, Inc.	83	John L. Pierce Associates	64
Moody Bible Institute of Chicago	96	North American Network	58,83	Pipeline	36
George Moore & Associates	64	North Star	108	Pizzolatto and Pizzolatto	31
K.P. Moore Productions	70	Northeast Broadcasting School	15	PM	109
Tim Moore & Assoc.	30	Northwestern College Radio Network	96	Point of Purchase Radio Corp.	71
M.O.R. Media	30	Nostalgia Notes	131	Pollack Media Group	31
Morgan Stanley & Co.	49	Not Just Jingles	70	Pollack Media Nashville	31
Mortenson Broadcasting	96	NPR Satellite Services	58,70	Irwin Pollack In-Station Sales Training	31
Moseley Associates	43	NSD	108	Polydor	109
Moss Broadcasting Comm, Inc.	30,82,115	NTR Network	83	Margie Poole Creative Services	31
Motorola Inc./AM Stereo	43	Numark Electronics	43	Poolside Productions	71,83
Motown	108	O'Brien & Shore Broadcast Enterprises	31	Post-Production Services, Inc.	132
Mr. Radio's Creative Productions	30,36	O'Connor Creative Services	70	Powersound Productions	71
M.R.N. Radio	82	Dan O'Day	30	Prairie Broadcast Training Institute	15,36
MRS Development	30	O'Grady & Associates	64	Premiere Radio Networks	83
MSA (Music Service Associates)	70	O'Liners	131	Premium Connecting Point	19
MTN Broadcasting, Inc.	96	Bobby Ocean, Inc.	70	Price Broadcasting Co.	97
Muddy Mitch Productions	70,82,131	Oceana	108	Price Communications	91
Mugs Unlimited/Ashtray Sales Unlimited	58	O'Connell Productions	70,83	Price Waterhouse	49
Multimedia Broadcasting	96	Ogden Newspapers	96	Prime Cuts Comedy Service	83,131
T.J. Murphy Productions	70	Ohio School of Broadcasting	15	Priority	109
Muse/Savoy Jazz	108	Olivia	108	Private Music	109
Music Awareness Travel Promotions	58	Olympia Broadcasting Corp.	97	Pro Audio Makers	36,71,84
Music Director Programming Service	70,82	Olympia Broadcasting Networks	83	The Proctor Group, Inc.	64,132
Music Only Consultants	30	Omnimusic	70	Producer's Audition Hotline	71
Music Unlimited Productions	30,82	Omnisoft Systems, Inc.	19	The Production Garden	71
Music West	108	ON AIR Software, Inc.	19	Professional Audio Supply	43
Music World	70	On The Radio Broadcasting	83	Professional Media, Inc.	71,84
Musica En Flor	30	Warren Only Datacom	31	Professional Radio Networks	84
Musical Starstreams	82	Ontrack Communications	83,131	Profile	109
MusicMinder	18	Optimism, Inc.	108	Program Distributors	84
Musicroise	108	Orange Productions	83	The Programming Associates	31
MUSICSCAN	18	Orban	43	Programming Co-Op	31
Musicworks, Inc.	82	Original Sound	108	The Programming Works	32
Mutual Broadcasting System	82	Orion Pictures	65	ProMedia	84
Nagra Magnetic Recorders, Inc.	43	Osborn Communications	97	The Promoter Newsletter	59
Narada	108	Ostrander-Wilson Stations	97	Promotion & Marketing Monthly	59
Narwood Productions Inc.	83	Otari Corporation	43	Promotion of the Month Club	59
Nastymix	108	Ott & Associates	31	PUNCHLINERS	84,131

DIRECTORY INDEX

PWL America	109	Republic Radio	115	Shamrock Broadcasting	98
Pyramid Broadcasting	97	Research Concepts Company	32,126	Shamrock Communications, Inc.	98
QEI Corp.	43	The Research Corporation	126	Shanachie	110
QSC Audio Products	43	The Research Group	32,126	Shane Media Services	33,126
Quantum Audio Labs	43	Research Specialists, Inc.	32,126	Patrick S. Shaughnessy & Associates	33
Quark	109	Reservoir	109	Shaw-Spelling Associates	85
Queensgate Press	59	Rex	84	Sheen Radio Network	71,85
Questcom Radio Brokerage, Inc.	64	Reymer & Gersin Associates	126	Shepherd Enterprises	98
R&R Job Hotline	36	Gary M. Reynolds & Associates	59	Sheridan Broadcasting	98
Ken R. Inc.	71	Rhino	109	Sheridan Broadcasting Network	85
Joel Raab, Country Programming/Marketing	32	Gordon Rice Associates	64	Sheridan Broadcasting Network Sports	85
The RAD Report	32,126	Cecil L. Richards, Inc.	64	Sheridan Broadcasting Networks	85
Radio & Television Commission	84	Richardson Electronics, Ltd.	44	Sheridan Elson Gourvitz	132
Radio Advantage Corporation	59	Richardson Programming Services	126	Barry Sherman & Associates, Inc.	33,49,64
Radio Advertising Bureau, Inc.	50	Riley Representatives	64	Shively Laboratories	44
Radio AMEX/AMEX Business Talk	84	J.L. Ritter Productions	71	Shure Brothers, Inc.	44
Radio Broadcast Communications	15,32	RKO General	97	SI Communications	85
Radio Cinema	84	Dave Roberts Associates	32,126	(SIC) Products	131
Radio Computing Services	19	Rock-It Studios	171	Signature Broadcasting	98
Radio Connection	36	Rodgers Broadcasting Corp.	97	SILCO Super Promotions, Inc.	60
Radio Direct	84	David Rogers & Associates	32	The Sillerman Companies	49
Radio Et Cetera	32,59	Rosier Creative	132	Silverman Productions	132
Radio Express	84	Roslin Radio Sales, Inc.	115	Silvertree, Inc.	71
Radio Index, Inc.	126	Roth Communications	98	Simmons Market Research Bureau	126
Radio Information Center	126	Rounder	109	Sire	110
Radio Links	84,131	Robert W. Rounsaville & Associates	64	Sisapa	110
Radio Marketing Concepts	32	R.P.M. Associates	32	Six-One-Five	110
Radio Marketing Department	59	RPMC, Inc.	59,84	16th Avenue	110
Radio Marketing Services	59	RRN Inc.	59	Sixty-Second LP Inc.	85
Radio Network Association	50	RTC, Inc.	59	Sixty-Second Preview	85
Radio New England, Inc.	84	Rumbaut & Associates	49,64	SJS Entertainment Corp.	85
Radio On	32,59	J.R. Russ	33,126	Barry Skidelsky, Esq.	33
Radio Plus	32	Rykodisc	110	Sklar Communications	33
Radio Program Director Report	32	S & S Broadcast Software, Inc.	19	Skoures Pictures	65
Radio Program Services	84	W.R. Sabo Inc.	33,59	SkyRider Alrship	60
Radio Programming & Management, Inc.	84	Sacred Heart Program, Inc.	84	Skywatch Weather Center	33,85
Radio Resources and Services Corp.	43	Saga Communications	98	Slash	110
Radio Rx	32	Sailors & Assoc.	64	Sleeping Bag	110
Radio Sales Management Resources	19,32	Pete Salant Broadcast Consultant	33	SM Communications Ltd.	33
Radio Shorts, Ltd.	84	Salem Communications Corp.	98	Clark F. Smidt, Inc.	33
Radio Success Services	32	Sales Athlete	33	Smith and Company	33,126
Radio Systems, Inc.	43	Jeff Salgo & Assoc.	33	Snowden Associates	64
Radio-Television News Directors Association	50	Salomon Brothers Inc.	49	Society National Bank	49
Radio Time Sales/International	115	Salsbury/Ziglar Marketing Associates	85	Solar/Constellation	110
Radio Today Entertainment	84	The Samuel Goldwyn Company	65	Denny Somach Productions	60,71,85
Radio Ventures	84	San Diego's Audio Duplicator	71	Sonic Atmospheres	110
Radio Ventures I, LP.	97	Sanders & Co.	49	Sono-Mag Corporation	44
Radio Weather Network	84	Sandler Media Group	49	Sony Professional Audio	44
Radio-Active Promotions	59	Sandusky Radio	98	SOR	110
Radio-TV Interview Report Magazine	84	Santa Cruz Studios	65,71,132	Sorenson Broadcasting	98
Radioactivity, Inc.	32,64	Ray Sasser & Associates	33	Sound Approach, Inc.	60
Radiocraft, Inc.	84	Satellite Music Network	85	Sound Creations Productions	71
The RADIOGUIDE People, Inc.	59	Satellite Production Network, Inc.	71	Sound Data Research, Inc.	19,33,126
RadioResearch, Inc.	126	Satterfield & Perry	64	Sound Decisions	33,126
RadioVisions Music	32	Savalli Broadcast Sales	115	Sound Ideas	71
RadioWare	19,126	Sawtooth Software	19	Soundcraft, USA	44
radioWAVE	84,131	SB Management	33	Soundscapes	85
RAG Electronics	43	SBK	110	SoundTech	44
Rah Rah Productions	19,32	Schafer World Communications Corp.	44	Soundtrack	71
Rahn Productions International	71	School Watch (Dynatech Newstar)	19	The Source	85
Rainbow Communications, Corp.	97	Kathryn Schumacher & Associates, Inc.	58	South Central Communications	98
Rainmaker Inc.	71,84,131	Sconnix Broadcasting Company	98	Southeast Plastics	60
RAM Broadcast Systems, Inc.	44	Score Productions, Inc.	60	Southern Communications, Inc.	98
Lee Randall	32,126	Scotti Brothers	110	Southern Minnesota Broadcasting Co.	98
Rantel Research	126	Scotti Brothers Pictures	65	Southern Tracks	110
The Jim Raposa Company	71	Scrambl-Gram, Inc.	60	Southern Trax Production Co.	71
R.C. Rawson	59	Scripps Howard Broadcasting Co.	98	Southern Union Blues	34
RBM International	59	Sea Breeze	110	Southwest School of Broadcasting	15
RCA	109	Search America	36	Sovereign	110
Reams Broadcasting	97	Seaton Stations	98	SP Productions/Techsonics on CD	85
John M. Reans Radio Production & Programs	84	SECK	44	Space-Crafts, Inc.	60
Recognition Services	59	Secret Identitee Merchandising	60	SpaceCom Systems	72
Redline Balloon Racing Team	59	Secured Capital Corporation	49	Sparrow	110
Redwood	109	Seehafer Broadcasting Corp.	98	Spartan Flag Co.	60
Reel Fun Productions, Inc.	44	SEGUEntertainment	71,85	Specialized Business Systems	19
The Regional Group	97	Select	110	Specs Howard School of Broadcast Arts, Inc.	15
Regional Reps Corp.	115	Semper-Barris, Inc.	33,60	Spectrum Research	19,34,126
Thom Reinstein Productions	84	The Senate Today Newsfeed	85	Spencer Broadcast	44
Relativity	109	Sennheiser Electronics Corp.	44	Spindletop	110
Rende Broadcasting Corp.	97	Serenity	110	Split Second Music	72
Rendezvous	109	SESAC	50	SportCom Associates	85
Reprise	109	Shadow Traffic Network	85	Sports Byline USA	85,131

DIRECTORY INDEX

SportsTicker	85	The Telemart Co.	34,60	Vega (A Mark IV Company)	45
The Spotwise Agency	60,132	TeleMax Voice Systems	45	The Very Best Videos	87
Spring	111	Telemedia Corp.	100	Viacom Broadcast Group	101
SRO Broadcasting	98	Telemetrics, Inc.	34,128	Video Protection Company	61
SST	111	TelePrograms, Inc.	86	Video Viewer	87
Nic St. John Broadcast Services	19	Telesis Resources Unlimited Int'l, Inc.	34,45	Viewfacts, Inc.	128
Stadlen Radio Associates, Inc.	34,126	Telos Systems, Corp.	45	Virgin	111
Standard Radio Inc.	99	Tesset Inc.	34	Visual Musik	111
Stanton Magnetics, Inc.	44	Tesset Inc./Hit-Picker	19	Don Vogel	87
Star Capital Corp.	49	TFT, Inc.	45	Voice Over L.A.	36,72
Star Communications	60,85	TGM Evaluations, Inc.	34	VOICE BOX	73
StarDate	86,131	That's Entertainment, Inc.	60	Voiceworks Studios	73
Howard E. Stark, Media Broker	64	The WET Forecast	86,131	Voyager	111
Starmagic Radio	86	Theresa	111	Voyager Communications Group	101
Starstream Communications Group, Inc.	60,86	Thief River Falls Technical College	15	Vuolo Video Air-Chex	73
Startrak Studios	72	Thoben VanHuss & Associates	64	W.A.C.O. Morning Sidekick	87
State Street Bank & Trust Company	49	Johnny Thomas Productions/AAA Services	72	Walker Media, Inc.	64
Stationbase	19	Thompson Creative	72	Rusty Walker	87
Statiras	111	Pat Thompson Co.	64	Wall Street Journal Radio Network	34
Stauffer Communications, Inc.	99	Three 'R' Premlums	60	Todd Wallace Associates	34
Stecker-Thompson Associates	34	3M Professional Audio/Video	45	Hugh Wallace, Inc.	116
Steele Radio Production Consultants	34,72	3-Strikes Custom Design	60	Walrus Research	128
R.D. Steele Creative Services	72	Tichenor Media System, Inc.	100	Walt Disney/Touchstone	65
Sterling National Bank	49	Time for Talk	86	Ward — Beck Systems, Ltd.	45
Gary Stevens & Co., Inc.	64	Timm Enterprises	100	Warner Bros.	112
Jay Stevens & Associates	34	TK Communications, Inc.	100	Warner Brothers	65
Kris Stevens Enterprises	72,86	TM Communications	72	Warner Stations	101
Stoner Broadcasting System, Inc.	99	The Nashville Network Radio	86	Jim Warren Entertainment	61,87
Strata Marketing, Inc.	19	Tobin Communications, Inc.	34,128	Washington International Teleport	73
Strategic Radio Research	128	Tommy Boy	111	Ken Webb Enterprises, Inc.	87
Stratford Research	128	Topical Punch	86,131	Wak Record Group	112
Street Pulse Group	128	Torbet Radio	116	J.N. Wells & Company, Inc.	65
STRZ Entertainment Network	86	Edwin Tornberg & Company, Inc.	64	Wellwood Int'l. Film Production	132
Studer Revox America, Inc.	44	Total Recording	111	Wescom Group, Inc.	101
Studio 53 Productions	72	Ric Tower's Power Sheets	131	Wescom Media Services	34
Studio Center	132	Trained Ear Ltd.	34,36	West	112
Studio 140	72	TransAmerica Telemarketing	60,128	West Communications	34
Suburban Radio Group	99	Transit Advertising Displays, Inc.	60	Jim West Company	34
Success Broadcast Marketing	34,60	Transmedia	86,131	Western Front Broadcasting	87
Sudbrink Broadcasting Co.	99	Kim Travis Programming Consultants	34	Westinghouse Credit Corp.	49
Sudbury Services Inc. &	99	Tree Dimensions	45	Westwood One Radio Networks	87
Dick Summer Communications	72,86	Tri Group, Inc.	100	Westwood One, Stations Group, Inc.	101
Summit Bank of Indianapolis	49	Tri-Star Pictures	65	WFMT Fine Arts Network	87
Summit Communications Group, Inc.	100	Tribune Broadcasting	100	What	112
Sun Radio Network, Inc.	86	Tribune Radio Networks	86	Wheatstone Corporation	45
Sundance Broadcasting	100	Trident Audio USA	45	Ron White	35
Sunday Night Productions	86	Trivia Mystery Voices	72,86	Gary Whiteaker Corp.	73,87,131
SunGroup, Inc.	100	TRM Group	116	Whiteco Metrocom	61
Sunkyon Magnetic America Inc.	44	Morrie Trumble & Associates, Inc.	86	Who's Who in Jazz	112
Sunnyside	111	Trumper Communications	100	Wiederkehr Inflatables	61
Sunrise Media Group	100	Trumpet	111	Wilks/Schwartz Broadcasting	101
Sunshine Group Broadcasting	100	Turbo Techsonics	72	Willight Radio Research	128
Superadio Ltd. Partnership	86	Turn Key Micro Systems	19	George Williams Communications	35
Superadio Network	86	TVT	111	Willis Broadcasting Corp.	101
Supertrax Production Services	72	20th Century Fox	65	WIN Communications	101
Susquehanna-Pfaltzgraff Co.	100	21st Century	65	WinCom Radio Group	101
Sutra	111	27th Dimension Inc.	72,87	Windham Hill	112
Sweet Heart	111	Twin/Tone	111	Windstar Studios, Inc.	65,132
Terry Sweet & Associates	72	2B System Corp.	60	Winfas, Inc.	101
Symatrix	44	U.S. Tape & Label	61	Wing	112
Syndicom	86	Unidyne Communications	87	Withers Broadcasting	101
The Systemation Corporation	19,44,86	Uniflex College	15	Wood & Company	65
Szabo Associates, Inc.	49	Union Ticket Agency	61	Jim Wood & Associates	35
TA Communications Partners	49	Unistar Radio Networks	87	Woodling & Associates	49,65
Tabu	111	Unistar Radio Programming	87	Woodward Communications Inc.	101
Jack Taddeo Communications Corp.	34	United Broadcast School	15	World Beat and Reggae	87
Take A Trip America	60	United Broadcasting	100	World Masters	61
Talent Bank	36	U.P.I. Radio Network	87	World Space Report	87
Talent Developers	15,36	United Syndications Radio Network	87	World Tower Company Inc.	45
TALENTMASTERS	36	Universal Broadcasting	101	WorldSource, Ltd.	61
Talknet	86	Universal Pictures	65	WTG	112
Tapecaster	44	Upside	111	WTIX Business Radio	73
TAPSCAN, Inc.	19	UREI	45	WTMJ, Inc.	101
Target Tuning, Inc.	45,60	U.S. Weather Service	87	Wynnco Enterprises	61
Taylor Communications	100	USA Radio Network	87	Xanadu	112
TBA/Tall Tree	111	USA TODAY Radio Data Service	87	Yamaha Corporation of America	45
TD Productions	86	USA TODAY Spanish Radio Noticias	87	Yancey Marketing Corp.	35,61
TEAC of America, Inc.	45	Utility Tower Co. A-Corporation	45	Bob Young Radio Research	128
Technidisc, Inc.	45,72	Valentino, Inc.	72	Youngs, Walker & Co.	35
Techsonics 2 The Music Library	72	Valley International, Inc.	45	Zapnews	87
Telarc International	111	Vallie Consulting	34	Thomas R. Zarecki, Consultant	35
Tele-Joke	86,131	VanWinkle Syndications	87	Zephyr Press	61
Tele-Talent, Inc.	60,72	Varlan Continental Electronics	45		
Telegenics, Inc.	60,72	Steve Vaus Productions	72		

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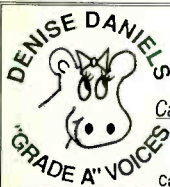
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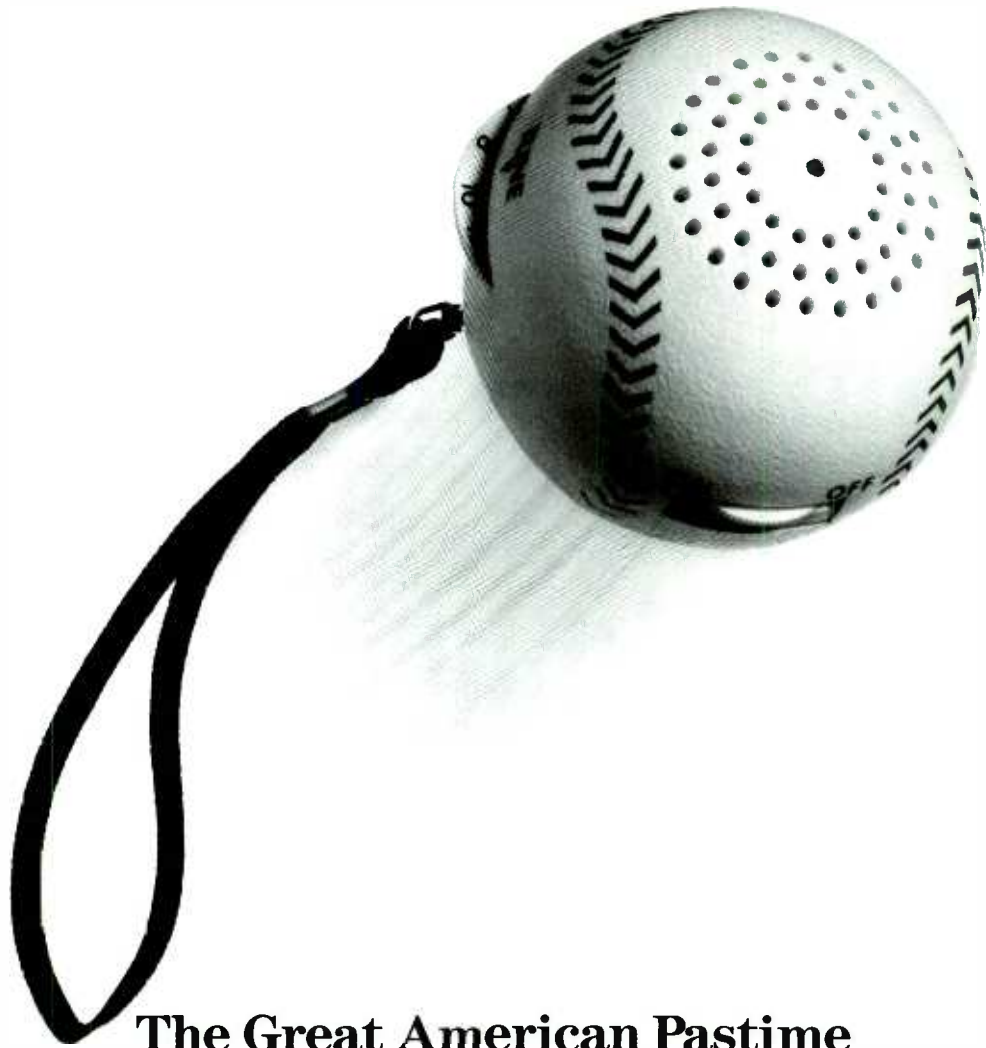
MARKET INDEX

Akron (68)	199	Houston-Galveston (10)	160	Providence-Warwick-Pawtucket (28)	184
Albany-Schenectady-Troy (54)	199	Indianapolis (37)	161	Raleigh-Durham (61)	215
Albuquerque (78)	200	Jacksonville (51)	208	Richmond (55)	215
Allentown-Bethlehem (63)	200	Johnson City-Kingsport-Bristol (92)	209	Riverside-San Bernardino (33)	185
Anaheim-Santa Ana (20)	143	Kansas City (27)	164	Roanoke-Lynchburg (94)	216
Atlanta (12)	144	Knoxville (69)	209	Rochester, NY (45)	187
Austin (59)	201	Lansing-East Lansing (97)	210	Sacramento (30)	188
Bakersfield (98)	201	Las Vegas (65)	210	St. Louis (15)	189
Baltimore (17)	145	Little Rock (81)	211	Salt Lake City-Ogden-Provo (38)	190
Baton Rouge (80)	202	Los Angeles (2)	162	San Antonio (36)	191
Birmingham (52)	202	Louisville (49)	166	San Diego (16)	192
Boston (8)	146	McAllen-Brownsville (76)	211	San Diego North County (62)	216
Bridgeport (93)	203	Memphis (42)	167	San Francisco (4)	193
Buffalo-Niagara Falls (39)	147	Miami-Ft. Lauderdale (11)	168	San Jose (29)	194
Charleston, SC (82)	203	Milwaukee-Racine (26)	169	Sarasota-Bradenton (86)	217
Charlotte-Gastonia-Rock Hill (41)	148	Minneapolis-St. Paul (18)	170	Seattle-Tacoma (14)	196
Chattanooga (96)	204	Mobile (88)	212	Spokane (99)	217
Chicago (3)	149	Monmouth-Ocean, NJ (44)	171	Springfield, MA (73)	218
Cincinnati (31)	151	Monterey-Salinas-Santa Cruz (75)	212	Stockton (90)	218
Cleveland (22)	152	Morristown (95)	213	Syracuse (67)	219
Coastal North Carolina (85)	204	Nashville (46)	172	Tampa-St. Petersburg (21)	197
Columbia, SC (91)	205	Nassau-Suffolk (13)	173	Toledo (72)	219
Columbus, OH (34)	153	New Bedford-Fall River (84)	213	Tucson (64)	220
Dallas-Ft. Worth (7)	154	New Haven-Meriden (89)	214	Tulsa (57)	220
Dayton (48)	155	New Orleans (35)	175	Washington, DC (9)	198
Denver-Boulder (24)	156	New York (1)	176	West Palm Beach (53)	221
Detroit (6)	157	Norfolk-Virginia Beach- Newport News (32)	177	Wichita (87)	221
El Paso (79)	205	Oklahoma City (47)	178	Wilkes Barre-Scranton (60)	222
Fresno (71)	206	Omaha-Council Bluffs (70)	214	Wilmington (77)	222
Grand Rapids (66)	206	Orlando (43)	179	Worcester (100)	223
Greensboro-Winston Salem (50)	158	Philadelphia (5)	160	Youngstown-Warren (83)	223
Greenville-Spartanburg (58)	207	Phoenix (23)	181		
Harrisburg-Lebanon-Carlisle (74)	207	Pittsburgh (19)	182		
Hartford-New Britain (40)	159	Portland, OR (25)	183		
Honolulu (56)	208				

Numbers following market listings indicate market rank in the Spring '90 ratings period.

ADVERTISER INDEX

Adult Contemporary Concepts	20	Durpetti & Associates	113	The Radio Marketing Department	55
Alan Burns & Associates	25	Empire Hotel	176	Radio Today Entertainment	
Arbitron Ratings	inside back cover	Fidelipac Corp.	7	inside front cover	
AT&T Commercial Finance Corporation	46	Film House Inc.	1	Rantel Research	117
Audio Concepts & Engineering	22	Hagen Media Research	26	Sound Data Research	120
The Benchmark Company	129	IDB Communications	10	Spectrum Research	127
Birch/Scarborough Research	13	Image Point Productions	99	Talent Masters	36
Bolton Research	119	International Tapetronics	39	TAPSCAN	18
Boom Media	52	Mark Kassof & Company	123-125	The TeleMart Company	135
BPI Entertainment News Wire	77	Killer Music	3	TeleMax Voice Systems	41
Broadcast Direct Marketing	53	Killer Tracks	74	U.S. Tape & Label	142
Broadcast Investment Analysts	48	Paragon Research	121	Vallie Consulting	21
Broadcast Marketing Services	57	The Programming Works	24	Wall Street Journal/Dow Jones Report	5
Century 21 Programming Inc.	back cover	Questcom Radio Brokerage, Inc.	63	Westwood One	cover
The Children's Health News Network	79	Joel Raab Programming Consultants	137	Xerox	75
Coleman Research	23,139	Radio Computing Services	17	Zapnews	81
Cox Enterprises, Inc.	163	Radio Expenditure Reports Inc.	118		



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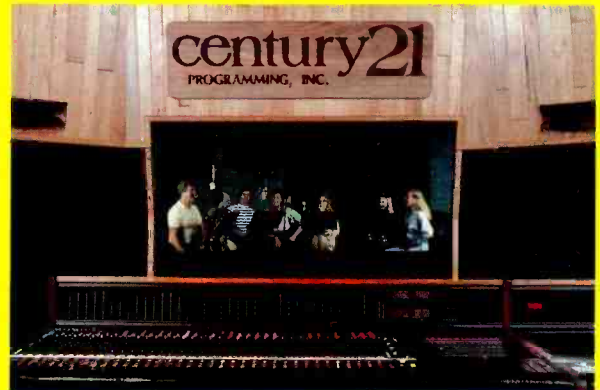
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