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Numbers following market listings indicate market rank in the Spring '96 ratings period.

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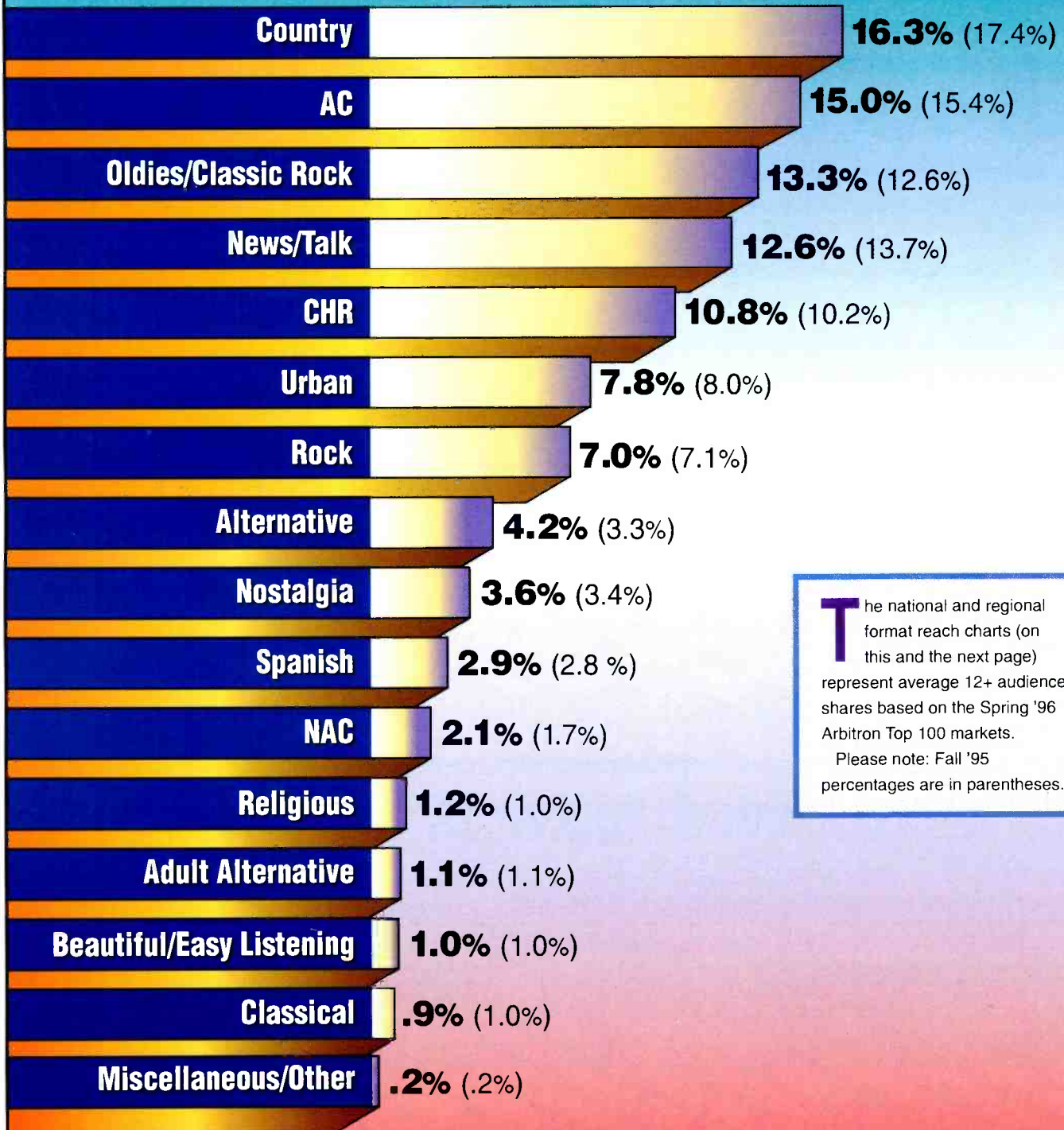
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NATIONAL FORMAT REACH

Compared to last Fall's numbers, CHR improved quite nicely, thanks to the stunning debut of **WKTU/New York** and fine showings from a gaggle of other CHRs around the country. The format is up a full share point since Spring '95 and the improvement was most dramatic in the East and South. News/Talk was down compared to last Fall's O.J.-dominated airwaves but it's about even on a year-to-year basis. Alternative also gained big since last Spring, adding a full share point. But Country lost a share and a half in the last year.



The national and regional format reach charts (on this and the next page) represent average 12+ audience shares based on the Spring '96 Arbitron Top 100 markets. Please note: Fall '95 percentages are in parentheses.

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1-800-255-6350.

The screenshot displays the Maestro software interface. The main window features a menu bar (Workstation, View, Tools, Help) and a control panel with buttons for Play, Pause, Stop, and Auto. Below this is a queue table with columns for Cart#, Title, Time, and Artist. The queue includes items like 'Non-stop Music Kickoff', 'BRIAN W', 'KENNY C', 'MILLER LITE', 'PIZZAHUT', 'COKE/DIET', 'MCDONALD'S RESTAURANT', 'Voice Track', '70's Flashback', 'KHHT - Legal ID #1', 'KHHT - U/M', 'THE LION SLEEPS TONIGHT', 'KISS FM Jingle', and 'SOUL MAN'. A 'Cart Express' window is open, showing a grid of music tracks such as 'Straight Tequila Night', 'Accs', 'Drive South', 'She's Not The Cheatin' Kind', 'Every Little Thing', etc. An 'Audition' window is also visible, showing details for 'Cart Number: J104', 'Description: FALL IN LOVE', and a progress bar with time markers from 00:00:00 to 01:31:06.

Main Screen

Audition Window



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REGIONAL FORMAT REACH

Fall '95 percentages are in parentheses.

EAST

AC	17.3 (19.3)
NEWS/TALK	16.1 (18.3)
CHR	15.4 (13.9)
OLDIES	13.1 (11.7)
COUNTRY	9.6 (9.8)
ROCK	7.5 (8.1)
URBAN	5.5 (5.5)
ALTERNATIVE	5.4 (3.9)
NOSTALGIA	4.8 (4.6)
NAC	1.5 (1.3)
CLASSICAL	1.1 (1.3)
ADULT ALT	.8 (.6)
SPANISH	.8 (.7)
RELIGIOUS	.7 (.6)
B/EZ	.4 (.4)
MISC	0 (0)



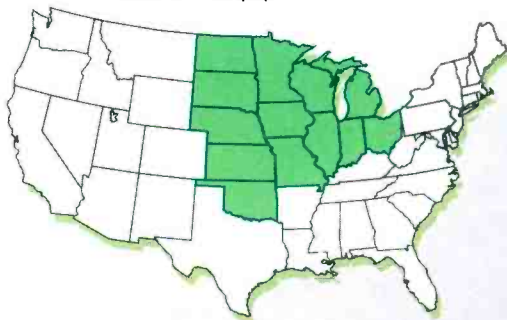
SOUTH

COUNTRY	20.7 (21.6)
AC	13.4 (13.9)
URBAN	13.1 (13.7)
OLDIES	11.7 (10.9)
CHR	9.7 (8.5)
NEWS/TALK	8.1 (9.1)
ROCK	6.7 (7.3)
SPANISH	4.7 (4.1)
NOSTALGIA	2.8 (2.5)
RELIGIOUS	2.8 (1.9)
ALTERNATIVE	2.4 (2.1)
B/EZ	1.9 (1.9)
NAC	1.6 (1.5)
ADULT ALT	.5 (.8)
CLASSICAL	.3 (.3)
MISC	0 (0)



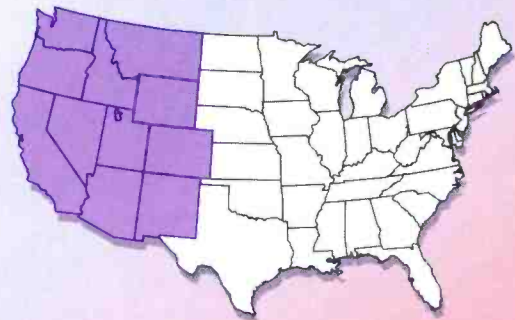
MIDWEST

COUNTRY	18.6 (20.6)
OLDIES	15.6 (14.4)
AC	15.2 (14.5)
NEWS/TALK	14.6 (15.0)
ROCK	7.9 (7.5)
URBAN	7.4 (7.4)
CHR	6.9 (7.6)
ALTERNATIVE	5.7 (4.2)
NOSTALGIA	3.2 (3.4)
NAC	1.8 (1.9)
ADULT ALT	1.3 (1.0)
CLASSICAL	.9 (.9)
RELIGIOUS	.4 (.5)
SPANISH	.3 (.2)
B/EZ	1.2 (.6)
MISC	0 (0)



WEST

AC	15.7 (15.4)
NEWS/TALK	15.1 (16.0)
OLDIES	13.8 (14.3)
COUNTRY	12.3 (14.3)
CHR	12.2 (12.1)
ROCK	6.3 (5.3)
ALTERNATIVE	4.8 (3.9)
SPANISH	4.5 (5.5)
NOSTALGIA	4.2 (4.1)
NAC	3.8 (2.4)
ADULT ALT	2.3 (2.2)
CLASSICAL	1.8 (1.9)
MISC	.9 (.9)
URBAN	.9 (.7)
B/EZ	.6 (.5)
RELIGIOUS	.6 (.3)





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WKTU, New York*

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*Barbara Sherry...Production Director
Peach 94 Nine, Atlanta*



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*Ross Wilson...Production Director
K101, San Francisco*

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*Dan Mettler...Chief Engineer
WNDE/WFBQ, Indianapolis*

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*Byron Swanson...Chief Engineer
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AVERAGE QUARTER-HOUR

- 1. WXBQ-FM/Johnson City-Kingsport (Country) . 28.0
- 2. WIVK-FM/Knoxville (Country) 24.5
- 3. WWDM-FM/Columbia, SC (Urban) 20.3
- 4. WRNS-AM & FM/Greenville, NC (Country) 19.2
- 5. WUSY/Chattanooga (Country) 17.5
- 6. WSIX-FM/Nashville (Country) 16.4
- 7. KPRR-FM/EI Paso (CHR/Rhythmic) 15.2
- 8. WDUV-FM/Tampa (Sarasota book) (B/EZ) 14.5
- 9. WKKO-FM/Toledo (Country) 14.2
- 10. WHAS-AM/Louisville (Full Service) 14.0
- 11. WKHK-FM/Richmond (Country) 13.9
- 12. KBNA-AM & FM/EI Paso (Spanish) 13.8
- 12. WZZK-AM & FM/Birmingham (Country) 13.8
- 14. KGBT-AM/McAllen-Brownsville (Spanish) 13.7
- 15. KUZZ-FM/Bakersfield (Country) 13.6
- 16. WIKS-FM/Greenville-New Bern (Urban/AC) ... 13.5
- 17. WQUE-FM/New Orleans (Urban) 13.2
- 18. KMOX-AM/St. Louis (Talk) 13.1
- 18. WAVV-FM/Ft. Myers (B/EZ) 13.1
- 20. WGNA-AM & FM/Albany (Country) 13.0
- 21. KDKA-AM/Pittsburgh (News/Talk) 12.8
- 21. KSSN-FM/Little Rock (Country) 12.8
- 21. WAMZ-FM/Louisville (Country) 12.8
- 21. WHRK-FM/Memphis (Urban) 12.8
- 25. WAEB-FM/Allentown-Bethlehem (CHR/Pop) .. 12.7

CUME

- 1. WKTU-FM/New York (CHR/Rhythmic) ... 2,547,700
- 2. WINS-AM/New York (News) 2,217,100
- 3. WLTW-FM/New York (AC) 1,908,400
- 4. WCBS-FM/New York (Oldies) 1,852,800
- 5. WQHT-FM/New York (CHR/Rhythmic) 1,828,000
- 6. WHTZ-FM/New York (CHR/Pop) 1,815,600
- 7. WCBS-AM/New York (News) 1,810,200
- 8. WPLJ-FM/New York (Hot AC) 1,671,200
- 9. KPWR-FM/Los Angeles (CHR/Rhythmic) . 1,621,000
- 10. WRKS-FM/New York (Urban AC) 1,626,800
- 11. WXRK-FM/New York (Alternative) 1,420,300
- 12. KIIS-AM & FM/Los Angeles (CHR/Pop) 1,407,400
- 13. WMXV-FM/New York (Hot AC) 1,337,200
- 14. KRTH-FM/Los Angeles (Oldies) 1,273,000
- 15. KLVE-FM/Los Angeles (Spanish) 1,265,100
- 16. WQCD-FM/New York (NAC) 1,256,900
- 17. KYW-AM/Philadelphia (News) 1,248,300
- 18. WOR-AM/New York (Talk) 1,234,200
- 19. WABC-AM/New York (Talk) 1,221,400
- 20. WFAN-AM/New York (Sports) 1,199,000
- 21. KOST-FM/Los Angeles (AC) 1,196,600
- 22. WBLS-FM/New York (Urban) 1,176,900
- 23. KBIG-FM/Los Angeles (AC) 1,100,900
- 24. KROQ-FM/Los Angeles (Alternative) ... 1,097,300
- 25. KKBT-FM/Los Angeles (Urban) 1,081,500

Adult Alternative

AVERAGE QUARTER-HOUR

- 1. KAEP-FM/Spokane 4.7
- 1. KTCJ & KTCZ/Minneapolis 4.7
- 3. WHPT-FM/Tampa (Sarasota book) 4.5
- 4. KFMG-FM/Des Moines* 4.1
- 4. KINK-FM/Portland, OR 4.1
- 6. KXPK-FM/Denver-Boulder 4.0
- 7. KFFG & KFOG/San Francisco 3.7
- 8. KBCO-FM/Denver-Boulder 3.6
- 9. WHPT-FM/Tampa-St. Petersburg 3.3
- 10. KPIG-FM/Monterey-Salinas-Santa Cruz 3.2

* Now Rock-formatted

CUME

- 1. KFFG & KFOG/San Francisco 528,400
- 2. WXRT-FM/Chicago 507,500
- 3. KSCA-FM/Los Angeles 366,000
- 4. WBOS-FM/Boston 351,200
- 5. KTCJ & KTCZ/Minneapolis-St. Paul 279,900
- 6. WSHE-FM/Miami-Ft. Lauderdale* 242,800
- 7. CIDR-FM/Detroit 219,000
- 8. KBCO-FM/Denver-Boulder 216,500
- 9. KXPK-FM/Denver-Boulder 212,100
- 10. KMTT-FM/Seattle-Tacoma 203,200

* Now WPLL-FM

Adult Contemporary

AVERAGE QUARTER-HOUR

- 1. WJBR-FM/Wilmington, DE 11.0
- 2. WAJI-FM/Ft. Wayne 10.7
- 3. KSSK-FM/Honolulu (Hot AC) 10.4
- 3. KURB-FM/Little Rock (Hot AC) 10.4
- 5. WRCH-FM/Hartford-New Britain 10.3
- 6. KMZX-FM/Tucson 9.7
- 6. WLEV-FM/Allentown-Bethlehem 9.7
- 6. WMGS-FM/Wilkes Barre-Scranton 9.7
- 6. WTVR-FM/Richmond 9.7
- 6. WWLI-FM/Providence-Warwick 9.7
- 6. WYYY-FM/Syracuse (Hot AC) 9.7

CUME

- 1. WLTW-FM/New York 1,908,400
- 2. WPLJ-FM/New York (Hot AC) 1,671,200
- 3. WMXV-FM/New York (Hot AC) 1,337,200
- 4. KOST-FM/Los Angeles 1,196,600
- 5. KBIG-FM/Los Angeles 1,100,900
- 6. KYSR-FM/Los Angeles (Hot AC) 863,700
- 7. WLIT-FM/Chicago 808,500
- 8. WTMX-FM/Chicago (Hot AC) 691,900
- 9. WBEB-FM/Philadelphia 648,900
- 10. KIOI-FM/San Francisco (Hot AC) 618,700

Alternative

AVERAGE QUARTER-HOUR

- 1. KKDM-FM/Des Moines 10.9
- 2. WEDG-FM/Buffalo-Niagara Falls 7.1
- 3. KEDG-FM/Las Vegas 7.0
- 4. KMYZ-FM/Tulsa 6.9
- 5. WGRD-AM & FM/Grand Rapids 6.6
- 6. WNVE-FM/Rochester, NY 6.3
- 7. WMMS-FM/Cleveland 6.0
- 8. KEGE-AM & FM/Minneapolis-St. Paul 5.8
- 9. KPNT-FM/St. Louis 5.7
- 9. WMRQ-FM/Hartford-New Britain 5.7
- 9. WNNX-FM/Atlanta 5.7

CUME

- 1. WXRK-FM/New York 1,420,300
- 2. KROQ-FM/Los Angeles 1,097,300
- 3. WKQX-FM/Chicago 1,002,000
- 4. WBCN-FM/Boston 526,100
- 5. WHYT-FM/Detroit 488,300
- 6. KITS-FM/San Francisco 487,100
- 7. WHFS-FM/Washington, DC 458,600
- 8. KDGE-FM/Dallas-Ft. Worth 436,400
- 9. WNNX-FM/Atlanta 434,500
- 10. KEGE-AM & FM/Minneapolis-St. Paul 384,500

Beautiful Music/Easy Listening

AVERAGE QUARTER-HOUR

- 1. WDUV-FM/Tampa (Sarasota book) 14.5
- 2. WAVV-FM/Ft. Myers 13.1
- 3. KUMU-FM/Honolulu 7.5
- 4. WRLX-FM/West Palm Beach-Boca Raton 6.9
- 5. WDUV-FM/Tampa 6.6
- 6. WADB-FM/Monmouth-Ocean, NJ 5.4
- 7. WNCT-FM/Greenville, NC 4.4
- 8. KMYD-FM/Des Moines 3.6
- 9. KOEZ-FM/Wichita 2.7
- 9. WXEZ-FM/Norfolk-Virginia Beach 2.7

CUME

- 1. WDUV-FM/Tampa 229,600
- 2. WRLX-FM/West Palm Beach 115,300
- 3. WAVV-FM/Ft. Myers-Naples 112,300
- 4. WDUV-FM/Tampa (Sarasota book) 110,900
- 5. KUMU-FM/Honolulu 93,100
- 6. WADB-FM/Monmouth-Ocean, NJ 86,100
- 7. WXEZ-FM/Norfolk-Virginia Beach 65,900
- 8. WCEZ-FM/Columbus, OH 60,100
- 9. WNCT-FM/Greenville-New Bern 50,800
- 10. XAAA-FM/McAllen-Brownsville 46,500

Contemporary Hit Radio

AVERAGE QUARTER-HOUR

1. KPRR-FM/EI Paso (CHR/Rhythmic) 15.2
2. WAEB-FM/Allentown-Bethlehem (CHR/Pop) . 12.7
3. WNNK-FM/Harrisburg (CHR/Pop) 12.3
4. KBFM-FM/McAllen-Brownsville (CHR/Pop) ... 12.2
4. KIKI-FM/Honolulu (CHR/Rhythmic) 12.2
4. WKRF & WKRZ-FM/Wilkes Barre (CHR/Pop) 12.2
7. WVKS-FM/Toledo (CHR/Pop) 11.5
8. WNTQ-FM/Syracuse (CHR/Pop) 10.9
9. KKMG-FM/Colorado Springs (CHR/Pop) 10.8
10. WHOT-FM/Youngstown-Warren (CHR/Pop) ... 10.7

CUME

1. WKTU-FM/New York (CHR/Rhythmic) ... 2,547,700
2. WQHT-FM/New York (CHR/Rhythmic) ... 1,828,000
3. WHTZ-FM/New York (CHR/Pop) 1,815,600
4. KPWR-FM/Los Angeles (CHR/Rhythmic) . 1,621,000
5. KIIS-AM & FM/Los Angeles (CHR/Pop) . 1,407,400
6. WBBM-FM/Chicago (CHR/Rhythmic) ... 1,063,800
7. WXKS-FM/Boston (CHR/Pop) 709,800
8. KMEL-FM/San Francisco (CHR/Rhythmic) .. 691,500
9. KYLD-FM/San Francisco (CHR/Rhythmic) .. 684,900
10. KHKS-FM/Dallas-Ft. Worth (CHR/Pop) 667,800

Classical

AVERAGE QUARTER-HOUR

1. KHFM-FM/Albuquerque 4.3
2. WGMS-FM/Washington, DC 4.1
3. KING-FM/Seattle-Tacoma 3.8
4. KBOQ-FM/Monterey-Salinas-Santa Cruz 3.7
4. WCRB-FM/Boston 3.7
6. KFSD-FM/San Diego 3.4
7. KXTR-FM/Kansas City 3.1
7. WFLN-FM/Philadelphia 3.1
7. WTMI-FM/Miami-Ft. Lauderdale 3.1
10. WQXR-FM/New York 2.8

CUME

1. WQXR-FM/New York 973,900
2. KKGO-AM & FM/Los Angeles 579,600
3. KDFC-FM/San Francisco 389,700
4. WNIB-FM/Chicago 371,800
5. WGMS-FM/Washington, DC 322,500
6. WFLN-FM/Philadelphia 321,500
7. WCRB-FM/Boston 321,400
8. WFMT-FM/Chicago 295,600
9. KING-FM/Seattle-Tacoma 255,500
10. WTMI-FM/Miami-Ft. Lauderdale 236,800

Country

AVERAGE QUARTER-HOUR

1. WXBQ-FM/Johnson City-Kingsport 28.0
2. WIVK-FM/Knoxville 24.5
3. WRNS-AM & FM/Greenville-New Bern 19.2
4. WUSY-Chattanooga 17.5
5. WSIX-FM/Nashville 16.4
6. WKKO-FM/Toledo 14.2
7. WKHK-FM/Richmond 13.9
8. WZZK-AM & FM/Birmingham 13.8
9. KUZZ-FM/Bakersfield 13.6
10. WGNA-AM & FM/Albany-Schenectady-Troy . 13.0

CUME

1. WUSN-FM/Chicago 692,600
2. KSCS-FM/Dallas-Ft. Worth 545,600
3. WKHX-FM/Atlanta 537,700
4. KZLA-FM/Los Angeles 512,500
5. WMZQ-AM & FM/Washington, DC 490,300
6. KILT-FM/Houston-Galveston 444,800
7. KKBQ-AM & FM/Houston-Galveston 436,400
8. KIKK-FM/Houston-Galveston 435,700
9. KYNG-FM/Dallas-Ft. Worth 430,300
10. WWWW-FM/Detroit 416,500

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NAC

AVERAGE QUARTER-HOUR

1. KYOT-FM/Phoenix	5.1
2. WSJZ-FM/Buffalo-Niagara Falls	4.4
2. WVAE-FM/Cincinnati	4.4
4. KOAS-FM/Tulsa	4.3
5. KEZL-FM/Fresno	4.2
6. WJCD-FM/Norfolk-Virginia Beach	4.1
7. WJZK-FM/Charleston, SC	4.0
7. WSJW-FM/Louisville	4.0
9. KKSF-FM/San Francisco	3.9
10. KKJZ-FM/Portland, OR	3.7

CUME

1. WQCD-FM/New York	1,256,900
2. KTWV-FM/Los Angeles	858,600
3. WNUA-FM/Chicago	646,600
4. KKSF-FM/San Francisco	465,300
5. WJJZ-FM/Philadelphia	401,300
6. KBLX-FM/San Francisco	385,300
7. KOAI-FM/Dallas-Ft. Worth	352,700
8. WVMV-FM/Detroit	313,800
9. WJZW-FM/Washington, DC	295,600
10. WJZZ-FM/Detroit*	295,100

* Became WCHB-FM (Urban) in September.



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News/Talk

AVERAGE QUARTER-HOUR

1. WHAS-AM/Louisville (Full Service) 14.0
2. KMOX-AM/St. Louis (Talk) 13.1
3. KDKA-AM/Pittsburgh (News/Talk) 12.8
4. WTIC-AM/Hartford-New Britain (News/Talk) .. 11.8
5. WKBN-AM/Youngstown (Talk) 11.7
6. WLW-AM/Cincinnati (Full Service) 11.0
7. WHO-AM/Des Moines (News/Talk) 10.7
8. WHAM-AM/Rochester, NY (News/Talk) 10.6
9. WCCO-AM/Minneapolis-St. Paul (Full Service) .. 10.5
10. KRMG-AM/Tulsa (Full Service) 9.8

CUME

1. WINS-AM/New York (News) 2,217,100
2. WCBS-AM/New York (News) 1,810,200
3. KYW-AM/Philadelphia (News) 1,248,300
4. WOR-AM/New York (Talk) 1,234,200
5. WABC-AM/New York (Talk) 1,221,400
6. WFAN-AM/New York (Sports) 1,199,000
7. WBBM-AM/Chicago (News) 1,012,300
8. WMAQ-AM/Chicago (News) 1,009,700
9. KFI-AM/Los Angeles (Talk) 985,600
10. KNX-AM/Los Angeles (News) 961,100

Nostalgia

AVERAGE QUARTER-HOUR

1. KJUL-FM/Las Vegas 9.3
1. WMMB-AM/Melbourne-Titusville 9.3
3. WROD-AM/Daytona Beach 7.8
4. KJWL-FM/Fresno 7.5
5. WRMR-AM/Cleveland 6.6
6. WABY-AM & FM/Albany-Schenectady-Troy ... 6.2
7. WGUL-AM & FM/Tampa (MOR) 6.1
8. WSCQ-FM/Columbia, SC 6.0
9. WOKY-AM/Milwaukee-Racine 5.9
10. WLKW-AM/Providence-Warwick 5.3

CUME

1. WQEW-AM/New York 597,600
2. KLAC-AM/Los Angeles 555,800
3. WPEN-AM/Philadelphia 319,300
4. KQUE-FM/Houston-Galveston 280,700
5. WAIT-AM/Chicago 263,600
6. KABL-AM/San Francisco 251,500
7. KIXI-AM/Seattle-Tacoma 229,000
8. WRMR-AM/Cleveland 199,600
9. KOY-AM/Phoenix 186,200
10. WJAS-AM/Pittsburgh 175,000

Oldies

AVERAGE QUARTER-HOUR

1. KQRS-AM & FM/Minneapolis (Cl. Rock) 11.6
2. WFBQ-FM/Indianapolis (Cl. Rock) 11.3
3. KKFM-FM/Colorado Springs 9.4
4. KOMA-FM/Oklahoma City 9.3
5. WODE-FM/Allentown-Bethlehem 9.2
6. WIMZ-AM & FM/Knoxville (Cl. Rock) 9.0
7. WMYU-FM/Knoxville 8.6
8. WAQY-AM & FM/Springfield, MA (Cl. Rock) ... 8.5
9. KGOR-FM/Omaha-Council Bluffs 8.0
10. KKXZ-FM/Spokane (Cl. Rock) 7.7
10. KEYN-FM/Wichita 7.7

CUME

1. WCBS-FM/New York 1,852,800
2. KRTH-FM/Los Angeles 1,273,000
3. WJMK-FM/Chicago 890,400
4. KCBS-FM/Los Angeles (Classic Hits) 763,300
5. WCKG-FM/Chicago (Classic Rock) 652,700
6. WOGL-FM/Philadelphia 630,300
7. WOMC-FM/Detroit 627,500
8. KQRS-AM & FM/Minneapolis (Cl. Rock) .. 601,500
9. KFRC-AM & FM/San Francisco 583,000
10. WMGK-FM/Philadelphia (Classic Hits) 534,900



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Rock

AVERAGE QUARTER-HOUR

1. KLAQ-FM/El Paso	11.1
2. WZZO-FM/Allentown-Bethlehem	9.7
3. KATT-FM/Oklahoma City	9.6
3. KGGO-FM/Des Moines	9.6
5. WDVE-FM/Pittsburgh	9.2
5. WEBN-FM/Cincinnati	9.2
7. KMJX-FM/Little Rock	9.1
8. WROQ-FM/Greenville-Spartanburg	8.9
8. WSKZ-FM/Chattanooga	8.9
10. WPLR-FM/New Haven	8.7

CUME

1. WNEW-FM/New York	1,008,900
2. KLOS-FM/Los Angeles	904,000
3. WAXQ-FM/New York*	832,400
4. WRCX-FM/Chicago	802,500
5. WYSP-FM/Philadelphia	636,500
6. WMMR-FM/Philadelphia	581,600
7. WRIF-FM/Detroit	553,700
8. WWDC-FM/Washington, DC	492,500
9. WDVE-FM/Pittsburgh	414,200
10. KEGL-FM/Dallas-Ft. Worth	413,500

*Switched to Classic Rock in July

Spanish

AVERAGE QUARTER-HOUR

1. KBNA-AM & FM/El Paso	13.8
2. KGBT-AM/McAllen-Brownsville	13.7
3. KIWW-FM/McAllen-Brownsville	9.7
4. KKPS-FM/McAllen-Brownsville	9.3
5. KXTN-AM & FM/San Antonio	7.4
6. KLVE-FM/Los Angeles	7.2
7. WRMA-FM/Miami-Ft. Lauderdale	5.4
8. KOHT-FM/Tucson	5.0
9. KTJN & KTJX/McAllen-Brownsville	4.7
10. WAMR-FM/Miami-Ft. Lauderdale	4.6

CUME

1. KLVE-FM/Los Angeles	1,265,100
2. WSKQ-FM/New York	1,046,000
3. WPAT-FM/New York	813,700
4. KLAX-FM/Los Angeles	783,000
5. WADO-AM/New York	501,500
6. KBUE-FM/Los Angeles	430,600
7. KTNQ-AM/Los Angeles	413,800
8. KKHJ-AM/Los Angeles	406,100
9. WOJO-FM/Chicago	372,100
10. WRMA-FM/Miami-Ft. Lauderdale	337,300

Urban

AVERAGE QUARTER-HOUR

1. WWDM-FM/Columbia, SC	20.3
2. WIKS-FM/Greenville, NC (Urban AC)	13.5
3. WQUE-FM/New Orleans	13.2
4. WHRK-FM/Memphis	12.8
5. KQXL-FM/Baton Rouge	11.9
6. WWWZ-FM/Charleston, SC	11.7
7. WOWI-FM/Norfolk-Virginia Beach	11.4
8. WENN-FM/Birmingham	10.8
9. WJMZ-FM/Greenville-Spartanburg	10.7
10. WCDX-FM/Richmond	10.4

CUME

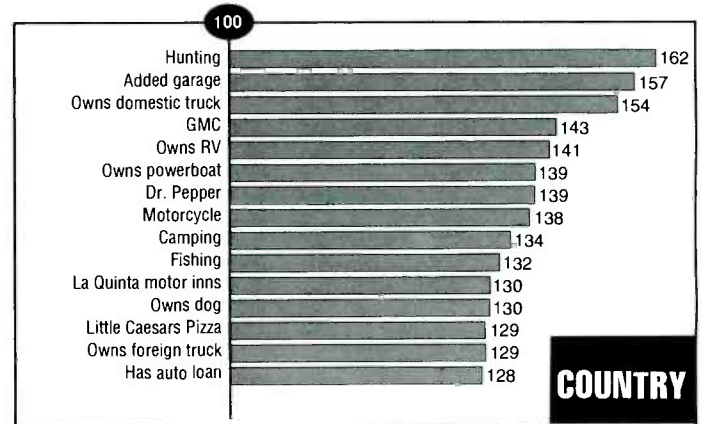
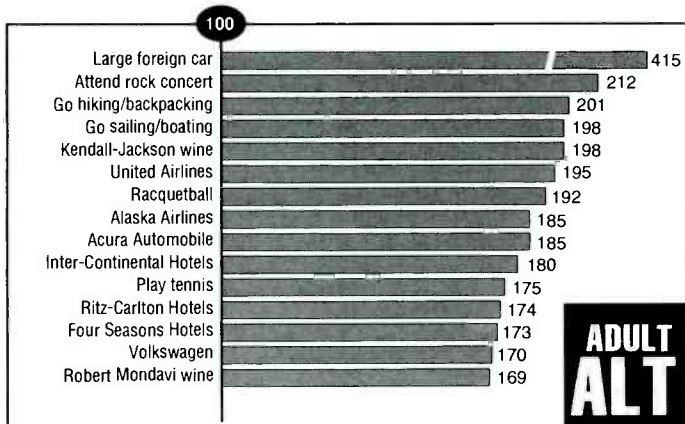
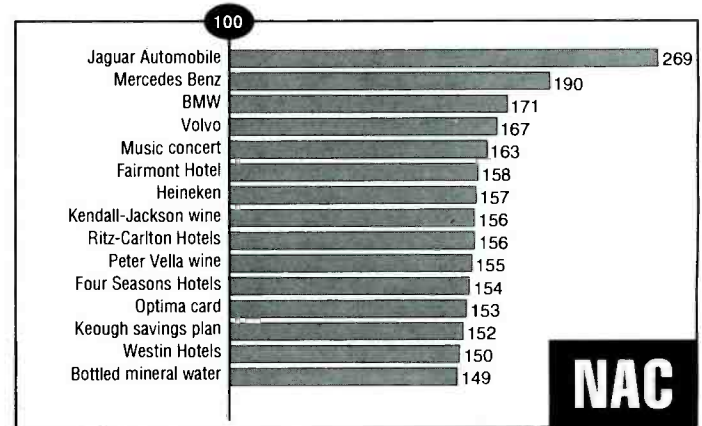
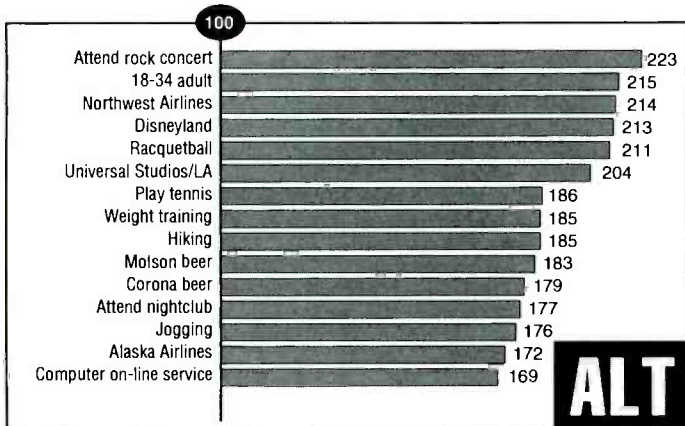
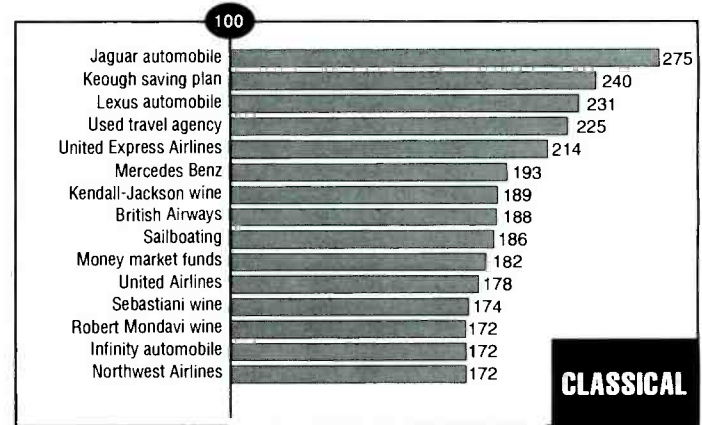
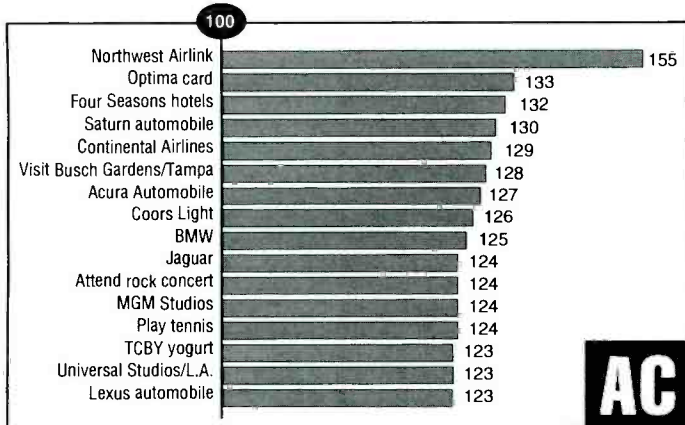
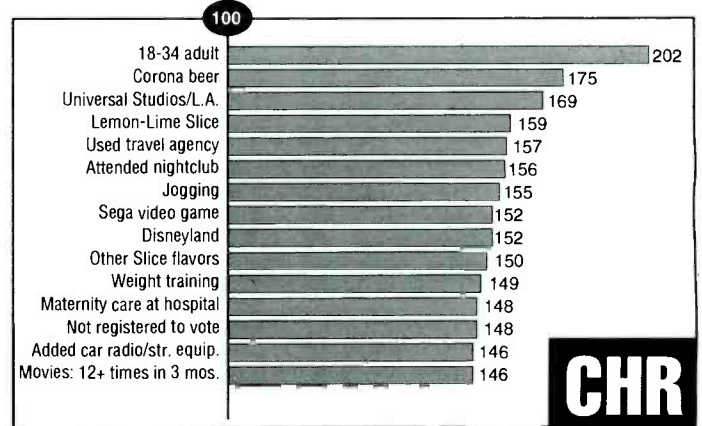
1. WRKS-FM/New York (Urban AC)	1,626,800
2. WBLS-FM/New York	1,176,900
3. KKBT-FM/Los Angeles	1,081,500
4. WGCI-FM/Chicago	871,800
5. WVAZ-FM/Chicago (Urban AC)	643,900
6. WJLB-FM/Detroit	637,900
7. WUSL-FM/Philadelphia	568,500
8. WVEE-FM/Atlanta	556,800
9. WKYS-FM/Washington, DC	514,100
10. WHUR-FM/Washington, DC (Urban AC) ..	497,800

Scarborough Research Debuts

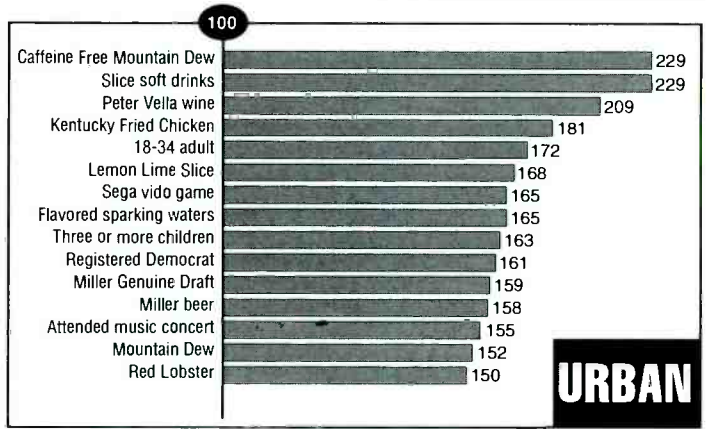
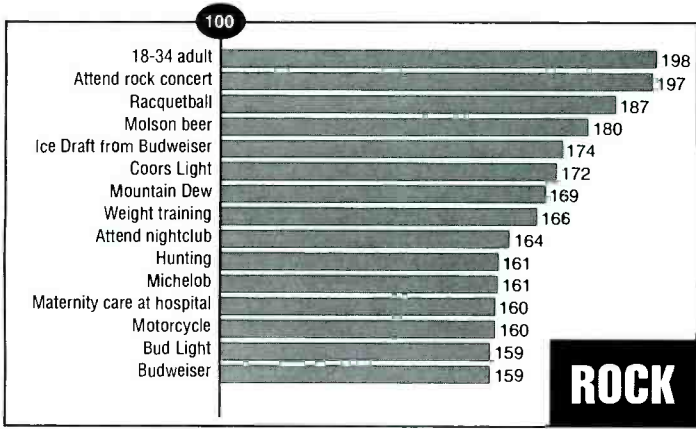
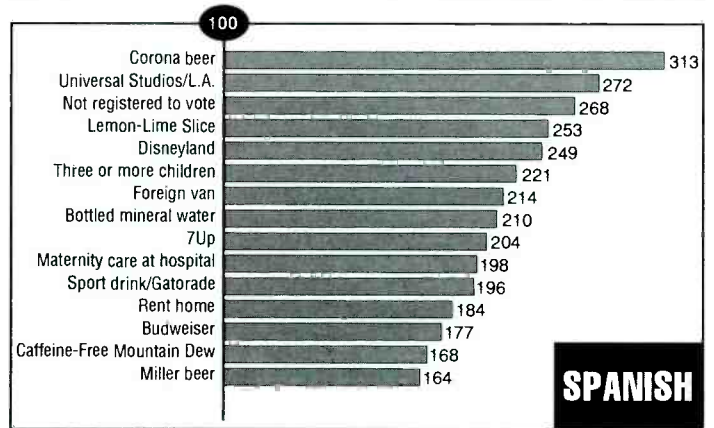
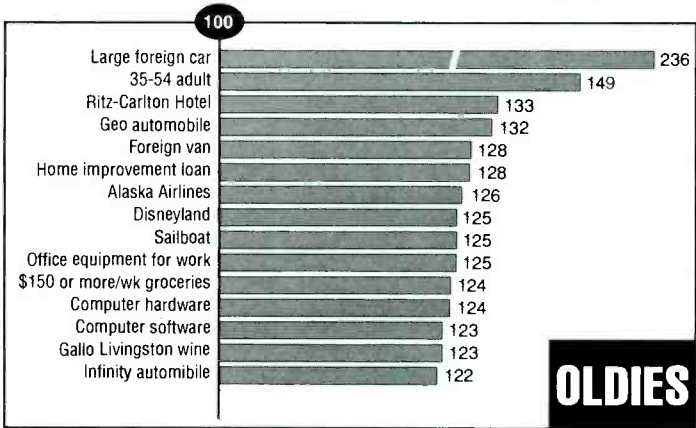
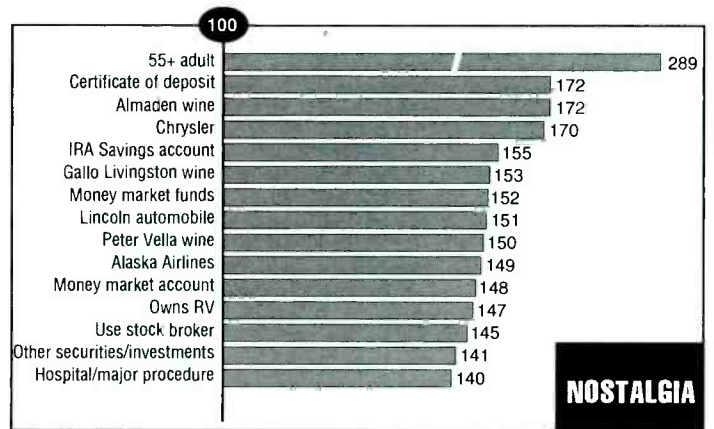
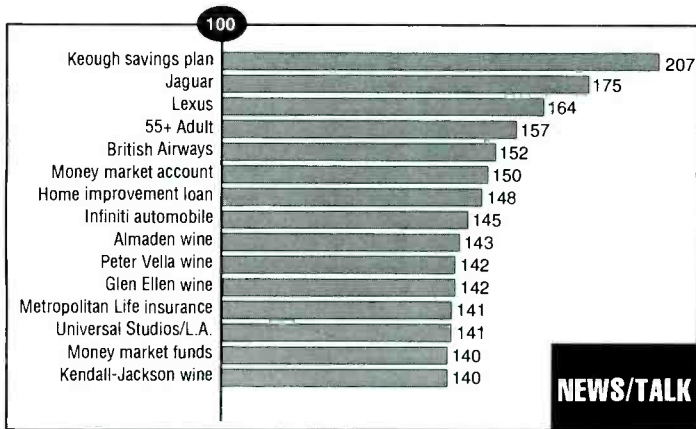
For the first time, **Scarborough Research** has taken its national qualitative radio research database and broken it out format by format. On this and the next five pages, you'll find the characteristics and consumption profiles of 18+ adults who tune each of the nation's key radio formats, based on **R&R's** format designations. This research was conducted in 56 markets between the end of 1994 and the end of 1995 (the company is now in 60 markets). For more information about Scarborough's research, contact **Barbara McFarland** at (212) 789-3575.

HIGH INDEX PROFILES

Listed below and on the next page are products and characteristics that rank high among radio's most popular formats. For example, in the box below, AC listeners are 55% more likely to fly Northwest AirlinK than radio listeners in general.



HIGH INDEX PROFILES



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AUDIENCE PROFILES BY FORMAT

	TOTAL		AC			Adult Alternative			Alternative			CHR			Classical		
	Adults*	Comp**	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index
TOTAL	106.5	100%	25.4	100%	100	4.5	100%	100	8.8	100%	100	20.3	100%	100	5.0	100%	100
Gender																	
Adult Men	50.9	48%	9.3	37%	77	2.6	57%	119	5.2	59%	123	8.7	43%	90	2.4	48%	100
Adult Women	55.6	52%	16.1	63%	121	1.9	43%	82	3.6	41%	79	11.6	57%	109	2.6	52%	100
Age																	
18-34	38.1	36%	10.8	42%	119	2.6	57%	160	6.8	77%	215	14.7	72%	202	.7	15%	42
35-54	40.7	38%	10.8	42%	111	1.8	40%	105	1.9	21%	55	5.1	25%	66	2.1	43%	112
55+	27.7	26%	3.9	15%	58	.1	3%	11	.2	2%	7	.6	3%	11	2.1	42%	162
Household Income																	
Less than \$25K	24.8	23%	4.2	17%	71	.5	11%	49	1.3	15%	63	4.2	21%	89	.7	15%	63
\$25K-\$50K	44.9	42%	11.0	43%	102	1.8	40%	95	3.7	43%	101	9.2	45%	107	1.9	38%	91
\$50K or higher	36.7	35%	10.2	40%	117	2.2	49%	141	3.7	43%	124	7.0	34%	99	2.3	47%	136
Education (highest level)																	
Didn't graduate HS	11.9	11%	1.6	6%	56	.1	3%	26	.6	7%	64	2.3	11%	100	.1	2%	16
HS Graduate	37.2	35%	8.5	33%	96	1.0	23%	67	2.4	27%	78	7.4	36%	104	.8	15%	43
Attended college	57.4	54%	15.3	60%	112	3.3	74%	137	5.8	66%	122	10.7	53%	98	4.1	83%	154
Marital Status																	
Married	59.0	55%	14.3	56%	101	2.2	49%	88	3.3	37%	67	7.9	39%	70	3.1	62%	111
Single	47.5	45%	11.2	44%	99	2.3	51%	115	5.5	63%	141	12.4	61%	137	1.9	38%	86
Children in Household																	
One	17.9	17%	5.0	20%	117	.8	19%	112	1.7	20%	119	4.6	23%	136	.6	12%	73
Two	16.2	15%	4.5	18%	116	.8	17%	114	1.4	16%	104	4.0	20%	129	.5	11%	69
Three or more	9.6	9%	2.6	10%	114	.4	8%	91	.6	7%	82	2.5	12%	136	.2	5%	50
Employment & Occupation																	
Employed Full/Part Time	70.3	66%	18.5	73%	110	3.7	84%	127	7.1	80%	122	15.0	74%	112	3.3	66%	100
White Collar	47.5	45%	13.8	54%	122	2.7	61%	138	4.9	55%	124	10.1	50%	112	2.8	56%	126
Blue Collar	22.8	21%	4.7	18%	86	1.0	22%	104	2.2	25%	117	4.9	24%	113	.5	10%	47
Own or Rent																	
Own	68.8	65%	16.5	65%	100	2.8	63%	98	4.9	55%	86	10.5	52%	80	3.6	72%	112
Rent	35.5	33%	8.4	33%	99	1.5	35%	104	3.6	41%	124	9.1	45%	134	1.3	26%	79
Voting: Registered to vote																	
Yes	83.3	78%	19.5	77%	98	3.6	80%	102	6.5	74%	94	13.8	68%	87	4.3	88%	112
No	23.2	22%	5.9	23%	107	.9	20%	93	2.3	26%	120	6.5	32%	148	.6	12%	57
Voted in last election																	
Presidential	73.2	69%	17.0	67%	97	3.1	70%	102	5.5	63%	92	11.1	55%	80	4.0	81%	118
Statewide	57.9	54%	13.4	53%	97	2.4	55%	100	4.1	47%	87	8.1	40%	73	3.5	71%	131
Local	53.7	50%	12.3	48%	96	2.1	46%	92	3.6	41%	81	7.5	37%	74	3.1	63%	126
Did not vote	29.0	27%	7.4	29%	106	1.1	26%	94	2.9	33%	120	8.1	40%	146	.8	16%	58
Voting: Political Party																	
Democrat	34.3	32%	7.4	29%	90	1.3	28%	87	2.2	25%	79	6.1	30%	93	1.6	32%	99
Republican	30.2	28%	7.6	30%	106	1.2	28%	98	2.6	30%	106	4.8	24%	83	1.6	32%	114
Independent	14.1	13%	3.3	13%	98	.7	17%	127	1.3	15%	115	2.6	13%	96	.9	18%	137
Other party	1.7	2%	.4	1%	94	.1	2%	124	.2	3%	160	.4	2%	123	.1	2%	132
No party preference	26.3	25%	6.7	27%	108	1.1	26%	104	2.4	27%	110	6.5	32%	129	.8	16%	63
Voting: Political Ideology																	
Conservative	27.7	26%	6.4	25%	97	1.0	23%	88	2.1	24%	92	4.0	20%	76	1.3	26%	101
Liberal	12.0	11%	3.1	12%	107	.8	18%	164	1.4	16%	139	2.8	14%	123	.8	17%	151
Moderate	28.0	26%	6.8	27%	102	1.3	29%	110	2.3	26%	101	4.6	23%	86	1.8	35%	135
No ideology	38.9	37%	9.2	36%	99	1.3	30%	82	3.0	34%	93	8.8	44%	119	1.1	21%	59

* Adult figures expressed in millions. ** = Composition

AUDIENCE PROFILES BY FORMAT

Country			NAC			News/Talk			Nostalgia			Oldies			Rock			Spanish			Urban					
Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index			
19.6	100%	100	5.8	100%	100	18.1	100%	100	3.8	100%	100	16.4	100%	100	11.4	100%	100	5.6	100%	100	10.9	100%	100			
8.6	44%	92	3.0	52%	109	9.6	53%	111	1.7	43%	91	7.8	48%	100	7.4	65%	135	2.6	46%	97	4.7	43%	90			
10.9	56%	107	2.8	48%	92	8.5	47%	90	2.2	57%	109	8.6	52%	100	4.0	35%	68	3.0	54%	103	6.2	57%	109			
7.5	38%	107	1.9	32%	89	3.3	19%	52	.2	4%	12	4.8	29%	82	8.1	71%	198	2.9	52%	145	6.7	62%	172			
7.9	41%	106	3.2	55%	143	7.3	41%	106	.8	21%	54	9.3	57%	149	3.1	28%	72	1.9	34%	90	3.5	32%	83			
4.2	21%	82	.8	14%	52	7.4	41%	157	2.9	75%	289	2.3	14%	53	.2	2%	6	8	14%	52	.7	7%	25			
4.1	21%	89	.9	15%	65	3.5	19%	82	1.2	31%	134	2.7	16%	71	1.9	16%	70	2.5	44%	187	3.1	28%	121			
9.1	46%	110	2.4	41%	98	6.6	37%	87	1.7	45%	106	7.0	43%	101	5.1	45%	107	2.1	38%	90	5.1	47%	111			
6.4	33%	95	2.5	44%	126	8.0	44%	128	.9	24%	70	6.7	41%	118	4.4	39%	112	1.0	18%	53	2.7	25%	73			
2.1	11%	95	.2	4%	36	1.3	7%	62	.4	10%	92	1.2	8%	68	.9	8%	70	2.3	40%	362	1.3	12%	111			
8.2	42%	120	1.6	27%	77	5.7	31%	90	1.7	43%	124	5.9	36%	102	4.3	38%	107	1.9	33%	95	4.2	39%	111			
9.3	47%	88	4.0	69%	128	11.1	62%	114	1.8	46%	86	9.3	57%	105	6.2	55%	101	1.5	27%	49	5.3	49%	91			
11.7	60%	108	3.0	51%	92	11.4	63%	114	2.5	65%	117	10.0	61%	109	5.0	44%	78	3.0	53%	95	3.7	34%	61			
7.8	40%	90	2.9	49%	110	6.6	37%	83	1.3	35%	78	6.5	39%	88	6.4	56%	127	2.7	47%	106	7.2	66%	148			
3.6	19%	111	1.1	19%	111	2.4	13%	80	.2	6%	37	3.1	19%	113	2.5	22%	129	1.1	19%	116	2.5	23%	136			
3.2	16%	108	1.0	17%	109	2.2	12%	80	.2	4%	27	3.0	18%	121	2.1	18%	119	1.2	22%	143	2.1	20%	128			
1.7	9%	99	.5	9%	103	1.1	6%	68	.1	2%	25	1.7	11%	118	1.0	9%	99	1.1	20%	221	1.6	15%	163			
13.9	71%	107	4.5	78%	117	11.0	61%	93	1.5	38%	58	12.4	75%	114	9.3	82%	124	3.5	62%	93	7.9	73%	110			
8.7	45%	100	3.3	57%	127	8.4	46%	104	1.0	27%	61	8.5	52%	116	5.5	48%	108	1.5	27%	61	5.0	46%	103			
5.1	26%	123	1.2	21%	97	2.7	15%	69	.4	11%	51	3.9	24%	111	3.8	33%	155	1.9	35%	161	2.9	27%	126			
13.7	70%	108	3.5	59%	92	12.9	71%	111	3.0	79%	122	11.3	69%	107	6.7	59%	92	2.0	36%	55	5.2	48%	74			
5.5	28%	84	2.3	39%	116	4.9	27%	82	.8	20%	61	4.8	29%	87	4.2	37%	111	3.5	61%	184	5.3	49%	148			
15.3	78%	100	4.6	79%	102	15.3	85%	108	3.4	89%	114	12.9	78%	100	8.2	72%	92	2.4	42%	53	8.3	76%	97			
4.3	22%	101	1.2	21%	95	2.8	15%	70	.4	11%	51	3.6	22%	100	3.2	28%	128	3.3	58%	268	2.6	24%	110			
13.4	68%	100	4.1	70%	102	14.0	78%	113	3.2	83%	120	11.4	70%	101	6.8	60%	87	1.8	32%	47	6.7	62%	90			
10.5	54%	99	3.3	57%	104	11.9	66%	121	2.7	71%	131	9.2	56%	103	5.0	44%	81	1.3	24%	43	4.7	43%	79			
9.4	48%	96	3.0	52%	104	10.9	60%	120	2.6	68%	136	8.4	51%	101	4.3	38%	75	1.3	23%	46	4.9	45%	90			
5.4	28%	102	1.5	26%	95	3.4	19%	70	.5	14%	50	4.4	27%	98	4.0	35%	130	3.6	65%	238	3.5	33%	119			
5.3	27%	83	2.2	37%	116	6.3	35%	108	1.3	34%	107	4.9	30%	92	2.5	22%	68	1.5	27%	84	5.6	52%	161			
6.5	33%	117	1.4	24%	86	5.6	31%	109	1.3	33%	117	4.9	30%	104	3.6	32%	112	.9	16%	56	1.2	11%	40			
2.4	12%	93	.7	12%	89	2.6	15%	110	.6	15%	115	2.2	14%	103	1.5	13%	102	.4	7%	54	.9	8%	60			
.3	1%	90	.1	2%	123	.3	2%	109	.0	1%	49	.3	2%	117	.2	2%	107	.2	3%	170	.1	1%	67			
5.2	26%	107	1.4	25%	100	3.3	18%	73	.6	17%	68	4.2	25%	103	3.5	31%	126	2.7	47%	192	3.0	28%	112			
5.6	29%	111	1.3	22%	85	5.1	28%	108	1.1	30%	115	4.3	26%	102	2.8	25%	95	1.0	19%	71	1.8	17%	64			
1.7	8%	75	.8	15%	129	2.1	12%	103	.3	8%	68	1.7	11%	95	1.2	11%	96	.6	10%	92	1.4	13%	118			
4.8	25%	94	1.7	28%	108	5.5	30%	116	1.2	31%	116	4.6	28%	107	2.7	24%	90	1.1	20%	78	2.2	20%	77			
7.5	38%	104	2.0	35%	96	5.4	30%	82	1.2	32%	87	5.7	35%	95	4.6	41%	112	2.9	51%	139	5.4	50%	136			

* Adult figures expressed in millions. ** = Composition

PRODUCT CONSUMPTION BY FORMAT

	TOTAL		AC			Adult Alternative			Alternative			CHR			Classical		
	Adults*	Comp**	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index
Automotive: Make of vehicle																	
Chevrolet	26.7	25%	6.3	25%	99	1.0	23%	92	2.3	26%	104	5.2	26%	103	.9	18%	73
Dodge	10.2	10%	2.5	10%	104	.4	9%	95	.9	10%	102	1.7	8%	88	.4	8%	84
Ford	28.6	27%	6.7	26%	98	1.1	25%	92	2.5	28%	105	5.1	25%	94	1.1	23%	86
Toyota	12.9	12%	3.4	13%	110	.7	15%	124	1.5	17%	141	3.0	15%	121	.7	14%	112
Automotive Aftermarket																	
New tires	45.4	43%	11.6	45%	107	2.1	47%	110	4.2	48%	112	9.3	46%	107	2.0	41%	96
Oil filter/oil change	72.7	68%	18.4	72%	106	3.4	75%	110	6.8	77%	113	13.9	68%	100	3.4	69%	101
Tune-up/spark plugs	46.1	43%	11.7	46%	106	2.2	50%	115	4.5	51%	117	9.5	47%	108	2.1	42%	96
Banking & Financial: Products & services																	
24-Hour teller (ATM) card	56.6	53%	15.2	60%	112	3.0	66%	125	6.1	69%	129	11.9	59%	110	2.8	57%	106
Savings account	75.3	71%	18.9	74%	105	3.4	77%	109	6.3	72%	101	13.9	68%	97	3.7	74%	105
Any investment	58.4	55%	14.9	58%	106	2.8	63%	115	4.7	54%	98	9.6	47%	86	3.6	72%	131
Beverages: Soft drinks, past week																	
Coca-Cola	41.1	39%	10.0	39%	102	1.8	41%	105	4.2	48%	123	9.6	47%	122	1.4	29%	74
Pepsi	35.4	33%	8.4	33%	99	1.5	33%	99	3.2	37%	110	8.4	42%	125	1.0	21%	62
Sprite	20.8	20%	5.1	20%	103	.8	17%	88	1.9	22%	110	5.3	26%	134	.6	13%	65
Beverages: Beer, past month																	
Bud Light	13.2	12%	3.2	13%	103	.8	17%	137	1.7	19%	154	3.1	15%	122	.5	10%	78
Coors Light	10.0	9%	3.0	12%	126	.6	13%	141	1.0	11%	122	2.5	12%	130	.4	8%	89
Budweiser	14.0	13%	3.3	13%	100	.8	18%	136	1.6	19%	141	3.4	17%	128	.5	10%	78
Computers																	
Household owns a computer	44.1	41%	11.9	47%	113	2.4	53%	129	4.7	54%	130	9.2	45%	109	2.5	51%	122
Has a modem	18.2	17%	4.9	19%	112	1.0	23%	136	2.2	25%	144	3.7	18%	107	1.1	21%	125
Entertainment & Recreation: Activities																	
Bicycling	34.3	32%	9.2	36%	113	2.2	50%	154	4.3	49%	151	7.9	39%	121	1.6	32%	100
Gardening	50.6	48%	12.5	49%	104	2.1	46%	98	3.8	43%	90	7.8	39%	81	2.8	56%	118
Swimming	37.4	35%	10.4	41%	116	2.1	46%	131	4.2	48%	137	8.5	42%	119	1.9	39%	111
Walking for exercise	72.2	68%	18.0	71%	104	3.0	68%	100	5.6	64%	95	13.6	67%	99	3.8	76%	112
Belong to a Health Club	16.6	16%	4.6	18%	117	1.1	24%	154	2.2	25%	158	4.1	20%	131	.9	19%	122
Movies attended, past 3 months																	
None	42.6	40%	8.8	34%	86	1.3	28%	70	2.3	26%	64	5.8	28%	71	1.8	36%	89
1 time	18.0	17%	4.5	18%	106	.8	19%	110	1.6	18%	105	3.5	17%	103	.8	16%	96
2 times	14.8	14%	3.9	15%	109	.7	17%	120	1.4	16%	115	3.2	16%	112	.7	14%	97
Pets																	
No pets	52.1	49%	11.3	45%	91	1.9	43%	88	3.6	41%	84	9.4	46%	95	2.6	53%	109
Cat	26.5	25%	7.1	28%	113	1.3	30%	120	2.7	31%	124	5.0	25%	100	1.2	24%	98
Dog	33.3	31%	8.2	32%	103	1.4	31%	98	2.9	33%	104	6.3	31%	100	1.3	27%	86
Items personally purchased																	
Compact discs (CD's)	41.7	39%	11.4	45%	115	2.5	56%	144	5.0	57%	146	9.8	48%	123	2.1	42%	107
Paperback books	47.9	45%	12.9	51%	113	2.5	57%	126	4.8	55%	122	9.3	46%	102	2.9	59%	131
Photographic film	42.4	40%	11.4	45%	113	2.2	49%	122	3.9	45%	112	8.5	42%	105	2.3	46%	116
Groceries: Amount spent past week																	
\$50 - \$79	24.4	23%	5.5	22%	95	.9	21%	92	2.1	23%	102	4.3	21%	92	1.2	24%	106
\$80 - \$99	16.0	15%	3.5	14%	92	.7	15%	102	1.3	14%	97	2.9	14%	97	.8	15%	102
\$100 - \$124	19.2	18%	5.0	20%	110	.9	19%	107	1.5	18%	97	3.9	19%	107	.9	19%	105
Restaurants																	
Burger King	44.0	41%	11.2	44%	107	2.0	46%	111	4.1	47%	114	10.0	49%	119	1.4	29%	71
Kentucky Fried Chicken	26.9	25%	6.0	23%	93	.9	19%	76	1.9	22%	88	6.0	29%	116	.8	16%	63
McDonald's	59.5	56%	15.2	60%	107	2.7	61%	110	5.6	64%	114	13.7	68%	121	2.2	44%	78
Wendy's	26.5	25%	6.5	26%	102	1.2	26%	103	2.5	28%	112	5.6	28%	111	.8	17%	67
Retail Stores Shopped (Major)																	
JC Penney	49.1	46%	12.6	49%	107	2.0	45%	97	3.7	42%	91	9.4	47%	101	2.1	41%	90
Sears	47.5	45%	11.6	45%	102	1.9	43%	97	3.6	41%	91	8.9	44%	98	2.0	41%	91
Kmart	62.0	58%	14.9	58%	100	2.2	50%	86	4.5	51%	88	11.2	55%	95	2.3	46%	79

* Adult figures expressed in millions. ** = Composition

PRODUCT CONSUMPTION BY FORMAT

Country			NAC			News/Talk			Nostalgia			Oldies			Rock			Spanish			Urban		
Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index	Adults	Comp	Index
6.1	31%	125	1.1	20%	79	3.8	21%	84	.8	22%	87	4.4	27%	107	3.5	30%	121	1.3	23%	93	2.8	26%	103
2.3	12%	122	.4	8%	80	1.5	9%	89	.3	9%	95	1.7	10%	108	1.3	11%	115	.3	6%	58	.7	7%	70
6.4	33%	123	1.3	22%	83	4.3	24%	88	.9	24%	91	4.7	29%	106	3.3	29%	108	1.5	27%	99	2.4	22%	82
2.3	12%	97	.8	14%	112	2.3	13%	105	.4	9%	78	2.2	13%	110	1.5	13%	109	.7	13%	104	1.2	11%	91
8.9	45%	106	2.5	43%	101	7.6	42%	99	1.5	38%	90	7.5	46%	107	5.6	49%	116	2.1	37%	87	4.5	42%	98
14.2	73%	106	3.8	65%	95	12.5	69%	102	2.6	67%	98	12.0	73%	107	8.7	76%	111	3.2	57%	83	6.6	60%	88
8.7	45%	103	2.5	43%	100	8.0	44%	102	1.4	37%	84	7.7	47%	109	5.8	51%	118	2.2	39%	91	4.5	42%	96
10.8	55%	104	3.4	58%	109	9.3	51%	97	1.5	39%	74	9.6	59%	110	7.1	62%	117	2.1	38%	72	5.1	47%	89
14.1	72%	102	4.2	72%	102	13.5	75%	105	2.8	72%	102	12.0	73%	104	8.2	72%	101	2.9	51%	72	6.8	63%	89
10.9	56%	101	3.2	55%	100	11.8	65%	119	2.5	64%	117	9.7	59%	108	6.1	54%	98	1.4	25%	45	4.1	38%	69
7.8	40%	103	2.2	37%	96	6.0	33%	87	.9	25%	64	6.3	38%	99	5.7	50%	130	3.2	57%	147	4.7	43%	112
6.4	33%	99	2.1	36%	108	5.1	28%	86	.8	22%	65	5.4	33%	98	4.6	40%	121	2.7	48%	143	5.1	47%	141
3.5	18%	91	1.2	20%	104	3.0	17%	86	.6	15%	75	2.8	17%	88	2.5	22%	112	1.8	31%	160	3.1	28%	145
2.7	14%	114	.6	11%	86	1.8	10%	82	.3	8%	65	2.2	13%	109	2.2	20%	159	.8	14%	113	1.1	10%	80
1.8	9%	96	.5	9%	100	1.8	10%	106	.3	7%	76	1.6	10%	106	1.9	16%	172	.5	9%	93	.6	5%	55
2.3	12%	90	.8	13%	100	2.3	13%	99	.3	7%	55	2.2	13%	102	2.4	21%	159	1.3	23%	177	1.4	13%	100
8.1	42%	100	2.7	46%	111	7.8	43%	105	1.1	28%	69	7.7	47%	114	5.5	48%	116	1.6	28%	68	3.8	35%	84
3.4	17%	102	1.1	19%	113	3.4	19%	112	.4	9%	53	3.3	20%	117	2.4	21%	122	.4	7%	40	1.2	11%	65
6.4	33%	102	2.2	37%	115	5.5	31%	95	.8	20%	63	5.9	36%	111	5.0	43%	135	1.3	23%	71	3.6	33%	104
10.1	52%	109	2.6	44%	93	9.1	51%	106	2.1	55%	116	8.4	51%	107	5.0	44%	92	1.9	34%	71	3.5	32%	67
7.4	38%	108	2.0	34%	97	5.9	33%	94	.9	24%	70	6.6	40%	115	5.4	48%	136	1.4	24%	69	3.1	29%	82
13.1	67%	99	4.1	70%	103	12.7	70%	103	2.8	73%	108	11.1	67%	100	6.9	60%	89	3.5	63%	93	7.1	66%	97
3.0	15%	98	1.2	20%	130	2.8	15%	99	.4	10%	62	2.7	16%	106	2.3	20%	132	.7	13%	83	1.6	15%	98
8.0	41%	102	2.0	33%	84	7.4	41%	102	2.0	51%	128	6.3	38%	95	3.7	32%	80	2.5	44%	110	3.5	32%	80
3.5	18%	105	1.0	17%	101	2.9	16%	96	.5	14%	82	3.0	18%	108	2.2	19%	113	.8	14%	81	1.7	16%	92
2.8	14%	103	.8	15%	104	2.7	15%	106	.5	13%	94	2.4	15%	106	1.7	15%	110	.7	13%	91	1.6	14%	103
7.8	40%	82	3.2	55%	112	9.7	54%	110	2.3	59%	122	6.9	42%	86	4.5	40%	81	3.2	57%	117	6.6	61%	125
5.8	30%	120	1.2	21%	85	4.2	23%	93	.8	20%	81	4.9	30%	119	3.5	30%	122	.9	15%	62	1.5	14%	57
7.9	41%	130	1.5	26%	83	4.8	26%	84	1.0	25%	80	5.7	35%	112	4.1	36%	116	1.4	25%	80	2.6	24%	76
7.6	39%	100	2.7	47%	120	6.8	38%	96	.8	21%	54	7.0	43%	109	6.1	54%	137	2.2	39%	99	4.4	40%	102
8.9	46%	102	2.8	48%	108	8.6	48%	106	1.5	39%	86	8.2	50%	111	5.5	48%	107	1.3	23%	51	4.0	37%	83
7.9	40%	102	2.4	41%	102	7.3	41%	102	1.3	33%	83	7.1	43%	109	5.2	45%	114	2.6	47%	118	3.3	30%	76
4.6	24%	103	1.2	20%	89	4.2	23%	102	1.1	28%	121	3.4	20%	89	2.3	21%	90	1.3	23%	99	2.3	21%	94
3.1	16%	105	.9	15%	101	2.7	15%	100	.6	15%	97	2.5	15%	100	1.8	16%	107	.8	15%	98	1.5	13%	90
3.6	18%	101	1.1	18%	102	3.4	19%	104	.6	16%	89	3.2	19%	107	2.1	19%	104	1.0	18%	100	1.6	15%	83
8.2	42%	101	2.6	44%	107	6.3	35%	84	1.1	29%	70	7.2	44%	106	5.6	49%	120	2.7	48%	117	5.6	52%	125
4.7	24%	96	1.9	32%	127	3.8	21%	82	.7	17%	68	3.8	23%	92	2.7	24%	95	1.6	28%	112	5.0	46%	181
11.3	58%	104	3.4	58%	104	8.9	49%	88	1.4	37%	66	9.5	58%	104	7.8	68%	122	3.5	62%	111	7.2	66%	118
5.6	28%	114	1.5	25%	101	3.3	18%	73	.7	18%	70	4.0	24%	98	3.6	32%	128	1.0	17%	68	3.5	32%	130
9.6	49%	106	2.6	45%	98	7.7	43%	93	1.9	50%	109	7.8	48%	103	5.2	45%	98	2.5	44%	96	5.1	47%	101
9.1	47%	105	2.4	41%	92	8.1	45%	100	1.8	46%	103	7.5	45%	102	5.4	48%	107	2.7	48%	107	4.3	39%	88
12.9	66%	114	3.0	52%	89	9.4	52%	89	2.4	64%	109	9.7	59%	102	6.9	61%	104	3.1	56%	96	6.8	63%	108

* Adult figures expressed in millions. ** = Composition

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

1. **WIVK-FM/Knoxville (Country) 31.2**
Darren Wilhite & Tim Wall
2. **WXBQ-FM/Johnson City-Kingsport (Country) 30.7**
Richard Quillen & Bill Blake
3. **KSSK-AM & FM/Honolulu (AC) 26.2**
Michael W. Perry & Larry Price
4. **WFBQ-FM/Indianapolis (Classic Rock) 20.9**
Bob & Tom
5. **WSIX-FM/Nashville (Country) 20.8**
Gerry House & The House Foundation
6. **WRNS-AM & FM/Greenville-New Bern (Country) 20.7**
Wayne Carlisle
7. **WHAS-AM/Louisville (Full Service) 20.3**
Wayne Perkey; Jane Norris
8. **KQRS-AM & FM/Minneapolis (Classic Rock) 20.1**
Perry Traen, Tom Barnard, & Tony Lee
9. **KDKA-AM/Pittsburgh (News/Talk) 19.3**
John Cigna & The K-Team
10. **WUSY-FM/Chattanooga (Country) 19.1**
Bearman & Ken Hicks



*Darren Wilhite & Tim Wall
WIVK-FM/Knoxville*



*Richard Quillen & Bill Blake
WXBQ-FM/Johnson City-Kingsport-Bristol*

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

1. **WINS-AM/New York (News) 1,509,600**
Lee Harris, Bob Hagen, Judy DeAngelis
2. **WKTU-FM/New York (CHR/Rhythmic) 1,227,800**
Freddie Colon, Michelle Visage & Ru Paul
3. **WCBS-AM/New York (News) 1,221,500**
Brigette Quinn & Jeff Caplan
4. **WQHT-FM/New York (CHR/Rhythmic) 1,029,400**
Dr. Dre, Ed Lover & Lisa G
5. **WXRK-FM/New York (Alternative) 999,200**
The Howard Stern Show
6. **WLTW-FM/New York (AC) 920,600**
Bill Buchner & Rasa Kaye
7. **WCBS-FM/New York (Oldies) 919,500**
Harry Harrison
8. **KYW-AM/Philadelphia (News) 888,000**
Pat Farnack, Harry Donahue, Ed Abrams
9. **KPWR-FM/Los Angeles (CHR/Rhythmic) 847,200**
The Baka Boyz
10. **WHTZ-FM/New York (CHR/Pop) 838,700**
The Z-Morning Zoo



*Lee Harris, Bob Hagen, Judy DeAngelis
WINS-AM/New York*



*Freddie Colon, Michelle Visage & Ru Paul
WKTU-FM/New York*

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

1. **WXBQ-FM/Johnson City-Kingsport (Country) 29.3**
Marty Osborne
2. **WIVK-FM/Knoxville (Country) 21.5**
Ed Brantley
3. **WUSY-FM/Chattanooga (Country) 19.6**
David Earl Hughes & Dex
4. **WRNS-AM & FM/Greenville-New Bern (Country) 19.4**
Dale Knippers
5. **WWDM-FM/Columbia, SC (Urban) 19.2**
Vanessa Pendergrass; Tony G
6. **WSIX-FM/Nashville (Country) 15.5**
Carl P. Mayfield
7. **KPRR-FM/EI Paso (CHR/Rhythmic) 15.3**
Victor Starr
8. **WKHK-FM/Richmond (Country) 15.0**
Kay Thomas; Tony Hamilton
9. **WZZK-FM/Birmingham (Country) 14.4**
Jack Steele
10. **WKKO-FM/Toledo (Country) 14.3**
Shores & Steele; Dan Dixon



*Marty Osborne
WXBQ-FM/Johnson City*



*Ed Brantley
WIVK-FM/Knoxville*



*David Earl Hughes & Dex
WUSY-FM/Chattanooga*

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

1. **WKTU-FM/New York (CHR/Rhythmic) 1,609,600**
Broadway Bill Lee
2. **WQHT-FM/New York (CHR/Rhythmic) 1,158,800**
Wendy Williams; Angie Martinez
3. **WLTW-FM/New York (AC) 1,031,800**
Valerie Smaldone; Steve Roy & Sandy Jackson
4. **WHTZ-FM/New York (CHR/Pop) 962,600**
Elvis Duran
5. **WCBS-FM/New York (Oldies) 946,900**
Bob Shannon
6. **KPWR-FM/Los Angeles (CHR/Rhythmic) 935,500**
Big Boy
7. **WPLJ-FM/New York (Hot AC) 916,100**
Fast Jimi Roberts; Rocky Allen
8. **WRKS-FM/New York (Urban/AC) 861,600**
Deborah; Ashford & Simpson
9. **WCBS-AM/New York (News) 771,900**
Therese Crowley & Harley Carnes
10. **KIIS-AM & FM/Los Angeles (CHR/Pop) 763,700**
Nastyman



*Bill Lee
WKTU-FM/New York*



*Wendy Williams
WQHT-FM/New York*



*Valerie Smaldone; Steve Roy & Sandy Jackson
WLTW-FM/New York*



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Listed on these six pages are commercial radio stations with World Wide Web sites as of August 2, 1996. All addresses begin with <http://>

A
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C

A

KDUX-FM/Aberdeen, WA (Rock)	www.kdux.com
KXRO-AM/Aberdeen, WA (AC)	www.kxro.com
KCDD-FM/Abilene, TX (CHR/Pop)	www.abilene.com/power103.html
KTLS-FM/Ada, OK (AC)	www.chickasaw.com/~ktsl933
WEQX-FM/Albany (Alt)	www.weqx.com
WFLY-FM/Albany (CHR/Pop)	www.fly92.com
WPYX-FM/Albany (Rock)	www.globalone.net/pyx106
KRZN-FM/Albuquerque (NAC)	www.101-3thehorizon.com
KZRR-FM/Albuquerque (Rock)	www.94rock.com/kzrr
WRJN-FM/Allentown (Country)	www.country107.com
WTKZ-AM/Allentown (N/T)	www.wtkz.com
WZZO-FM/Allentown (Rock)	www.youtools.com/wzzo/
KGNC-FM/Amarillo, TX (Country)	www.kgnc.com
KASI-AM/Ames, IA (N/T)	global-reach.com/kasikccq
KEZY-FM/Anaheim, CA (Hot AC)	www.kezy.com
KIKF & KYKF/Anaheim-San Fernando, CA (Country)	www.kikf.com
KFQD-AM/Anchorage (FS)	www.corcom.com/kfqd/kfqd.html
KMXS-FM/Anchorage (Hot AC)	www.corcom.com/mix/mix.html
WIQB-FM/Ann Arbor, MI (Rock)	wiqb.branch.com
WZOO-FM/Ashtabula, OH (Hot AC)	www.globaldrum.com/wzoo
WKAC-AM/Athens, GA (Oldies)	www.companet.net/wkac/wkac.html
WPUP-FM/Athens, GA (Alt)	www.athenstown.com/bulldog
WGST-AM & FM/Atlanta (N/T)	www.wgst.com
WKLS-FM/Atlanta (Rock)	pr.mese.com/radio/96rock/index.html
WNNX-FM (99X)/Atlanta (Alt)	www.com/99x
WSB-AM/Atlanta (Talk)	www.wsbradio.com
WZGC-FM/Atlanta (Cl. Rock)	www.com/z93/
WFPG-AM/Atlantic City, NJ (Talk)	net2.intserv.com:80/~web/wfpg/index.html
WFPG-FM/Atlantic City, NJ (AC)	net2.intserv.com:80/~web/wfpg/wfpg-fm.html
WKOE-FM/Atlantic City, NJ (Country)	net2.intserv.com:80/~web/wfpg/wkoe-fm.html
WCHZ-FM/Augusta, GA (Alt)	www.csra.net/z95
WGAC-AM/Augusta, GA (N/T)	www.gabn.net/wgac
WGOR-FM/Augusta, GA (Oldies)	www.gabn.net/coolfm
WZNY-FM/Augusta, GA (CHR/Pop)	www.csra.net/y105
KAJZ-FM/Austin (NAC)	www.lbj.com/hits/hits.html
KIKY-FM/Austin (Country)	kick.texas.net/
KLBJ-AM/Austin (N/T)	www.lbj.com/am/news.html
KLBJ-FM/Austin (Rock)	www.lbj.com/fm/fm.html

B

KKXX-FM/Bakersfield (CHR/Rhy)	www.lightspeed.net/~kkxx/kkxx.htm
KRAB-FM/Bakersfield (Rock)	www.lightspeed.net/~krab/krab.htm
WBAL-AM/Baltimore (N/T)	wbal.com
WOCT-FM/Baltimore (Classic Hits)	woctfm.com
WMMX-FM/Baltimore (Hot AC)	wmmxfm.com
KRVE-FM/Baton Rouge (AC)	www.intersurf.com/river
WFMF-FM/Baton Rouge (CHR)	www.intersurf.com/wfmf/
WJBO-AM/Baton Rouge (N/T)	www.intersurf.com/wjbo
WTGE-FM/Baton Rouge (Country)	www.thetiger.com
WYCT-FM/Baton Rouge (Country)	www.usanetlink.net/sin/
WIXC/Bay City, MI (Country)	www.Cl.Rockis.com/~wixc973
KKMY-FM/Beaumont, TX (Hot AC)	kkmy.com
KLVI-AM/Beaumont, TX (N/T)	klvi.com
KYKR-FM/Beaumont, TX (Country)	kykr.com
KAFE-FM/Bellingham, WA (AC)	www.kafe.com/kafe/kafe.html
KPUG-AM/Bellingham, WA (Sports)	www.kpug.com
WIRX-FM/Benton Harbor, MI (Rock)	www.wirx.com

WSJM-AM/Benton Harbor, MI (N/T)	www.wsjm.com
KBMJ-FM/Billings, MT (Rock)	mcn.net/~jeffh/index.html
WCPR-FM/Biloxi-Gulfport, MS (Rock)	www.wcpr.com
WKNN-FM/Biloxi, MS (Country)	www.k99fm.com
WMJY-FM/Biloxi, MS (AC)	www.magic937.com
WAAL-FM/Binghamton, NY (Cl. Rock)	www.binghamton.com/Waal/waal.htm
WERC-AM/Birmingham (N/T)	www.werc960am.com
WJOX-AM/Birmingham (Sports)	www.quicklink.net/wjox690.html
WMJJ-FM/Birmingham (AC)	www.magic96fm.com/
WMXQ-FM/Birmingham (CHR/Pop)	www.quicklink.net/mix94.5.html
WODL-FM/Birmingham (Oldies)	www.bhm.tis.net/wodl/
WOWC-FM/Birmingham (Country)	www.wowc.com
WZRR-FM/Birmingham (Cl. Rock)	www.quicklink.net.rock99.html
WZZK-AM & FM/Birmingham (Country)	www.bhm.tis.net/wzzk/
KTIK-AM/Boise (Sports)	ktik.com
WAAF-FM/Boston (Rock)	www.waaf.com
WBCN-FM/Boston (Alt)	www.wbcn.com
WBNW-AM/Boston (Business)	www.ultranet.com/biz/wbnw/
WCRB-FM/Boston (Clas)	www.wcrb.com/wcrb/index.html
WFNX-FM/Boston (Alt)	www.wfnx.com
WLYN-AM/Boston (Misc)	www.wlyn.com
WNRB-AM/Boston (Rel)	www.peekaboo.net/wnrbr
WRKO-AM/Boston (Talk)	www.wrko.com
WXKS-FM/Boston (CHR/Pop)	www.kissfm.com/kiss/
WXRV-FM/Boston (Adult Alt)	www.theriverwxrv.com
WZLX-FM/Boston (Cl. Rock)	www.wzlx.com
KULF-FM/Brenham, TX (Country)	www.phoenix.net/~kulf
CFJR-FM/Brockville, Ontario, Canada (Cl. Rock)	www.theriverrolls.com
WXMK-FM/Brunswick, GA (AC)	www.gnatnet.net/~magic
WBEN-AM/Buffalo (Talk)	www.insv.com/wben/
WBLK-FM/Buffalo (Urban)	www.wblk.com
WGR-AM/Buffalo (N/T)	www.moran.com/htmld/wgrhome.html
WMJQ-FM/Buffalo (AC)	www.q102fm.com
WEXP-FM/Burlington, VT (Adult Alt)	together.net/~ccb/wexp.htm
WKDR-AM/Burlington, VT (Misc)	www.cafenono.com/wkdr

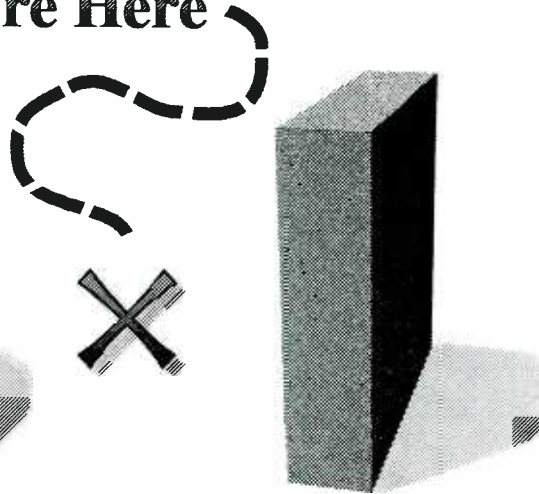
C

CKRY-FM/Calgary, Canada (Country)	www.country105.com
KCXY-FM/Camden, AR (Country)	www.infogo.com/bizness/y95/
WUNX & WUNZ/Cape Cod, MA (Alt)	www.ccsnet.com/wunx
WTAO-FM/Carbondale, IL (Rock)	www.rock105.com
KSUB-AM/Cedar City, UT (Full Service)	www.cc.signa.com/ksub
KDAT-FM/Cedar Rapids, IA (AC)	www.kdat.com
KHAK-FM/Cedar Rapids, IA (Country)	khak.com
KRNA-FM/Cedar Rapids, IA (Rock)	www.krna.com
WDWS-AM/Champaign, IL (N/T)	www.prairienet.org/business/wdws/homepage.html
WHMS-FM/Champaign, IL (AC)	www.whms.com
WPGU-FM/Champaign, IL (Alt)	www.prairienet.org/arts/wpgu
WZNF-FM/Champaign, IL (Rock)	www.prairienet.org/rock953
WAVF-FM/Charleston, SC (Rock)	www.awod.com/gallery/96wave/
WWWZ-FM/Charleston, SC (Urban)	www.awod.com/z93
WCHS-AM/Charleston, WV (Talk)	www.citynet.net/wchs.html
WBT-AM/Charlotte (N/T)	www.wbt.com
WEND-FM/Charlotte (Alt)	www.1065.com
WFAE-FM/Charlotte (NAC)	www.npr.org/members/WFAE
WNKS-FM/Charlotte (CHR/Pop)	www.kiss951.com
WSOC-FM/Charlotte (Country)	www.wsocfm.com
WSSS-FM/Charlotte (Oldies)	www.wsss.com
WWWV-FM/Charlottesville, VA (Rock)	www.cstone.net

When You Are Here



(a rock)



(a hard place)



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C
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G

C

CHLQ-FM/Charlottetown/Canada (Country)	www.peinet.pe.ca/people/CTremere/q93.html
WGOW-AM/Chattanooga (N/T)	www.chattanooga.net/RADIO/index.html
WJTT-FM/Chattanooga (Urban)	power94.com
WOGT-FM/Chattanooga (Oldies)	www.chattanooga.net/RADIO/index.html
WJMK-FM/Chicago (Oldies)	wjmk.com
WTMX-FM/Chicago (Hot AC)	www.wtmx.com
WXRT-FM/Chicago (Adult Alt)	www.wxrt.com
KDIG-FM/Chico, CA (Cl. Rock)	www.z-rock.com
WCKY-AM/Cincinnati (N/T)	www.550wcky.com
WEBN-FM/Cincinnati (Rock)	www.webn.com
WGRR-FM/Cincinnati (Oldies)	www.wgrr1035.com
WOXY-FM/Cincinnati (Alt)	www.woxy97x.com
WVAE-FM/Cincinnati (NAC)	www.949thewave.com
KKBZ-FM/Clarinda, IA (Oldies)	www.netins.net/showcase/kmaradio/993bee.htm
WCLV-FM/Cleveland (Classical)	www.wclv.com
WCRF-FM/Cleveland (Religious)	www.moody.edu:80/MBN/WCRF
WENZ-FM/Cleveland (Alt)	www.americast.com/WENZ/
WLTF-FM/Cleveland (AC)	www.radio-online.com/wlft/index.htm
WMMS-FM/Cleveland (Alt)	www.wmms.com/wmms/
WNWV-FM/Cleveland (NAC)	www.wnwv.com
WZJM-FM/Cleveland (CHR/Pop)	www.jammin.com
KAGG-FM/College Station, TX (Country)	www.kagg.com/aggie96
KTSR-FM/College Station, TX (Rock)	www.rtis.com/reg/bcs/com/ktsr
WTAW-AM/College Station, TX (N/T)	www.rtis.com/reg/bcs/com/wtaw
KKLI-FM/Colorado Springs (AC)	kkli.com/kkli/
WQNN-FM/Columbus, MS (CHR/Pop)	www.ebicom.net/Q99/
KFMZ-FM/Columbia-Jefferson City, MO (Rock)	www.kfmz.com
WARQ-FM/Columbia, SC (Rock)	www.warq.com
WNOK-FM/Columbia, SC (CHR/Pop)	www.wnok.com
WWDM-FM/Columbia, SC (Urban)	www.warq.com/bigdm
WBZX-FM/Columbus, OH (Rock)	www.wbzx.com
WLWQ-FM/Columbus, OH (Cl. Rock)	www.qfm96.com
WNCI-FM/Columbus, OH (CHR/Pop)	www.wnci.com
KMXR-FM/Corpus Christi, TX (AC)	www.mix939.com
WWCU-FM/Cullowhee, NC (CHR/Pop)	www.caro.net/wwcu

D

WBAP-AM/Dallas (N/T)	www.wbap.com
KDGE-FM/Dallas (Alt)	www.kdge.com/kdge
KEGL-FM/Dallas (Rock)	www.kegl.com
KKDA-FM/Dallas (Urban)	ww2.audionet.com/pub/kkda/k104.htm
KLIF-AM/Dallas (N/T)	www.pic.net/klif/index.html
KLTY-FM/Dallas (Religious)	www.klty.com
KLUV-FM/Dallas (Oldies)	www.pic.net/media/kluv/index.html
KPLX-FM/Dallas (Country)	www.kplx.com
KRLD-AM/Dallas (N/T)	www.webcasting.com/krlid
KTCK-AM/Dallas (Sports)	www.pic.net:80/ticket
KTXQ-FM/Dallas (Rock)	www.pic.net/q102
KVIL-FM/Dallas (AC)	www.pic.net/kvil/
KYNG-FM/Dallas (Country)	www.young-country.com/
KZPS-FM/Dallas (Cl. Rock)	www.iadfw.net/kzps/
WDAQ-FM/Danbury, CT (Hot AC)	www.98q.com
KMXG-FM/Davenport, IA (Hot AC)	www.qconline.com/mix96/index.htm
WGTV-FM/Dayton (CHR/Pop)	www.erinet.com/wgtv/
WTUE-FM/Dayton (Rock)	www.arsdayton.com
WXEG-FM/Dayton (Alt)	www.arsdayton.com
WGNE-FM/Daytona Beach (Country)	www.98frog.com
WFKS-FM/Daytona Beach (CHR/Pop)	www.america.com/mall/store/kissfm.html
KALC-FM/Denver (Hot AC)	alice106.com
KBPI-FM/Denver (Rock)	www.rmii.com/kbpi/

KIMN-FM/Denver (Oldies)	kimn100.com
KKFN-AM/Denver (Sports)	www.sportsradio.com/kkfn
KRFX-FM/Denver (Cl. Rock)	www.rmii.com/thefox/
KXPK-FM/Denver (Adult Alt)	www.thepeak.com
KCCQ-FM/Des Moines (CHR/Pop)	global-reach.com/kasikccq
KFMG-FM/Des Moines (Adult Alt)	www.kfmg.com
KGGO-FM/Des Moines (Rock)	www.kggo.com
KJJY-FM/Des Moines (Country)	www.kjjy.com
KKDM-FM/Des Moines, IA (Alt)	www.kkdm.com
WJR-AM/Detroit (N/T)	www.760wjr.com
WQRS-FM/Detroit (Classical)	www.wqrs.com/wqrs
WWJ-AM/Detroit (News)	wwj.com
WDJR-FM/Dothan, AL (Country)	www.cybertron.com/dothan
WJER-AM & FM/Dover, OH (AC)	users1.ee.net/wjer/wjermain.htm

E

CKNG-FM/Edmonton, Canada (CHR/Pop)	power92.com
WKMO-FM/Elizabethtown, KY (Country)	www.infi.net/~wkmo1063
WNKI-FM/Elmira, NY (CHR/Pop)	www.WINK-106.com
WPGI-FM/Elmira, NY (Country)	www.otsego.net/wpgi
WCTL-FM/Erie, PA (Religious)	www.erie.net/~wctl
KLRF-FM/Eugene, OR (Adult Alt)	www.combined.com/clear102.html
KRVM-FM/Eugene, OR (Adult Alt)	www.krv.com
KUGN-AM/Eugene, OR (N/T)	www.combined.com/kugnam.html
KUGN-FM/Eugene, OR (Country)	www.combined.com/kugnfm.html
KZEL-FM/Eugene, OR (Cl. Rock)	www.netcom.com/~kjmartin/kzel.html

F

KAKQ-FM/Fairbanks, AK (AC)	www.polarnet.com/users/comco
KAYY-FM/Fairbanks, AK (AC)	www.polarnet.fnsb.ak.us/Users/COMCO/magic.htm
KIAK-FM/Fairbanks, AK (Country)	www.kiak.com
WTUS-FM/Fairmont, WV (Country)	www.pinnaclemail.com/cw/wtus
WFIN-AM/Findlay, OH (N/T)	www.findlayoh.com/wfin
WKXA-FM/Findlay, OH (Hot AC)	www.findlayoh.com/wkxa
WJMX-FM/Florence, SC (CHR/Pop)	www.southtech.net/~users/wjmx
KKDJ-FM/Fresno (Cl. Hits)	www.kkdj.com
KMJ-AM/Fresno (N/T)	www.kmj58.com
KRZR-FM/Fresno (Rock)	www.valley.net.com/krzr
KSKS-FM/Fresno (Country)	www.ksks.com
KOZT-FM/Ft. Bragg, CA (Rock)	www.kozt.com
WCKT-FM/Ft. Myers-Naples-Marco Is. (Country)	www.wckt.com
WJBX-FM/Ft. Myers (Adult Alt)	www.99xwjb.com
WJST-FM/Ft. Myers (Rock)	www.storm106.com
WXKB-FM/Ft. Myers (CHR/Pop)	www.astrobs.com/b1039.htm
WKSM-FM/Ft. Walton Beach, FL (Rock)	www.cybertron.com/ftw/wkzm
WYZB-FM/Ft. Walton Beach, FL (Country)	www.cybertron.com/ftw/wyzb
WAJI-FM/Ft. Wayne (AC)	waji.com
WBYS-FM/Ft. Wayne (Rock)	www.wbyr.com
WEGE-FM/Ft. Wayne (Alt)	www.fortwayneweb.com
WJFX-FM/Ft. Wayne (Urban)	www.fwi.com/foxyjams
WLDE-FM/Ft. Wayne (Oldies)	wlde.com

G

WRUF-FM/Gainesville, FL (Rock)	www.rock104.com
WBOQ-FM/Gloucester, MA (Clas)	www.netaxs.com/people/isphere/wbach
KSTR-FM/Grand Junction, CO (Cl. Rock)	cognet.com/kstr/kstar.html
CFJG-AM/Grand Prairie, Canada (AC)	www.terranet.ab.ca/~khilgers
WBCT-FM/Grand Rapids (Country)	www.b93.com
WGRD-FM/Grand Rapids (Alt)	www.iserv.net/wgrd/
WJQ-FM/Grand Rapids (Religious)	www.wjq.com
WKLQ-FM/Grand Rapids (Rock)	www.wklq.com

G

WLAV-FM/Grand Rapids (Cl. Rock)	www.wlav.com
WOOD-AM/Grand Rapids (News/Talk/Sports)	www.woodradio.com
WOOD-FM/Grand Rapids (AC)	www.woodradio.com/
WKSZ-FM/Green Bay, WI (CHR/Pop)	www.959kissfm.com
WKEW-FM/Greensboro (N/T)	www.wkew.com
WJMZ-FM/Greenville, SC (Urban)	www.wjmz.com
WXWX-FM/Greenville, SC (Oldies)	www.globalvision.net/103x

H

WKSS-FM/Hartford (CHR/Pop)	www.KISS957.com
WTIC-AM/Hartford (FS)	www.wtic.com
WTIC-FM/Hartford (Hot AC)	www.wtic.com
WRGX-FM/Hawthorne, NY (Alt)	www.x107.com/
WMXE-FM/Hillsdale, MI (AC)	www.digitalmall.net/wmxe/
KCWM-AM/Hondo, TX (Country)	www.Cl. Rockl.com/~rdcole/kcwm.html
KCNN-AM/Honolulu (Hawaiian)	www.hotspots.hawaii.com/kccnam.html
KCCN-FM/Honolulu (Hawaiian)	www.hotspots.hawaii.com/FM100.html
KDEO-FM/Honolulu (Alt)	www.lava.net/radio-free
KINE-FM/Honolulu (Hawaiian)	www.hotspots.hawaii.com/KINEFM.html
KPOI-FM/Honolulu (Alt)	planet-hawaii.com/~edge
KRTR-FM/Honolulu (AC)	hisurf.aloha.com/QsengStuff/Qseng.html
KUCD-FM/Honolulu (NAC)	www.pixi.com/~cd1019
KHMX-FM/Houston (Hot AC)	www.khmx.com
KIKK-AM & FM/Houston (Country)	www.kikk.com
KILT-FM/Houston (Country)	www.kilt.com
KKBQ-AM & FM/Houston (Country)	www.neosoft.com/kkbq/
KKRW-FM/Houston (Cl. Hits)	www.kkrw.com
KLOL-FM/Houston (Rock)	www.klol.com
KODA-FM/Houston (AC)	www.sunny99.com
KRBE-FM/Houston (CHR/Pop)	www.neosoft.com/KRBE/
KRTS & KRTR/Houston (Clas)	www.cybersim.com/krts
KTZ-FM/Houston (Alt)	www.thebuzz.com
KZSN-FM/Hutchinson, KS (Country)	www.kzsn.com
WTCR-FM/Huntington, WV (Country)	www.radio-online.com/wtcr
WDRM-FM/Huntsville, AL (Country)	www.wdrm.com
WEUP-AM & FM/Huntsville, AL (Urban)	iquest.com/~weup/
WZYP-FM/Huntsville, AL (CHR/Pop)	wzyp.net
WPXC-FM/Hyannis, MA (Rock)	www.capecod.net/wpxc/
WRZE-FM/Hyannis-Nantucket, MA (CHR/Pop)	www.capecod.net/wrze/
WUNX-FM/Hyannis (Cape Cod), MA (Alt)	www.wunx.com

I

WFBQ-FM/Indianapolis (Cl. Rock)	www.wfbq.com
WRZX-FM/Indianapolis (Alt)	www.wrzx.com/X103
WTLC-FM/Indianapolis (Urban)	www.wtlc.com/wtlc/

J

WSTZ-FM/Jackson, MS (Rock)	www.teclink.net/z106/
WFSJ-FM/Jacksonville (NAC)	www.wfsj.com
WQIK-FM/Jacksonville (Country)	www.wqik.com
WJNC-AM/Jacksonville, NC (FS)	www.coastalnet.com/cnmedia/wjnc/wjnc.htm
WCLO-AM/Janesville, WI (FS)	pages.prodigy.com/WI/wclowjvl/wclo.html
KATI-AM/Jefferson City, MO (Country)	www.kati.com
KJMO-FM/Jefferson City, MO (Oldies)	www.socketis.net/kwoskjmo
KLIK-AM/Jefferson City, MO (Country)	www.klikradio.com
KTX-Y-FM/Jefferson City, MO (Hot AC)	www.y107.com
KWOS-AM/Jefferson City, MO (N/T)	www.socketis.net/kwoskjmo
WJCW-AM/Johnson City, TN (Talk)	www.tricon.net/Comm/trcg/tCl. Rockg2.html
WKIN-AM/Johnson City, TN (N/T)	www.tricon.net/Comm/trcg/tCl. Rockg2.html
WKOS-FM/Johnson City, TN (Oldies)	www.tricon.net/Comm/trcg/tCl. Rockg2.html
WQUT-FM/Johnson City, TN (Cl. Rock)	www.tricon.net/Comm/trcg/tCl. Rockg2.html

WKYE-FM/Johnstown, PA (Hot AC)	www.citipage.com
KINY-AM/Juneau, AK (FS)	www.ptialaska.net/~kiny/
KSUP-FM/Juneau, AK (Rock)	www.ptialaska.net/~ksup/

K

WKFR-FM/Kalamazoo, MI (CHR/Pop)	www.wkfr.com
WKZO-AM/Kalamazoo, MI (N/T)	www.wkzo.com
WNTX-FM/Kalamazoo, MI (Alt)	www.radiox.com
WQLR-FM/Kalamazoo, MI (AC)	www.qlite.com
WQSN-AM/Kalamazoo, MI (Sports)	wqsn.com
WRKR-FM/Kalamazoo, MI (Rock)	www.wrkr.com
KCMO-AM/Kansas City (Talk)	www.kcmoam.com
KLZR-FM/Kansas City (Alt)	www.lazer.com
KMBZ-AM/Kansas City (News)	www.kmbz.com
KPRS-FM/Kansas City (Urban)	www.kprs.com
KPRT-AM/Kansas City (Gospel)	www.kprt.com
KQRC-FM/Kansas City (Rock)	www.accunet.com/therock/
KRVL-FM/Kerrville, TX (Country)	www.ktc.com/KERV
WQZK-FM/Keyser, WV (Cl. Rock)	www.wqzk.com
KOOV-FM/Killeen, TX (Country)	www.vvm.com/~kooov

L

WASK-AM/Lafayette, IN (N/T)	www.wask.com
WAZY-FM/Lafayette, IN (Hot AC)	www.wazy.mdn.com
KSMB-FM/Lafayette, LA (CHR/Pop)	ksmb945.com
KXKC-FM/Lafayette, LA (Country)	www.kxkc.com
WTHD-FM/La Grange, IN-Sturgis, MI (Country)	www.2mm.com/wthd/
WLKG-FM/Lake Geneva, WI (Hot AC)	www.wlkg.com
WPCV-FM/Lakeland, FL (Country)	www.gate.net/~deejay
KTPI-FM/Lancaster-Palmdale, CA (Country)	www.ptw.com/~ktpi
WDAC-FM/Lancaster, PA (Religious)	www.wdac.com
WJXQ-FM/Lansing, MI (Rock)	q106fm.com
KEDG-FM/Las Vegas (Alt)	www.intermind.net/kedg/
KNUU-AM/Las Vegas (N/T)	www.vegas.com/otherside/knews/hompag.html
KOMP-FM/Las Vegas (Rock)	www.wizard.com/komp
KQOL-FM/Las Vegas (Oldies)	vegasradio.com/kool.html
KXPT-FM/Las Vegas (Adult Alt)	www.point97.com/point97
KMGZ-FM/Lawton, OK (CHR/Pop)	cdnow.com/kmgz
WNBX-FM/Lebanon-Hanover, NH (Adult Alt)	www.riverfm.com
WAGE-AM/Leesburg, VA (Country)	www.wage.com
WKQQ-FM/Lexington, KY (Rock)	www.wkqq.com
WVLK-FM/Lexington, KY (Country)	andromeda.mis.net/k93/k93main.html
WXZZ-FM/Lexington, KY (Alt)	www.z103.com
KFOR-AM/Lincoln, NE (FS)	www.lincnet.com/lincnet/pages/kfor.htm
KFRX-FM/Lincoln, NE (CHR/Pop)	www.lincnet.com/lincnet/pages/kfrx.htm
KDRE-FM/Little Rock (Adult Alt)	www.fiinn.com/zone
KURB-FM/Little Rock (Hot AC)	www.b98.com
WALK-FM/Long Island (AC)	www.walkradio.com
WBAB-FM/Long Island (Rock)	www.wbab.com
WBLI-FM/Long Island (Hot AC)	www.wbli.com
WBZO-FM/Long Island (Oldies)	www.b103.com
WLIR-FM/Long Island (Alt)	www.927dre.com
WRCN-FM/Long Island (Rock)	www.wrcn.com
KABC-AM/Los Angeles (Talk)	www.kabctalkradio.com
KBIG-FM/Los Angeles (AC)	www.kbig104.com/
KCBS-FM/Los Angeles (Cl. Hits)	www.arrowfm.com
KFWB-AM/Los Angeles (News)	kfwb.com
KIIS-AM & FM/Los Angeles (CHR/Pop)	www.kiis.com
KKLA-FM/Los Angeles (Rel)	www.kklla.com
KLSX-FM/Los Angeles (FS)	www.realradio.com
KMPC-AM/Los Angeles (Talk/Alt)	www.710talkmpc.com
KNX-AM/Los Angeles (News)	www.knx1070.com

L

KSCA-FM/Los Angeles (Adult Alt)	ksca.com
WQMF-FM/Louisville (Rock)	iglou.com/wqmf/
WRKA-FM/Louisville (Oldies)	www.wrka.com
WGMT-FM/Lyndonville, VT (AC)	www.kingcon.com/wgmt.html

M

WALJ-FM/Macon, GA (NAC)	www.j107.com
WAYS-FM/Macon, GA (Oldies)	www.accucomm.net/~ways/
WQBZ-FM/Macon, GA (Rock)	www.hom.net/~wqbz/
WTDY-AM/Madison, WI (N/T)	www.wtdy.com
WZEE-FM/Madison, WI (CHR/Pop)	www.madcity.com
WGIR-AM/Manchester, NH (N/T)	www.wgir.com/am.html
WGIR-FM/Manchester, NH (Rock)	www.wgir.com/fm.html
KMAN-AM/Manhattan, KS (N/T)	codrus.mmedia.com/KMAN/
KMKF-FM/Manhattan, KS (Rock)	www.1015KROCK.com/
KXBZ-FM/Manhattan, KS (Country)	codrus.mmedia.com/B104/
KEEZ-FM/Mankato, MN (Adult Alt)	keez.prairie.lakes.com
KTOE-AM & KDOG-FM/Mankato, MN (CHR/Pop)	ktoekdog.prairie.lakes.com
KXLP-FM/Mankato, MN (Cl. Rock)	proradio.mankato.mn.us/93kxlp
KYSM-AM/Mankato, MN (Oldies)	proradio.mankato.mn.us/am1230
KYSM-FM/Mankato, MN (Country)	proradio.mankato.mn.us/country103/
KONI-FM/Maui, HI (CHR/Rhy)	www.mauigateway.com/koni.htm
KMAV-AM & FM/Mayville, ND (Country)	www.tripod.com/~kmav/
KURV-FM/McAllen, TX (News/Talk/Sports)	www.kurv.com
KVLY-FM/McAllen-Brownsville, TX (AC)	www.kvly.com
KZZE-FM/Medford, OR (Rock)	www.wave.net/upg/kzze/kzze1.html
WAOA-FM/Melbourne, FL (CHR/Pop)	www.wa1a.com/public/wa1a.html
WAVQ-FM/Melbourne, FL (B/EZ)	www.relaxradio.com
WTAI-AM/Melbourne, FL (N/T)	www.wtai.com/public/wtai.html
KMZN-FM/Memphis (Adult Alt)	www.flinn.com/zone
WEGR-FM/Memphis (Cl. Rock)	www.ROCK103.com
WMC-AM/Memphis (N/T)	www.wmcstations.com/ampages/am.htm
WMC-FM/Memphis (Hot AC)	www.wmcstations.com/fmpages/fm.htm
WHBQ-AM/Memphis (Sports)	memphis.accessus.net/~flinn/56.html
WNWZ-AM/Memphis (Nost)	www.flinn.com/1430.html
WRXQ-FM/Memphis (Alt)	www.96x.com
WALT-AM/Meridian, MS (Urban)	www.cybertron.com/meridian/walt
WOKK-FM/Meridian, MS (Country)	www.cybertron.com/meridian/wokk
WTUX-FM/Meridian, MS (Cl. Rock)	www.cybertron.com/meridian/wtux
WHQT-FM/Miami (Urban AC)	www.hot105fm.com
WHYI-FM/Miami (CHR/Pop)	www.whyi.com
WINZ-AM/Miami (News/Sports)	www.940winz.com
WIOD-AM/Miami (N/T)	anshar.shadow.net/%7Ejccassara/WIOD/
WKIS-FM/Miami (Country)	www.satelnet.org/wkis/
WMXJ-FM/Miami (Oldies)	www.wmxj.com
WQAM-AM/Miami (Sports)	prod1.satelnet.org/wqam/index.html
WTMI-FM/Miami (Clas)	www.wtmi.com
WKKV-FM/Milwaukee (Urban)	www.v100.com
WKTJ-FM/Milwaukee (Hot AC)	www.execpc.com/wkti/
WLUM-FM/Milwaukee (Alt)	www.newrock.com/
WLZR-FM/Milwaukee (Rock)	www.lazer103.com
KEEY-FM/Minneapolis (Country)	www.k102.com/
KEGE-AM & FM/Minneapolis (Alt)	www.edge937.com
KFAN-AM/Minneapolis (Sports)	www.kfan.com
KMJZ-FM/Minneapolis (NAC)	kmjz.com
KQRS-AM & FM/Minneapolis (Cl. Rock)	www.92kqrs.com
KSBR-FM/Mission Viejo, CA (NAC)	www.saddleback.cc.ca.us/events/ksbr
KZOQ-FM/Missoula, MT (Rock)	www.montana.com/Z100/
KJLO-FM/Monroe, LA (Country)	www.bayou.com/~kjo/index.html

KLIP-FM/Monroe, LA (Cl. Rock)	www.bayou.com/~klip/index.html
KMLB-AM/Monroe, LA (N/T)	www.bayou.com/~kmlb/index.html
KRVV-FM/Monroe, LA (Urban)	www.bayou.com/~krvv/index.html
KRQC-FM/Monterey-Salinas (Oldies)	www.q92.com/
KTOM-AM & FM/Monterey-Salinas (Country)	www.infopoint.com/ktom
CJFM-FM/Montreal, Canada (CHR/Pop)	www.themix.com
WCLG-FM/Morgantown, WV (Rock)	city.dmsc.net
WDHA-FM/Morristown, NJ (Rock)	www.wdhafm.com
WMRR-FM/Muskegon, MI (Rock)	www.rock1017.com
WMUS-FM/Muskegon, MI (Country)	www.wmus.com
WYAV-FM/Myrtle Beach, SC (Cl. Rock)	www.carolinacommerce.com/wave104

N

KVON-AM/Napa, CA (N/T)	www.kvonkvyn.com
WGUF-FM/Naples, FL (NAC)	www.bestof.net/naplesjazz
WGFX-FM/Nashville (Cl. Hits)	www.edge.net/arrow104/
WKDF-FM/Nashville (Rock)	cutting.edge.net
WLAC-FM/Nashville (AC)	wnws.com/star106
WRLG-FM/Nashville (Alt)	www.wrlg.com
WRLT-FM/Nashville (Adult Alt)	www.wrlt.com
WCLT-FM/Newark, OH (Country)	www.wclt.com
WNLC-AM/New London, CT (Nostalgia)	wnlc.com
WTYD-FM/New London, CT (AC)	wtyd.com
WVVE-FM/New London, CT (Oldies)	www.wvve.com
WCBS-AM/New York (News)	newsradio88.com
WHTZ-FM/New York (CHR/Pop)	www.z100.com
WNEW-FM/New York (Rock)	www.wnew.com/
WOR-AM/New York (Talk)	166.84.190.9/wor.htm
WQCD-FM/New York (NAC)	www.wqcd.com/cd101.html
WCMS-AM & FM/Norfolk (Country)	www.infi.net/wcms
WJCD-FM/Norfolk (NAC)	wjcd.com
WNVZ-FM/Norfolk (CHR/Pop)	www.z104.com
WWDE-FM/Norfolk (Hot AC)	www.2wd.com
WCTY-FM/Norwich, CT (Country)	wcty.com
WICH-AM/Norwich, CT (Full Service)	wich.com

O

KOEL-AM/Oelwein, IA (Full Service)	www.koel.com
KOEL-FM/Oelwein, IA (Country)	www.koel.com
KATT-FM/Oklahoma City (Rock)	katt.thor.net
KEBC-FM/Oklahoma City (Alt)	ccrokc.com
KJYO-FM/Oklahoma City (CHR/Pop)	ccrokc.com
KTOK-AM/Oklahoma City (N/T)	ccrokc.com
KTST-FM/Oklahoma City (Country)	www.thetwister.com
KXXY-FM/Oklahoma City (Country)	www.kxy.com
WKY-AM/Oklahoma City (N/T)	ccrokc.com
KEZO-FM/Omaha (Cl. Rock)	www.expance.com/z92
WOW-AM & FM/Omaha (Country)	www.elysian.net/geb/WOW.htm
WJRR-FM/Orlando (Rock)	www.wjrr.com/
CFRA-AM/Ottawa, Canada (N/T)	www.cfra.com
CKKL-FM/Ottawa, Canada (Hot AC)	www.worldlink.ca/koolcfra/kool.htm
CKBY-FM/Ottawa, Canada (Country)	www.ottawa.net/~y105
CKQB-FM/Ottawa, Canada (Rock)	thebear.net

P

WOWW-FM/Pensacola, FL-Mobile, AL (Alt)	www.onezeroseven.com
WTKX-FM/Pensacola, FL (Rock)	www.tk101/gulf.net
WBGE-FM/Peoria, IL (Urban)	www.mtco.com/~mdoc/wbge.htm
WFLN-FM/Philadelphia (Clas)	beethoven.com/wfln/
WPLY-FM/Philadelphia (CHR/Pop)	www.y100.com

P

KDKB-FM/Phoenix (Rock)	www.kdkb.com
KEDJ-FM/Phoenix (Alt)	www.kedj.com
KHTC-FM/Phoenix (Oldies)	www.khtsfm.com
KIDR-AM/Phoenix (Children's)	www.kidr.com
KKFR-FM/Phoenix (CHR/Pop)	www.power92.com
KSLX-FM/Phoenix (Cl. Rock)	165.247.199.87
KUPD-AM/Phoenix (Rock Entertainment)	www.98kupd.com/kupd2
KUPD-FM/Phoenix (Rock)	www.98kupd.com
KYOT-FM/Phoenix (NAC)	www.kyot.com
KZON-FM/Phoenix (Alt)	www.kzon.com
KZZP-FM/Phoenix (CHR/Pop)	www.kzzp.com
KDKA-AM/Pittsburgh (N/T)	www.kdkaradio.com
KQV-AM/Pittsburgh (News)	www.kqv.com/kqv
WBZZ-FM/Pittsburgh (CHR/Pop)	www.johndandave.com
WDVE-FM/Pittsburgh (Rock)	www.dve.com
WRRK-FM/Pittsburgh (Cl. Rock)	www.rrk.com
WSHH-FM/Pittsburgh (AC)	www.wshh.com
WBEC-AM/Pittsfield, MA (N/T/Sports)	www.am1240wbec.com
WBEC-FM/Pittsfield, MA (CHR/Pop)	www.live105wbec.com
KKIQ-FM/Pleasanton, CA (AC)	kkiq.com
WIZD-FM/Plover, WI (Cl. Hits)	members.aol.com/wizdfm/index.html
KBBT-AM/Portland, OR (Alt)	www.europa.com/thebeat/
KBNP-AM/Portland, OR (Business)	www.teleport.com/~kbnp/
KGON-FM/Portland, OR (Cl. Rock)	www.teleport.com/~kgon/index.html
KNRK-FM/Portland, OR (Alt)	www.teleport.com/~knrk
KUFO-FM/Portland, OR (Rock)	www.europa.com/kufo/
WHEB-FM/Portsmouth, NH (Rock)	www.wheb.com
WPDH-FM/Poughkeepsie, NY (Cl. Rock)	csbh.mhv.net/~wpdh
WBRU-FM/Providence (Alt)	www.wbru.com
WWBB-FM/Providence (Oldies)	www.b101.com
WWRX-FM/Providence (Cl. Rock)	www.wrx.com
KCSJ-AM/Pueblo-Colorado Springs (N/T)	www.puebloradio.com
KGHF-AM/Pueblo-Colorado Springs (Nostalgia)	www.puebloradio.com
KYZX-FM/Pueblo-Colorado Springs (Country)	www.puebloradio.com

Q

KUUL-FM/Quad Cities, IA-IL (Oldies)	www.qconline.com/kuul/
WHTS-FM/Quad Cities, IA-IL (CHR/Pop)	www.qconline.com/whts/
CHOI-FM/Quebec City, Canada (Rock)	www.megatoon.com/choi
WQCY-FM/Quincy, IL (CHR/Pop)	www.ltm.com/99q/99q.html
WTAD-AM/Quincy, IL (Oldies)	www.ltm.com/99q/99q.html

R

WDGC-FM/Raleigh (CHR/Pop)	www.g105.com
WFXC-FM/Raleigh (Urban AC)	www.foxy107-104.com
WRAL-FM/Raleigh (Hot AC)	www.wralfm.com
KRZQ-FM/Reno, NV (Alt)	www.krzq.com
KTHX-FM/Reno, NV (Adult Alt)	www.sierra.net/thex
WRVA-AM/Richmond (FS)	www.infi.net/wrva/
WRVQ-FM/Richmond (CHR/Pop)	www.infi.net/~allenk/index.html
KCAL-FM/Riverside-San Bernardino (Rock)	www.rock96.com
KOLA-FM/Riverside (Oldies)	www.kola-fm.com
WBEE-FM/Rochester (Country)	www.wbee.com
WCMF-FM/Rochester (Rock)	www.wcmf.com
WHAM-AM/Rochester (N/T)	www.eznet.net/wham/
WVOR-FM/Rochester (AC)	www.eznet.net/wvor/
WWWG-AM/Rochester (Misc)	spinning.com/wwwg/

S

KFBK-AM/Sacramento (N/T)	www.kfbk.com
KRXQ-FM/Sacramento (Rock)	www.93ROCK.com
KSEG-FM/Sacramento (Cl. Rock)	www.eagle969.com

KWOD-FM/Sacramento (Alt)	www.kwod.com
KYMX-FM/Sacramento (AC)	www.kymx.com
KYEZ-FM/Salina, KS (Country)	www.tri.net/~ky94/
KBZN-FM/Salt Lake City (NAC)	www.intele.net/breeze/index.html
KENZ-FM/Salt Lake City (Alt)	www.1075.com
KRGO-FM/Salt Lake City (Country)	www.xmission.com/~cwhitman/kargo.html
KUTQ-FM/Salt Lake City (CHR/Pop)	www.q99.com
KXRK-FM/Salt Lake City (Alt)	www.x96.com
KCYF-FM/San Antonio (Country)	www.txdirect.net/y100
KCJZ-FM/San Antonio (NAC)	www.txdirect.net:80/kcjz/
KISS-FM/San Antonio (Rock)	www.kissrocks.com
KKYX-AM/San Antonio (Country)	www.txdirect.net:80/kkyx
KQXT-FM/San Antonio (AC)	www.txdirect.net:80/kq102
KSMG-FM/San Antonio (Hot AC)	www.txdirect.net:80/magic/
KTFM-FM/San Antonio (CHR/Rhy)	www.txdirect.net:80/ktfm
KTSA-AM/San Antonio (N/T)	www.txdirect.net:80/ksa/
KZDC-AM/San Antonio (Rock)	www.txdirect.net:80/kzdc/
KZEP-FM/San Antonio (Cl. Rock)	www.txdirect.net/kzep
WOAI-AM/San Antonio (N/T)	www.woai.com
KGB-FM/San Diego (Cl. Hits)	www.tbo.com/kgb
KIFM-FM/San Diego (NAC)	www.kifm.com
KKBH-FM/San Diego (AC)	beachfm.com
KPLN-FM/San Diego (Cl. Rock)	www.planetfm.com
KSDO-AM/San Diego (N/T)	www.ksdoradio.com
KSON-AM & FM/San Diego (Country)	www.kson.com
XHRM-FM/San Diego (Alt)	www.theflash.com
XTRA-AM/San Diego (Sports)	www.xtrasports.com
XTRA-FM/San Diego (Alt)	www.91x.com
KDFC-FM/San Francisco (Clas)	www.tbo.com/kfdc/index.html
KFOG-FM/San Francisco (Adult Alt)	www.kfog.com
KITS-FM/San Francisco (Alt)	www.live105.com/live105/
KJAZ-FM/San Francisco (Jazz)	www.dnai.com/~lmcohen/kjaz.html
KKSF-FM/San Francisco (NAC)	www.tbo.com/kksf/index.html
KMEL-FM/San Francisco (CHR/Rhy)	www.106kmel.com
KPIX-AM & FM/San Francisco (N/T)	www.kpix.com/
KSAN-FM/San Francisco (Country)	www.ksan.com
KYCY-FM/San Francisco (Country)	www.youngcountry.com
KYLD-FM/San Francisco (CHR/Rhy)	www.wild107.com
KBAY-FM/San Jose (AC)	www.kbay.com
KOME-FM/San Jose (Alt)	www.kome.com
KRTY-FM/San Jose (Country)	www.krty.com
KSJO-FM/San Jose (Rock)	www.ksjo.com
KUFX-FM/San Jose (Cl. Rock)	www.kufx.com
KWBR-FM/San Luis Obispo, CA (Rock)	www.callamer.com/~tym
KPIG-FM/Santa Cruz-Monterey, CA (Adult Alt)	www.kpig.com
KSCO-AM/Santa Cruz-Monterey, CA (Talk)	human.com/radionet/
WJIS-FM/Sarasota (Religious)	computeradv.com/wjis
WTMY-AM/Sarasota (Talk)	www.worldnt.com/wtmy/
CFGX-FM/Sarnia, Canada (AC)	www.sarnia.com/fox
CKTY-AM/Sarnia, Canada (Country)	www.sarnia.com/ckty
CJWW-AM/Saskatoon, Canada (Country)	www.sasknet.com/cjww/
WAEV-FM/Savannah, GA (AC)	www.hargray.com/mix.htm
WJCL-FM/Savannah, GA (Country)	www.wce.com/kix96/main.html
WL VH-FM/Savannah, GA-Hardeeville, SC (Urban AC)	www.savga.com/love.htm
KING-FM/Seattle (Clas)	www.king.org
KIRO-AM/Seattle (N/T)	www.halcyon.com/kiro/hello.html#kiroam
KIRO-FM/Seattle (Talk)	www.halcyon.com/cathyd/buzz/buzz.html
KISW-FM/Seattle (Rock)	www.kisw.com
KJR-FM/Seattle (Oldies)	www.kjrfm.com
KLSY-FM/Seattle (AC)	www.klsyradio.com

S

KMPS-AM & FM/Seattle (Country)	www.kmps.com
KMTT-FM/Seattle (Adult Alt)	www.kmtt.com
KNWX-AM/Seattle (N/T)	www.halcyon.com/kiro/hello.html#knwx
KOMO-AM/Seattle (Full Service)	www.komo-am.com
KPLZ-FM/Seattle (Hot AC)	www.fishcomm.com/fishcomm/star/starpage.html
KVI-AM/Seattle (Talk)	www.570kvi.com
KYCW-FM/Seattle (Country)	www.unclewynn.com
KZOK-FM/Seattle (Cl. Rock)	www.kzok.com/
WDLY-FM/Sevierville, TN (Country)	www.wdly.com
WSEV-AM/Sevierville, TN (Country)	www.wdly.com
KMA-AM/Shanandoah, IA (Country)	www.netins.net/showcase/kmaradio/
KWKH-AM & FM/Shreveport, LA (Country)	www.elysian.net/geb/KWKH.htm
WAOR-FM/South Bend, IN (Rock)	waor.com
WZOW-FM/South Bend, IN (Rock)	www.SKYENET.NET/~mitchvis/wzow.htm
KZZU-FM/Spokane (CHR/Rhy)	radio.skywalk.com/kzzu
WFMB-AM/Springfield, IL (Sports)	www.midwest.net/wfmbam
WAQY-FM/Springfield, MA (Cl. Rock)	www.rock102.com
WHYN-AM/Springfield, MA (N/T)	whyn.com/am/
WHYN-FM/Springfield, MA (AC)	whyn.com/fm/
KGBX-FM/Springfield, MO (AC)	www.kgbx.com
KGMV-AM & FM/Springfield, MO (Country)	www.mycountry.com
KOSP-FM/Springfield, MO (Oldies)	www.kosp.com
KTTS-AM & FM/Springfield, MO (Country)	www.elysian.net/geb/KTTS.htm
KTOZ-FM/Springfield, MO (Alt)	www.woodtech.com/channelz/index.html
WCFR-AM/Springfield, VT (Nostalgia)	www.vermontel.com/wcfr
WCFR-FM/Springfield, VT (AC)	www.vermontel.com/wcfr
KVYN-FM/St. Helena, CA (AC)	www.kvonkyvn.com
CHOZ-FM/St. John's, Newfoundland, Canada (Rock)	www.ozfm.newcomm.net
WYTZ-FM & WZTY-FM/St. Joseph, MI (Country)	www.wytz.com
KSD-FM/St. Louis (Rock)	www.icon-stl.net/ksdfm/
KMOX-AM/St. Louis (N/T)	www.kmox.basic.net
KPNT-FM/St. Louis (Alt)	www.kpnt.com/105.77
KSHE-FM/St. Louis (Rock)	www.kshe95.com
KXOK-FM/St. Louis (Urban AC)	www.kxok.com
KYKY-FM/St. Louis (Hot AC)	www.icon-stl.net/y98fm/
WSBG-FM/Stroudsburg, PA (CHR/Pop)	www.wsbg93.com
WAQX-FM/Syracuse (Rock)	www.waqx.com
WBBS-FM/Syracuse (Country)	sybercuse.com/b1047
WHEN-AM/Syracuse (Sports)	when.dreamscape.com
WHEN-FM/Syracuse (Country)	when.dreamscape.com
WNTQ-FM/Syracuse (CHR/Pop)	www.93q.com
WSYR-AM/Syracuse (News)	sybercuse.com/wsyf
WYYY-FM/Syracuse (Hot AC)	sybercuse.com/y94fm

T

WBZE-FM/Tallahassee, FL (AC)	www.polaris.net/~breeze/breeze.htm
WFLA-AM/Tampa (Talk)	www.970wfla.com
WFLZ-FM/Tampa (CHR/Pop)	www.933flz.com
WSJT-FM/Tampa (NAC)	www.wsjt.com
WTBT-FM/Tampa (Cl. Rock)	Thunder1055.com
WXTB-FM/Tampa (Rock)	www.98rock.com
WMGI-FM/Terre Haute, IN (CHR/Pop)	behavnet.com/mix100/index.htm
WTHI-AM/Terre Haute, IN (N/T)	newstalk1480.com
WTHI-FM/Terre Haute, IN (Country)	hi99.com
WJZE-FM/Toledo (NAC)	www.glasscity.net/~omoral/wjze/
WVKS-FM/Toledo (CHR/Pop)	www.toledolink.com/kissfm/
WVWM-FM/Toledo (AC)	www.toledolink.com/3wm/
CFNY-FM/Toronto (Alt)	web.passport.ca/edge
CHUM-AM/Toronto (Oldies)	www.1050chum.com

CILQ-FM/Toronto (Rock)	www.q107.com
CKWF-FM/Toronto, Canada (Cl. Rock)	www.accel.net/wolf.htm
WPST-FM/Trenton, NJ (CHR/Pop)	www.wpst.com
KONA-AM/Tri-Cities, WA (AC)	www.owt.com/kona
KONA-FM/Tri-Cities, WA (AC)	www.owt.com/konafm
KFMA-FM/Tucson (Alt)	www.kfma.com
KKHG-FM/Tucson (Cl. Rock)	www.radweb.com/thehog
KKND-AM/Tucson (Alt)	www.radweb.com/theend
KLPX-FM/Tucson (Rock)	biz.rtd.com/klpx
KMXZ-FM/Tucson (AC)	www.radweb.com/mixfm
KCKI-FM/Tulsa (Country)	www.kick99.com
KGTO-AM/Tulsa (Oldies)	www.krav.com/kgto.htm
KHTT-FM/Tulsa (CHR/Pop)	www.khits.com
KMOD-FM/Tulsa (Rock)	www.kmod.com/index.shtml
KMYZ-FM/Tulsa (Alt)	www.edgeline.com
KRAV-FM/Tulsa (AC)	www.krav.com
KVOO-AM & FM/Tulsa (Country)	www.kvoo.com
KISX-FM/Tyler, TX (CHR/Pop)	www.mix1073.com

U

WKDY-FM/Utica-Rome, NY (CHR/Pop)	www.borg.com/~kiss102
WOUR-FM/Utica-Rome, NY (Rock)	www.wour.com

V

CFMI-FM/Vancouver, Canada (Cl. Rock)	www.rock101.com
CFUN-AM/Vancouver, Canada (AC)	www.cfun.com
CHQM-FM/Vancouver, Canada (AC)	www.qmfm.com
CKNW-FM/Vancouver, Canada (News/Talk/Sports)	www.cknw.com
CKZZ-FM/Vancouver, Canada (CHR/Pop)	www.z95.com

W

KCKR-FM/Waco, TX (Country)	www.kckr.com
KWTX-AM/Waco, TX (N/T)	www.kwtx.com
KWTX-FM/Waco, TX (CHR/Pop)	www.kwtx.com
KFAV-FM/Warrenton, MO (Country)	www.holli.com/kbcradio
KWRE-AM/Warrenton, MO (Country)	www.holli.com/kbcradio
WARW-FM/Washington (Cl. Rock)	www.arrow947.com
WASH-FM/Washington (AC)	www.wash.com
WMZK-FM/Wausau, WI (Rock)	wis.com.z104
WEAT-AM/W. Palm Beach (News/Sports)	www.radio-1.com
WEAT-FM/W. Palm Beach (AC)	www.radio-1.com
WIRK-FM/W. Palm Beach (Country)	www.wirk.com
WOLL-FM/W. Palm Beach (Oldies)	www.radio-1.com
WPBZ-FM/W. Palm Beach (Alt)	www.buzz103.com
WEBE-FM/Westport, CT (AC)	www.webe.com
KFDI-FM/Wichita (Country)	www.elysian.net/kfdi/kfdi.htm
KFH-AM/Wichita (Talk)	ourworld.compuserve.com/homepages/kfh
KICT-FM/Wichita (Alt)	www.elysian.net/t95/t95.htm
KRBB-FM/Wichita (AC)	www.southwind.net/b98fm
KKRD-FM/Wichita (CHR/Pop)	www.southwind.net/kkrd/
KNSS-AM/Wichita (N/T)	www.southwind.net/knss/
KRZZ-FM/Wichita (Rock)	www.southwind.net/krzz/
KSPG-FM/Wichita (Country)	www.elysian.net/geb/KSPG.htm
KTLI-FM/Wichita (Rel)	www.southwind.net/ktli/
WGGY-FM/Wilkes Barre-Scranton, PA (Country)	froggy.scranton.com
WWAS-FM/Williamsport, PA (CHR/Pop)	www.pct.edu/wwas
WILI-FM/Willimantic, CT (CHR/Pop)	www.wili.com/fm
WDEL-AM/Wilmington (N/T)	www.ravenet.com/wdel/index.htm
WJBR-FM/Wilmington, DE (AC)	www.wjbr.com
WSTW-FM/Wilmington (CHR/Pop)	www.ravenet.com/wstw/index.htm
WINC-FM/Winchester, VA (Hot AC)	www.visuallink.com/wincfm
KHME-FM/Winona, MN (AC)	www.luminet.net/mktplace/home101

How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory, Vol. 2, '96," you'll find the following highlights featured in the detailed market breakouts.

1 SHARE TRENDS

All stations in the Top 50 markets which earned at least a 1.0 share and the top 10 stations in markets 51-100 (according to the Spring '96 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter-hour share.

2 STATION/FORMAT

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

3 FREQUENCY/POWER

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

4 AUDIENCE RANKINGS

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

5 AVERAGE MINUTES LISTENED

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

6 OWNER & REP INFORMATION

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

7 NOTATIONS

Updates are listed noting format and call letter changes, LMA activity, and which stations have web sites.

8 FORMAT REACH CHART

The lower-right corner of each Top 50 market page features a bar graph ranking format reach. Format totals are computed by adding the Spring '96 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all News/Talk shares are added together.

9 MARKET POPULATION

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

R&R

NEW YORK

#1

NEW YORK

12+ POPULATION: 14,114,700 (Black: 21.0%; Hispanic: 20.2%)

1					STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	4						OWNER	NATIONAL REP. FIRM	
SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96			12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK			AVG. MINS. LISTENED
2.2	2.4	1.9	3.4	6.7	1 WKTU-FM ¹ <i>CHR/Rhythmic</i>	103.5 2kw	1	2	1	1	5	74	Evergreen Media	EAST	
6.1	6.6	6.1	5.4	5.8	2 WQHT-FM <i>CHR/Rhythmic</i>	97.1 6.7kw	3	11	2	2	11	23	Emm	MMR	
4.1	4.7	4.6			3 WLTW-FM <i>AC</i>	106.7 6kw	3	11	7	4	4	2	viacom	KATZ	
4.6	4.8	4.9	4.9	5.0	4 WCRS-FM <i>Oldies</i>	101.1 6.8kw	4	13	15	6	2	1	77	CBS Radio	CBS
6.7	6.1	4.9	5.1	4.7	5 WRKS-FM <i>Urban/AC</i>	98.7 7.8kw	9	6	4	3	3	3	82	Emmis	D&R
2.9	2.8	2.8	2.8	3.8	6 WQR-AM ♦ <i>Talk</i>	710 50kw	13	30	24	20	19	8	87	Buckley	MCG
3.7	3.5	3.5	3.8	3.6	7 WINS-AM <i>News</i>	1010 30/50kw	2	15	17	17	14	6	45	CBS Radio	G/W
5.0	4.7	5.5	4.4	3.6	8 WSKQ-FM <i>Spanish</i>	97.9 7.8kw	17	5	8	7	6	7	96	Spanish Br. Sys.	SBS
4.0	3.6	4.5	3.6	3.4	9 WABC-AM <i>Talk</i>	770 50kw	14	27	18	19	18	12	78	Cap Cities/ABC	BAN
3.6	3.7	4.1	3.4	3.4	9 WPLJ-FM <i>Hot AC</i>	95.5 6.7kw	8	12	3	5	5	11	57	Cap Cities/ABC	KATZ
3.2	3.3	3.7	3.7	3.1	11 WCRS-AM ♦ <i>News</i>	880 50kw	7	26	21	18	16	9	48	CBS Radio	CBS
3.3	3.1	3.6	2.9	3.0	12 WXRK-FM ² <i>Alternative</i>	92.3 6kw	10	7	5	8	9	19	59	CBS Radio	IRS
2.9	3.2	2.9	2.8	2.8	13 WBLF-FM <i>Urban/AC</i>	107.5 5.4kw	16	9	9	9	8	10	69	Inner City	MCG
3.0	3.5	3.1	3.5	2.9	13 WQCD-FM ♦	101.9	12	14	14	11	7	4	65	Tribune	CHR

¹ Was WYNY-FM (Country) until February ² Was Classic Rock until January ³ Was AC-formatted until mid-January. ♦ See Web Site Directory.

4						8	
DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WQHT-FM	1 WKTU-FM	1 WKTU-FM	1 WKTU-FM	1 WCRS-FM	1 WKTU-FM	NEWS/TALK 17.2	
2 WKTU-FM	2 WQHT-FM	2 WXRK-FM	2 WRKS-FM	2 WKTU-FM	2 WLTW-FM	CHR 15.3	
3 WXRK-FM	3 WLTW-FM	3 WQHT-FM	3 WLTW-FM	3 WXRK-FM	3 WRKS-FM	AC 12.0	
4 WAXQ-FM	4 WRKS-FM	4 WCRS-FM	4 WQHT-FM	4 WPLJ-FM	4 WCRS-FM	SPANISH 8.3	
5 WPLJ-FM	5 WPLJ-FM	5 WPLJ-FM	5 WPLJ-FM	5 WRKS-FM	5 WPLJ-FM	URBAN 7.6	
6 WHTZ-FM	6 WSKQ-FM	6 WRKS-FM	6 WSKQ-FM	6 WFAN-AM	6 WSKQ-FM	OLDIES 5.0	
7 WRKS-FM	7 WHTZ-FM	7 WFAN-AM	7 WCRS-FM	7 WLTW-FM	7 WBLF-FM	ROCK 3.6	
8 WSKQ-FM	8 WMXV-FM	8 WNEW-FM	8 WMXV-FM	8 WQCD-FM	8 WMXV-FM	ALTERNATIVE 3.0	
9 WFAN-AM	9 WBLF-FM	9 WSKQ-FM	9 WBLF-FM	9 WNEW-FM	9 WPAT-FM	NAC 2.9	
10 WPAT-FM	10 WPAT-FM	10 WLTW-FM	10 WPAT-FM	10 WSKQ-FM	10 WQCD-FM	CLASSICAL 2.8	
						NOSTALGIA 1.9	

Reps Abbreviation Key

21ST	21st Century Broadcasting	MCG	McGavren-Guild, Inc.
AMA	Art Moore & Associates	MMR	Major Market Radio
BAN	Banner Radio	MMS	Michigan Spot Sales
BLAIR	Blair Radio	MSS	Mid-South Sales
CAB	Caballero Spanish Media	PATT	Patt Media
CBS	CBS Radio Spot Sales	RSS	Radio Spot Sales
CCRS	Clear Channel Radio Sales	REG	Regional Representatives
CHR	The Christal Company	REP	Republic Radio Inc.
CMBS	Concert Music Broadcast Sales, Inc.	ROS	Roslin Radio Sales, Inc.
CRA	Crawford Broadcasting Co.	SAV	Savalli Broadcast Sales
D&R	D&R	SEN	Sentry
EAST	Eastman Radio, Inc.	SRR	Salem Radio Representatives
G/W	Group W Radio Sales	SSS	Southern Spot Sales
IRS	Infinity Radio Sales	SBS	Spanish Broadcasting System
KATZ	Katz Radio	TNS	TN Spot Sales
KBS	Keystone Broadcasting System	TOR	Torbet Radio
KT-H	Katz Hispanic	TRS	Television Radio Sales
K&P	Katz & Powell	WRS	Williams Radio Sales
LOTUS	Lotus Hispanic Reps		

12+ POPULATION: 14,114,700 (Black: 21.0%; Hispanic: 20.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
2.2	2.4	1.9	3.4	6.7	1	WKTU-FM ¹ CHR/Rhythmic	103.5 2kw	1	2	1	1	1	5	74	Evergreen Media	EAST
6.1	6.6	6.1	5.4	5.8	2	WQHT-FM CHR/Rhythmic	97.1 6.7kw	5	1	2	2	11	23	90	Emmis	MMR
4.1	4.7	4.6	5.4	5.1	3	WLTW-FM AC	106.7 6kw	3	11	7	4	4	2	76	Viacom	KATZ
4.6	4.8	4.9	4.9	5.0	4	WCBS-FM Oldies	101.1 6.8kw	4	13	15	6	2	1	77	CBS Radio	CBS
6.7	6.1	4.9	5.1	4.7	5	WRKS-FM Urban/AC	98.7 7.8kw	9	6	4	3	3	3	82	Emmis	D&R
2.9	2.8	2.8	2.8	3.8	6	WOR-AM ♦ Talk	710 50kw	13	30	24	20	19	8	87	Buckley	MCG
3.7	3.5	3.5	3.8	3.6	7	WINS-AM News	1010 30(50)kw	2	15	17	17	14	6	45	CBS Radio	G/W
5.0	4.7	5.5	4.4	3.6	7	WSKQ-FM Spanish	97.9 7.8kw	17	5	8	7	6	7	96	Spanish Br. Sys.	SBS
4.0	3.6	4.5	3.6	3.4	9	WABC-AM Talk	770 50kw	14	27	18	19	18	12	78	Cap Cities/ABC	BAN
3.6	3.7	4.1	3.4	3.4	9	WPLJ-FM Hot AC	95.5 6.7kw	8	12	3	5	5	11	57	Cap Cities/ABC	KATZ
3.2	3.3	3.7	3.7	3.1	11	WCBS-AM ♦ News	880 50kw	7	26	21	18	16	9	48	CBS Radio	CBS
3.3	3.1	3.6	2.9	3.0	12	WXRK-FM ² Alternative	92.3 6kw	10	7	5	8	9	19	59	CBS Radio	IRS
2.9	3.2	2.9	2.8	2.9	13	WBLS-FM Urban/AC	107.5 5.4kw	16	9	9	9	8	10	69	Inner City	MCG
3.0	3.5	3.1	3.5	2.9	13	WQCD-FM ♦ NAC	101.9 6.2kw	12	14	14	11	7	4	65	Tribune	CHR
4.6	4.2	3.8	3.1	2.8	15	WHTZ-FM ♦ CHR/Pop	100.3 6kw	6	3	6	12	17	25	44	Chancellor	CHR
2.4	2.3	2.3	3.3	2.8	15	WPAT-FM ³ Spanish	93.1 5.4kw	21	10	11	10	10	15	96	Heftel	KATZ
2.3	2.6	2.6	2.8	2.8	15	WQXR-FM Classical	96.3 7.8kw	19	28	32	22	20	14	80	New York Times	CMBS
2.6	2.9	3.0	3.1	2.4	18	WMXV-FM Hot AC	105.1 7.8kw	11	8	12	13	12	16	50	Bonneville Int.	SEN
2.5	2.3	2.9	2.6	2.3	19	WFAN-AM Sports	660 50kw	15	17	16	16	15	13	55	CBS Radio	IRS
1.6	1.3	2.3	2.0	1.9	20	WADO-AM Spanish	1280 5kw	23	23	28	21	22	17	105	Heftel	KT-H

¹ Was WYNY-FM (Country) until February. ² Was Classic Rock until January. ³ Was AC-formatted until mid-January. ♦ See Web Site Directory.

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AMERICA'S TALKRADIO SUPERSTATION

For more information call (212) 581-3962

12+ POPULATION: 14,114,700 (Black: 21.0%; Hispanic: 20.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
2.3	1.9	1.7	1.7	1.9	20		WNEW-FM ♦ Rock	102.7 7.8kw	18	16	13	14	13	18	53	CBS Radio	G/W
2.2	2.0	2.0	2.2	1.9	20		WQEW-AM Nostalgia	1560 50kw	22	--	38	39	29	20	90	New York Times	MMR
2.0	2.0	1.9	1.8	1.7	23		WAXQ-FM 4 Rock	104.3 7.8kw	20	4	10	15	21	31	59	Viacom	TOR
0.9	1.0	1.1	1.1	1.1	24		WALK-FM ♦ AC	97.5 39kw	25	19	20	24	24	21	77	Chance lor	KATZ
0.9	1.0	1.2	1.2	1.0	25		WLIB-AM News/Talk	1190 10kw	27	20	22	23	23	22	97	Inner City	MCG

4 Switched to Classic Rock in July. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WQHT-FM	1 WKTU-FM	1 WKTU-FM	1 WKTU-FM	1 WCBS-FM	1 WKTU-FM	NEWS/TALK	17.2
2 WKTU-FM	2 WQHT-FM	2 WXRK-FM	2 WRKS-FM	2 WKTU-FM	2 WLTW-FM	CHR	15.3
3 WXRK-FM	3 WLTW-FM	3 WQHT-FM	3 WLTW-FM	3 WXRK-FM	3 WRKS-FM	AC	12.0
4 WAXQ-FM	4 WRKS-FM	4 WCBS-FM	4 WQHT-FM	4 WPLJ-FM	4 WCBS-FM	SPANISH	8.3
5 WPLJ-FM	5 WPLJ-FM	5 WPLJ-FM	5 WPLJ-FM	5 WRKS-FM	5 WPLJ-FM	URBAN	7.6
6 WHTZ-FM	6 WSKQ-FM	6 WRKS-FM	6 WSKQ-FM	6 WFAN-AM	6 WSKQ-FM	OLDIES	5.0
7 WRKS-FM	7 WHTZ-FM	7 WFAN-AM	7 WCBS-FM	7 WLTW-FM	7 WBLS-FM	ROCK	3.6
8 WSKQ-FM	8 WMXV-FM	8 WNEW-FM	8 WMXV-FM	8 WQCD-FM	8 WMXV-FM	ALTERNATIVE	3.0
9 WFAN-AM	9 WBLS-FM	9 WSKQ-FM	9 WBLS-FM	9 WNEW-FM	9 WPAT-FM	NAC	2.9
10 WPAT-FM	10 WPAT-FM	10 WLTW-FM	10 WPAT-FM	10 WSKQ-FM	10 WQCD-FM	CLASSICAL	2.8
						NOSTALGIA	1.9

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 9,687,300 (Black: 10.1%; Hispanic: 36.7%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	12+ ADH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
4.7	4.8	6.9	7.1	7.2	1	KLVE-FM Spanish	107.5 29.5kw	4	7	1	1	1	1	105	Heftel	CAB
5.2	5.3	5.5	5.0	5.4	2	KPWR-FM CHR/Rhythmic	105.9 25kw	1	1	2	3	15	28	62	Emmis	D&R
4.2	4.2	4.0	4.2	5.0	3	KKBT-FM Urban	92.3 43kw	8	2	3	2	3	9	86	Evergreen Media	MMR
3.9	3.9	4.8	4.3	4.0	4	KFI-AM Talk	640 50kw	9	25	21	15	9	4	74	Cox	CHR
3.8	3.9	3.5	3.6	3.8	5	KRTH-FM Oldies	101. 51kw	3	10	13	4	2	2	55	CBS Radio	IRS
4.5	4.2	3.6	3.7	3.7	6	KIIS-A/F CHR/Pop	1150/102.7 5kw/8kw	2	3	7	7	12	17	48	Gannett	MCG
3.0	2.9	3.2	3.7	3.5	7	KTWV-FM NAC	94.7 55kw	14	37	15	9	4	3	67	CBS Radio	G/W
3.4	3.3	3.2	3.2	3.3	8	KLAX-FM Spanish	97.9 50kw	16	5	6	5	11	14	79	Spanish Br. Sys.	KT-H
4.4	4.5	3.6	3.8	3.3	8	KROQ-FM Alternative	106.7 5.6kw	7	4	4	6	13	31	56	CBS Radio	IRS
4.3	3.2	3.6	3.9	3.2	10	KOST-FM AC	103.4 12.5kw	5	14	11	12	8	6	50	Cox	CHR
3.1	3.2	2.9	3.0	3.1	11	KABC-AM Talk	790 5kw	15	27	36	22	19	5	71	Cap Cities/ABC	KATZ
3.2	3.2	2.9	3.1	3.0	12	KBIG-FM AC	104.3 105kw	6	13	10	11	7	7	50	Bonneville Int.	SEN
2.9	2.2	2.8	2.9	2.9	13	KYSR-FM Hot AC	98.7 75kw	13	12	5	8	6	20	61	Viacom	BAN
2.1	2.1	1.9	2.9	2.7	14	KLAC-AM Nostalgia	570 5kw	21	—	35	34	30	12	89	Chancellor	EAST
3.3	2.9	2.4	2.6	2.7	14	KLOS-FM Rock	95.5 61kw	12	11	8	10	10	18	54	Cap Cities/ABC	KATZ
2.4	2.7	2.4	2.3	2.4	16	KCBS-FM Classic Hits	93.1 28.5kw	17	23	12	13	5	8	58	CBS Radio	CBS
2.4	2.4	2.4	2.1	2.2	17	KFWB-AM News	980 5kw	11	39	32	30	25	15	44	CBS Radio	G/W
2.2	2.3	1.9	2.0	2.1	18	KLSX-FM Talk/Alternative	97.1 21kw	18	16	9	14	14	25	61	Greater Media Inc.	MMR
3.3	3.0	2.7	2.8	2.1	18	KNX-AM News	1070 50kw	10	26	34	29	22	11	41	CBS Radio	CBS
2.3	2.3	1.6	2.0	2.0	20	KZLA-FM Country	94.1 18.5kw	22	31	19	18	16	10	73	Chancellor	EAST

◆ See Web Site Directory.

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KIISFM

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#1 HIT MUSIC STATION 102.7

For more information call (212) 581-3962

CONTINUOUS HIT MUSIC 102.7 KIIS FM

12+ POPULATION: 9,687,300 (Black: 10.1%; Hispanic: 36.7%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.4	1.3	1.6	1.4	1.8	21		KTNQ-AM Spanish	1020 50kw	24	20	14	16	17	21	81	Heffel	CAB
1.5	1.9	1.8	1.8	1.7	22		KKGO-A/F Classical	1050/105.1 2.1kw/18kw	19	22	31	31	29	16	53	Mt. Wilson FM	CMBS
1.7	1.3	1.6	1.8	1.6	23		KBUE-FM Spanish	105.5 1.05kw	23	9	16	2C	23	30	68	Lieberman	—
1.9	1.7	2.0	1.8	1.6	23		KXEZ-FM AC	100.3 5.3kw	20	29	26	21	20	13	55	Viacom	BAN
1.9	2.8	3.1	1.8	1.4	25		KKHJ-AM Spanish	930 5kw	26	19	20	19	21	22	65	Lieberman	KT-H
1.0	1.7	1.4	1.2	1.4	25		KRLA-AM Oldies	1110 50(20)kw	27	6	25	26	32	26	67	Greater Media Inc.	MMR
1.0	1.4	1.1	1.2	1.4	25		KSCA-FM ♦ Adult Alternative	101.9 4.8kw	28	33	22	17	18	19	71	Golden West	TOR
1.0	1.2	1.5	1.3	1.2	28		KWKW-AM Spanish	1330 5kw	32	18	24	27	26	24	87	Lotus	LOTUS
0.6	0.7	0.9	1.1	1.1	29		KJLH-FM Urban/AC	102.3 2.25kw	30	17	23	25	27	29	58	Taxi	K&P
0.0	0.0	0.0	0.0	1.1	29		KLYY-FM 1 Alternative	107.1 3kw	29	8	17	24	31	43	56	Odyssey	—
1.1	0.9	1.1	1.0	1.0	31		KACE-FM Urban/Oldies	103.9 1.65kw	31	30	28	28	24	23	71	Cox	K&P

1 Was Sports formatted until April, used **KMAX-FM** calls during rating period. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KPWR-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	SPANISH 16.5	
2 KLVE-FM	2 KKBT-FM	2 KPWR-FM	2 KKBT-FM	2 KLOS-FM	2 KKBT-FM	NEWS/TALK 13.5	
3 KROQ-FM	3 KPWR-FM	3 KROQ-FM	3 KYSR-FM	3 KTWV-FM	3 KRTH-FM	AC 10.7	
4 KKBT-FM	4 KYSR-FM	4 KKBT-FM	4 KPWR-FM	4 KRTH-FM	4 KYSR-FM	CHR 9.0	
5 KLOS-FM	5 KIIS-A/F	5 KLOS-FM	5 KIIS-A/F	5 KLSX-FM	5 KOST-FM	OLDIES 7.6	
6 KLSX-FM	6 KLAX-FM	6 KLAX-FM	6 KRTH-FM	6 KCBS-FM	6 KTWV-FM	URBAN 7.1	
7 KLAX-FM	7 KROQ-FM	7 KLSX-FM	7 KOST-FM	7 KKBT-FM	7 KBIG-FM	ALTERNATIVE 4.4	
8 KIIS-A/F	8 KOST-FM	8 KRTH-FM	8 KBIG-FM	8 KROQ-FM	8 KIIS-A/F	NAC 3.5	
9 KYSR-FM	9 KBIG-FM	9 KTWV-FM	9 KLAX-FM	9 KFI-AM	9 KFI-AM	NOSTALGIA 2.7	
10 KTNQ-AM	10 KRTH-FM	10 KCBS-FM	10 KTWV-FM	10 KLAX-FM	10 KCBS-FM	ROCK 2.7	
						COUNTRY 2.0	
						CLASSICAL 1.7	
						ADULT ALT. 1.4	

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 6,895,700 (Black: 18.6%; Hispanic: 11.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
5.8	6.2	6.0	6.2	6.1	1	1	WGN-AM Full Service	720 50kw	6	28	32	18	12	1	93	Tribune	EAST
6.0	6.7	6.1	6.1	5.8	2	2	WGCI-FM Urban	107.5 33kw	7	3	1	1	1	7	90	Gannett	MCG
3.9	3.7	4.2	4.4	4.8	3	3	WLIT-FM AC	93.9 4kw	8	7	7	4	2	3	80	Viacom	CHR
3.9	4.1	3.9	4.6	4.2	4	4	WVAZ-FM Urban/AC	102.7 6kw	14	10	8	2	3	4	88	Evergreen Media	BAN
3.8	3.4	3.4	3.0	4.1	5	5	WJMK-FM ♦ Oldies	104.3 4.1kw	5	11	15	5	4	2	61	CBS Radio	IRS
3.9	4.5	4.0	4.0	3.9	6	6	WBBM-FM CHR/Rhythmic	96.3 4.2kw	1	1	3	6	17	24	49	CBS Radio	CBS
3.1	2.8	2.6	3.0	3.7	7	7	WLS-AM Talk	890 50kw	16	32	23	20	20	10	94	Cap Cities/ABC	BAN
3.8	3.7	3.9	3.7	3.6	8	8	WBBM-AM News	780 50kw	2	30	26	23	18	8	48	CBS Radio	CBS
4.7	4.2	4.7	3.6	3.6	8	8	WUSN-FM Country	99.5 6.3kw	10	12	12	13	8	6	70	CBS Radio	IRS
3.8	3.4	3.1	3.2	3.4	10	10	WKQX-FM Alternative	101.1 8.3kw	4	2	4	10	19	28	46	Emmis	D&R
3.5	3.9	3.6	3.6	3.4	10	10	WNUA-FM NAC	95.5 83kw	13	20	16	12	5	5	70	Evergreen Media	EAST
3.1	3.8	3.3	3.2	3.4	10	10	WRCX-FM Rock	103.5 4.3kw	9	5	2	3	9	21	58	Evergreen Media	MMR
3.0	3.4	3.0	3.4	3.1	13	13	WOJO-FM Spanish	105.1 8.4kw	20	6	5	8	10	19	111	Heftel	KT-H
4.0	3.1	2.9	2.8	2.9	14	14	WMAQ-AM News	670 50kw	3	18	20	17	15	9	39	CBS Radio	G/W
3.1	2.9	2.7	3.0	2.8	15	15	WXRT-FM ♦ Adult Alternative	93.1 6.7kw	17	19	9	7	6	11	74	CBS Radio	CBS
2.1	2.4	2.4	2.5	2.7	16	16	WTMX-FM ♦ Hot AC	101.9 4.2kw	11	9	6	11	11	18	52	Bonneville Int.	SEN
2.4	2.2	2.8	2.5	2.6	17	17	WLUP-FM Talk	97.9 6kw	18	27	10	9	7	12	73	Evergreen Media	CHR
2.1	2.2	1.8	2.1	2.2	18	18	WPNT-FM Hot AC	100.3 8.2kw	15	14	11	14	13	13	50	Evergreen Media	EAST
1.8	2.5	3.1	3.3	2.1	19	19	WAIT-AM Nostalgia	850 2.5kw	26	—	37	38	32	23	109	Pride	—
2.1	2.5	2.0	2.3	2.1	19	19	WCKG-FM Classic Rock	105.9 4.1kw	12	8	14	15	14	16	44	CBS Radio	KATZ

♦ See Web Site Directory.

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 6,895,700 (Black: 18.6%; Hispanic: 11.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
2.3	2.4	1.9	1.8	1.9	21	WEJM-FM Urban	106.3 2kw	22	4	13	19	33	38	70	Evergreen Media	D&R
1.7	1.6	1.6	1.5	1.7	22	WNIB-FM Classical	97.1 8.4kw	21	—	36	30	27	20	60	North Illinois	CMBS
2.1	1.9	1.8	1.7	1.7	22	WYSY-FM Oldies	107.9 22.5kw	19	23	17	16	16	15	49	Spanish Br.	KATZ
1.8	1.1	2.3	1.6	1.6	24	WSCR-AM Sports	820 5kw	27	31	22	21	21	14	81	CBS Radio	CBS
1.4	1.4	1.9	1.5	1.4	25	WGCI-AM Urban/Oldies	1390 5kw	28	17	31	25	22	17	82	Gannett	MCG
0.6	1.1	1.4	1.4	1.3	26	WKXK-FM ¹ Country	94.7 8.3kw	23	16	19	22	23	22	56	Cap Cities/ABC	BAN
1.5	1.3	1.2	1.4	1.1	27	WFMT-FM Classical	98.7 15.5kw	24	34	39	33	28	26	49	Chicago Educ.	D&R
1.2	1.2	0.9	1.3	1.1	27	WIND-AM Spanish	560 5kw	30	21	18	24	24	31	79	Heftel	KATZ
1.0	1.0	1.2	1.2	1.0	29	WJJD-AM Talk	1160 50(5)kw	29	26	30	31	30	27	59	CBS Radio	IRS
0.6	0.8	0.7	1.1	1.0	29	WVON-AM Urban/Oldies	1450 1kw	38	36	33	28	25	25	161	Midway Br.	ROS

¹ Was WLS-FM until January.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WRCX-FM	1 WGCI-FM	1 WRCX-FM	1 WGCI-FM	1 WXRT-FM	1 WLIT-FM	NEWS/TALK	21.5
2 WGCI-FM	2 WBBM-FM	2 WGCI-FM	2 WLIT-FM	2 WJMK-FM	2 WGCI-FM	URBAN	14.3
3 WBBM-FM	3 WLIT-FM	3 WXRT-FM	3 WVAZ-FM	3 WRCX-FM	3 WVAZ-FM	AC	9.7
4 WKQX-FM	4 WTMX-FM	4 WLUP-FM	4 WJMK-FM	4 WLUP-FM	4 WJMK-FM	OLDIES	7.9
5 WOJO-FM	5 WKQX-FM	5 WJMK-FM	5 WTMX-FM	5 WGCI-FM	5 WNUA-FM	COUNTRY	4.9
6 WXRT-FM	6 WOJO-FM	6 WCKG-FM	6 WBBM-FM	6 WNUA-FM	6 WPNT-FM	SPANISH	4.2
7 WLUP-FM	7 WVAZ-FM	7 WVAZ-FM	7 WPNT-FM	7 WVAZ-FM	7 WTMX-FM	CHR	3.9
8 WCKG-FM	8 WPNT-FM	8 WBBM-FM	8 WOJO-FM	8 WCKG-FM	8 WUSN-FM	ALTERNATIVE	3.4
9 WEJM-FM	9 WRCX-FM	9 WKQX-FM	9 WUSN-FM	9 WSCR-AM	9 WOJO-FM	NAC	3.4
10 WVAZ-FM	10 WXRT-FM	10 WOJO-FM	10 WKQX-FM	10 WLIT-FM	10 WXRT-FM	ROCK	3.4
						ADULT ALT.	2.8
						CLASSICAL	2.8
						NOSTALGIA	2.1



The Dr. Laura Show

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**CHICAGO'S
TALKRADIO
890 AM**

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**For more
information call
(212) 581-3962**

THE 50,000 WATT TALKMONSTER OF THE MIDWEST



**RADIO TODAY
ENTERTAINMENT**

12+ POPULATION: 5,367,400 (Black: 10.7%; Hispanic: 15.7%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
6.9	6.7	8.0	6.8	6.8	1	KGO-AM News/Talk	810 50kw	2	31	19	7	3	1	79	Cap Cities/ABC	BAN
4.8	5.1	5.3	4.8	4.8	2	KCBS-AM News	740 50kw	1	25	21	12	7	3	50	CBS Radio	CBS
4.1	4.1	3.9	3.6	4.5	3	KNBR-AM Full Service	680 50kw	7	17	12	9	6	4	69	Susquehanna	EAST
4.4	4.6	4.1	4.1	4.2	4	KMEL-FM ♦ CHR/Rhythmic	106.1 69kw	3	2	1	3	11	22	56	Evergreen Media	CHR
3.3	3.3	2.8	3.5	3.9	5	KKSF-FM ♦ NAC	103.7 7.8kw	11	27	13	5	2	2	77	Brown Br.	CBS
3.1	4.0	3.5	3.5	3.8	6	KFRC-A/F Oldies	610/99.7 5kw/40kw	8	6	17	4	5	5	60	Alliance	G/W
3.5	3.6	3.6	3.7	3.8	6	KYLD-FM ♦ CHR/Rhythmic	107.7 8.9kw	4	1	2	6	18	28	51	Evergreen Media	KATZ
4.0	3.3	2.5	2.9	3.7	8	KFFG/KFOG ♦ Adult Alternative	99.7/104.5 1.6kw/7.9kw	9	19	5	1	1	6	64	Susquehanna	EAST
3.3	3.5	3.5	3.3	3.7	8	KIOI-FM Hot AC	101.3 125kw	5	4	3	2	4	9	55	Evergreen Media	CHR
3.6	4.3	4.4	4.0	3.4	10	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	6	11	8	8	8	7	52	Bonneville Int.	SEN
2.7	2.6	2.6	3.0	2.8	11	KBLX-FM NAC	102.9 6.6kw	14	12	11	10	9	8	66	Inner City	D&R
2.8	2.5	2.9	2.8	2.7	12	KDFC-FM ♦ Classical	102.1 33kw	13	35	24	21	16	10	63	Brown Br.	MCG
3.5	3.0	2.8	2.8	2.5	13	KITS-FM ♦ Alternative	105.3 15kw	10	3	4	11	13	26	46	Entercom	D&R
1.2	1.1	1.8	1.8	2.2	14	KSFO-AM Talk	560 5kw	24	—	34	25	21	11	87	Cap Cities/ABC	BAN
1.4	2.0	2.1	2.0	2.1	15	KBGG-FM Oldies	98.1 100kw	12	22	14	14	10	12	47	Chancellor	KATZ
1.4	1.8	1.7	2.1	2.1	15	KSOL-FM 1 Urban/AC	98.9 6kw	16	10	10	13	12	14	52	Heftel	MMR
1.6	1.2	2.0	1.6	2.0	17	KLOK-AM Spanish	1170 50(5)kw	26	7	6	15	14	20	109	Excel Com.	CAB
2.6	2.5	2.6	2.3	1.9	18	KABL-AM Nostalgia	960 5kw	21	—	42	44	36	18	70	Chancellor	CHR
1.8	1.8	1.5	1.7	1.9	18	KBAY-FM ♦ AC	100.3 163kw	20	29	26	22	17	13	62	United	MMR
2.0	2.0	2.2	2.1	1.7	20	KOME-FM ♦ Alternative	98.5 12.5kw	15	5	9	17	23	35	42	CBS Radio	IRS

1 Switched to Spanish in August. ♦ See Web Site Directory.

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 5,367,400 (Black: 10.7%; Hispanic: 15.7%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.7	2.4	2.1	1.9	1.7	20	KSAN-FM ♦ Country	94.9 30kw	18	20	22	23	19	15	53	Chancellor	KATZ
2.2	2.0	2.0	2.0	1.6	22	KSJO-FM ♦ Rock	92.3 50kw	19	13	7	16	15	32	51	Amer. Radio Sys.	MCG
0.9	0.9	1.0	1.5	1.4	23	KEZR-FM Hot AC	106.5 50kw	23	9	16	19	25	19	52	Alta Br.	CHR
3.0	2.7	1.8	1.0	1.4	23	KPIX-A/F ♦ News	1550/95.7 10kw/6.9kw	22	34	32	26	24	16	52	CBS Radio	G/W
1.5	1.5	1.9	1.7	1.4	23	KYCY-FM Country	93.3 50kw	25	23	20	20	20	17	62	CBS Radio	IRS
1.7	1.6	1.3	1.6	1.3	26	KRQR-FM ² Rock	97.3 82kw	17	14	15	18	22	23	35	CBS Radio	CBS
0.7	0.8	0.8	0.9	1.1	27	KKSJ-AM Nostalgia	1370 5kw	37	—	43	43	43	25	103	Amer. Radio Sys.	MMR
0.9	1.0	0.7	0.9	1.0	28	KZSF/KZWC Spanish	92.7/92.1 1.8kw/3kw	32	18	18	24	26	33	82	KZWC, Inc.	LOTUS

² Switched to **KLLC-FM** (Hot AC) in mid-June. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KMEL-FM	1 KMEL-FM	1 KFFG/KFOG	1 KIOI-FM	1 KFFG/KFOG	1 KIOI-FM	NEWS/TALK	19.5
2 KYLD-FM	2 KYLD-FM	2 KNBR-AM	2 KOIT-A/F	2 KNBR-AM	2 KKSF-FM	AC	10.4
3 KITS-FM	3 KIOI-FM	3 KMEL-FM	3 KMEL-FM	3 KGO-AM	3 KOIT-A/F	CHR	8.0
4 KFFG/KFOG	4 KOIT-A/F	4 KFRC-A/F	4 KBLX-FM	4 KFRC-A/F	4 KBLX-FM	NAC	6.7
5 KSJO-FM	5 KITS-FM	5 KGO-AM	5 KYLD-FM	5 KCBS-AM	5 KGO-AM	OLDIES	5.9
6 KLOK-AM	6 KBLX-FM	6 KKSF-FM	6 KFFG/KFOG	6 KKSF-FM	6 KFRC-A/F	ALTERNATIVE	4.2
7 KNBR-AM	7 KSOL-FM	7 KITS-FM	7 KKSF-FM	7 KITS-FM	7 KFFG/KFOG	ADULT ALT.	3.7
8 KIOI-FM	8 KFFG/KFOG	8 KCBS-AM	8 KFRC-A/F	8 KIOI-FM	8 KBGG-FM	COUNTRY	3.1
9 KOME-FM	9 KBGG-FM	9 KYLD-FM	9 KBGG-FM	9 KBGG-FM	9 KCBS-AM	SPANISH	3.0
10 KSOL-FM	10 KKSF-FM	10 KSJO-FM	10 KGO-AM	10 KSOL-FM	10 KMEL-FM	ROCK	2.9
						CLASSICAL	2.7
						URBAN	2.1
						NOSTALGIA	2.0



**CONTINUOUS
CLIMAX**

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**WILD
107.7**

JAMS BETTER MUSIC

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RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 4,067,000 (Black: 18.5%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.3	7.4	8.2	9.1	7.2	1	1	KYW-AM News	1060 50kw	1	13	15	12	8	2	46	CBS Radio	G/W
6.2	6.4	6.1	5.9	6.8	2	2	WUSL-FM Urban	98.9 18kw	8	1	1	2	7	15	95	Amer. Radio Sys.	BAN
4.7	4.4	5.5	5.6	5.7	3	3	WBEB-FM AC	101.1 14kw	2	7	9	6	6	3	70	WEAZ Radio Inc.	MCG
5.8	5.6	5.3	4.9	5.5	4	4	WDAS-FM Urban/AC	105.3 16.5kw	13	8	5	3	1	4	101	Beasley	D&R
5.3	5.2	5.0	4.4	5.4	5	5	WOGL-FM Oldies	98.1 12.5kw	5	14	14	7	2	1	68	CBS Radio	CBS
4.8	5.0	5.1	4.6	5.1	6	6	WYSP-FM Rock	94.1 16kw	3	9	2	1	3	12	63	CBS Radio	IRS
4.8	4.8	5.7	4.7	4.8	7	7	WPEN-AM Nostalgia	950 5kw	19	—	—	26	20	14	118	Greater Media Inc.	MMR
3.4	3.8	3.1	3.8	4.6	8	8	WMGK-FM Classic Hits	102.9 8.5kw	9	12	3	4	5	8	68	Greater Media Inc.	MMR
5.2	4.5	3.9	3.4	4.5	9	9	WMMR-FM Rock	93.3 18kw	6	11	6	5	4	6	61	CBS Radio	G/W
5.7	4.9	4.7	5.9	4.4	10	10	WWDB-FM Talk	96.5 17kw	12	—	17	16	14	7	80	Mercury	BAN
3.4	4.1	4.3	4.8	4.3	11	11	WIOQ-FM CHR/Pop	102.1 27kw	4	2	4	9	13	16	54	Amer. Radio Sys.	BAN
4.0	4.0	3.7	3.9	3.9	12	12	WYXR-FM Hot AC	104.5 16kw	10	6	8	8	9	11	60	Evergreen Media	KATZ
4.6	4.7	5.3	4.7	3.8	13	13	WXTU-FM Country	92.5 15.5kw	15	10	13	14	12	9	77	Beasley	D&R
3.6	2.9	3.2	3.7	3.7	14	14	WIP-AM Sports	610 5kw	11	15	11	11	10	10	64	CBS Radio	IRS
3.6	3.6	3.5	3.8	3.2	15	15	WJZ-FM NAC	106.1 22.5kw	14	18	16	13	11	5	64	Evergreen Media	KATZ
2.3	2.3	2.5	2.7	3.1	16	16	WFLN-FM ♦ Classical	95.7 50kw	18	21	19	18	17	13	77	Evergreen Media	CMBS
4.1	4.0	3.7	3.3	3.1	16	16	WPLY-FM ♦ CHR/Pop	100.3 35kw	7	3	7	10	15	18	42	Greater Media Br.	TOR
1.5	1.3	1.3	1.5	2.1	18	18	WIBF-FM ¹ Alternative	103.9 .34kw	16	5	10	15	16	22	44	Jarad	EAST

¹ Changed calls to **WDRE-FM** in July. ♦ See Web Site Directory.



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information call
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THE NEW ROCK REVOLUTION

12+ POPULATION: 4,067,000 (Black: 18.5%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.3	1.7	1.3	1.2	1.6	19		WPST-FM <i>CHR/Pop</i>	97.5 50kw	17	4	12	17	18	27	36	Nassau	KATZ
0.9	1.1	1.5	1.3	1.1	20		WDAS-AM <i>Religious</i>	1480 5(1)kw	22	17	24	19	19	17	68	Beasley	D&R

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WYSP-FM	1 WUSL-FM	1 WYSP-FM	1 WBEB-FM	1 WYSP-FM	1 WBEB-FM	NEWS/TALK 15.3
2 WUSL-FM	2 WIOQ-FM	2 WMMR-FM	2 WUSL-FM	2 WMMR-FM	2 WDAS-FM	URBAN 12.3
3 WMMR-FM	3 WYXR-FM	3 WIP-FM	3 WYXR-FM	3 WIP-AM	3 WOGL-FM	OLDIES 10.0
4 WIP-AM	4 WMGK-FM	4 WMGK-FM	4 WDAS-FM	4 WOGL-FM	4 WYXR-FM	AC 9.6
5 WMGK-FM	5 WBEB-FM	5 WUSL-FM	5 WIOQ-FM	5 WMGK-FM	5 WMGK-FM	ROCK 9.6
6 WDAS-FM	6 WDAS-FM	6 WDAS-FM	6 WMGK-FM	6 WDAS-FM	6 WUSL-FM	CHR 9.0
7 WPLY-FM	7 WPLY-FM	7 WOGL-FM	7 WOGL-FM	7 KYW-AM	7 WMMR-FM	NOSTALGIA 4.8
8 WIOQ-FM	8 WMMR-FM	8 KYW-AM	8 WMMR-FM	8 WUSL-FM	8 KYW-AM	COUNTRY 3.8
9 WIBF-FM	9 WIBF-FM	9 WPLY-FM	9 WPLY-FM	9 WJZ-FM	9 WJZ-FM	NAC 3.2
10 WBEB-FM	10 WYSP-FM	10 WIOQ-FM	10 WJZ-FM	10 WWDB-FM	10 WIOQ-FM	CLASSICAL 3.1
						ALTERNATIVE 2.1
						RELIGIOUS 1.1

PHILADELPHIA

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12+ POPULATION: 3,652,100 (Black: 21.5%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
9.5	10.3	10.2	9.7	10.3	1	WJLB-FM <i>Urban</i>	97.9 50kw	2	1	1	1	1	5	110	Evergreen Media	MMR
7.4	7.9	7.4	7.6	6.8	2	WJR-AM ♦ <i>Talk</i>	760 50kw	1	24	18	14	6	2	64	Cap Cities/ABC	KATZ
3.6	4.0	4.0	4.9	6.0	3	WOMC-FM <i>Oldies</i>	104.3 190kw	4	13	10	4	2	1	64	CBS Radio	IRS
4.7	4.9	5.6	5.3	5.4	4	WNIC-FM <i>AC</i>	100.3 32kw	7	7	4	3	3	3	69	Broadcasting Partners	D&R
4.0	4.5	4.2	4.6	5.1	5	WRIF-FM <i>Rock</i>	101.1 27kw	6	9	2	2	4	12	63	Greater Media Inc.	BAN
5.2	5.2	6.2	4.8	5.0	6	WWJ-AM ♦ <i>News</i>	950 5kw	3	19	19	16	12	6	54	CBS Radio	CBS
4.3	4.9	5.0	3.9	4.7	7	WWWW-FM <i>Country</i>	106.7 61kw	9	11	7	7	5	4	77	Evergreen Media	KATZ
4.6	4.1	3.9	4.1	3.9	8	WKQI-FM <i>Hot AC</i>	95.5 100kw	5	4	3	5	7	15	44	Broadcast Partners	EAST
4.9	4.5	3.9	3.8	3.8	9	WYCD-FM <i>Country</i>	99.5 17.5kw	10	6	6	6	8	13	64	Alliance	G/W
4.4	4.3	5.6	4.4	3.7	10	WMXD-FM <i>Urban/AC</i>	92.3 50kw	12	5	11	8	9	7	71	Evergreen Media	MMR
4.4	3.8	3.9	3.8	3.7	10	WXYT-AM <i>Talk</i>	1270 5kw	18	26	21	17	16	8	98	CBS Radio	IRS
4.8	3.7	4.0	3.6	3.2	12	WLTJ-FM 1 <i>AC</i>	93.1 26.5kw	11	10	14	12	15	9	58	Viacom	CHR
2.0	2.0	2.0	3.1	3.1	13	WVMV-FM <i>NAC</i>	98.7 50kw	16	12	15	11	13	10	67	CBS Radio	G/W
2.9	2.9	2.6	3.4	2.9	14	WJZZ-FM <i>NAC</i>	105.9 20kw	17	18	16	15	14	11	66	Bell	TOR
2.6	3.0	3.2	3.2	2.7	15	WCSX-FM <i>Classic Rock</i>	94.7 13.5kw	14	14	9	9	10	14	53	Greater Media Inc.	MCG
3.4	2.7	2.2	3.1	2.7	15	WHYT-FM <i>Alternative</i>	96.3 20kw	8	2	5	13	17	23	38	Cap Cities/ABC	KATZ
3.0	3.1	2.5	2.3	2.6	17	WYST-FM <i>Oldies</i>	97.1 15kw	13	16	8	10	11	16	50	CBS Radio	CBS
2.3	2.0	2.0	2.3	2.2	18	CKWW-AM <i>Nostalgia</i>	580 .5kw	22	—	27	28	28	20	91	CHUM Group Ltd.	ROS
2.0	2.0	2.2	2.4	2.1	19	WQRS-FM ♦ <i>Classical</i>	105.1 20kw	19	20	23	23	19	17	64	Evergreen Media	CMBS
2.0	1.7	1.4	1.6	1.8	20	CIMX-FM <i>Alternative</i>	88.7 100kw	15	3	13	20	23	27	36	CHUM Group Ltd.	ROS

1 Became **WDRQ-FM** (CHR/Rhythmic) in August. ♦ See Web Site Directory.

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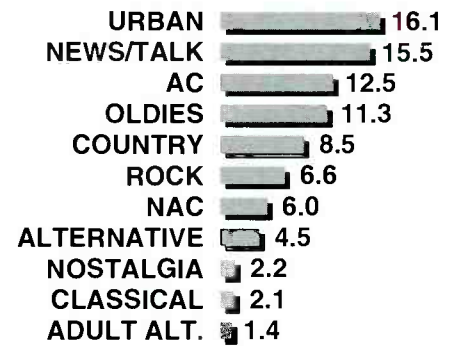
12+ POPULATION: 3,652,100 (Black: 21.5%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.7	1.7	1.3	1.4	1.5	21		WDZR-FM <i>Rock</i>	102.7 50kw	20	8	12	19	21	26	45	Syndicated Com.	D&R
0.5	0.8	1.2	1.4	1.4	22		CIDR-FM <i>Adult Alternative</i>	93.9 100kw	21	17	17	18	18	19	45	CHUM Group Ltd.	ROS
1.1	1.1	1.3	1.4	1.1	23		WQBH-AM <i>Urban/Oldies</i>	1400 1kw	26	21	26	25	25	18	87	TXC Corp.	PATT
0.9	0.9	1.3	0.9	1.0	24		WGPR-FM <i>Urban</i>	107.5 13.5kw	25	25	20	22	22	25	59	WGPR, Inc.	—

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WJLB-FM	1 WJLB-FM	1 WRIF-FM	1 WJLB-FM	1 WRIF-FM	1 WNIC-FM
2 WRIF-FM	2 WKQI-FM	2 WJLB-FM	2 WNIC-FM	2 WJLB-FM	2 WJLB-FM
3 WHYT-FM	3 WNIC-FM	3 WOMC-FM	3 WKQI-FM	3 WOMC-FM	3 WOMC-FM
4 WKQI-FM	4 WYCD-FM	4 WCSX-FM	4 WOMC-FM	4 WCSX-FM	4 WKQI-FM
5 WCSX-FM	5 WWWW-FM	5 WJR-AM	5 WYCD-FM	5 WJR-AM	5 WWWW-FM
6 WDZR-FM	6 WRIF-FM	6 WJZZ-FM	6 WMXD-FM	6 WWJ-AM	6 WMXD-FM
7 WYST-FM	7 WHYT-FM	7 WNIC-FM	7 WWWW-FM	7 WJZZ-FM	7 WYCD-FM
8 CIMX-FM	8 WMXD-FM	8 WVMV-FM	8 WLTJ-FM	8 WVMV-FM	8 WLTJ-FM
9 WNIC-FM	9 WLTJ-FM	9 WYST-FM	9 WRIF-FM	9 WYST-FM	9 WYST-FM
10 WJR-AM	10 WYST-FM	10 WWJ-AM	10 WHYT-FM	10 WXYT-AM	10 WVMV-FM





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For more information call (212) 581-3962

THE GREAT VOICE OF THE GREAT LAKES



12+ POPULATION: 3,570,000 (Black: 13.5%; Hispanic: 14.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
5.0	5.1	5.6	5.7	6.2	1	1	KHKS-FM CHR/Pop	106.1 100kw	1	2	1	1	4	12	59	Gannett	D&R
6.0	5.6	5.5	5.0	6.2	1	1	KSCS-FM Country	96.3 99kw	2	12	7	2	1	2	72	Cap Cities/ABC	BAN
4.6	5.7	4.6	5.4	5.7	3	3	KKDA-FM ♦ Urban	104.5 100kw	12	1	2	3	8	17	96	Service Br.	CHR
5.4	5.2	5.6	5.4	5.2	4	4	KVIL-FM ♦ AC	103.7 100kw	4	17	13	7	2	1	68	CBS Radio	IRS
4.9	5.1	4.0	3.9	4.9	5	5	KYNG-FM ♦ Country	105.3 100kw	8	4	5	4	3	8	73	CBS Radio	IRS
5.1	4.9	4.7	4.6	4.9	5	5	WBAP-AM ♦ News/Talk	820 50kw	7	24	22	19	12	3	73	Cap Cities/ABC	BAN
4.0	4.1	3.9	4.4	4.3	7	7	KPLX-FM ♦ Country	99.5 100kw	10	8	9	9	7	9	67	Susquehanna	EAST
4.1	3.7	5.0	4.2	4.2	8	8	KRBB-FM Urban/AC	100.3 89kw	16	10	8	6	5	7	85	CBS Radio	MCG
3.5	3.8	3.8	3.7	4.1	9	9	KRDL-AM ♦ News/Talk	1080 50kw	3	19	19	18	13	6	50	SFX	CBS
3.4	3.0	2.7	2.8	3.9	10	10	KDMX-FM Hot AC	102.9 100kw	9	16	4	5	6	13	58	Nationwide	MMR
4.0	4.4	3.9	4.6	3.8	11	11	KEGL-FM ♦ Rock	97.1 100kw	11	6	3	8	11	19	59	Sandusky	CHR
3.8	4.6	3.9	4.0	3.4	12	12	KLUV-FM ♦ Oldies	98.7 100kw	6	9	20	13	9	4	50	CBS Radio	IRS
5.3	4.2	4.2	3.6	3.4	12	12	KOAI-FM NAC	107.5 25kw	14	21	17	11	10	5	62	CBS Radio	MMR
4.6	3.2	3.5	3.6	3.2	14	14	KDGE-FM ♦ Alternative	94.5 100kw	5	3	6	10	20	25	47	Bonneville Int.	SEN
3.1	2.8	2.7	2.6	2.9	15	15	KLTY-FM ♦ Religious	94.1 100kw	18	7	15	16	15	11	73	Metroplex Br.	K&P
2.8	2.8	3.3	4.0	2.7	16	16	KTXQ-FM ♦ Rock	102.1 100kw	13	5	10	14	19	21	48	CBS Radio	CBS
1.9	1.9	2.5	2.3	2.6	17	17	KLIF-AM ♦ News/Talk	570 5kw	19	—	24	20	16	10	68	Susquehanna	EAST
3.1	2.4	2.8	2.2	2.6	17	17	KZPS-FM ♦ Classic Rock	92.5 96kw	15	14	11	12	18	16	50	Bonneville Int.	SEN
1.4	1.1	2.0	2.1	2.3	19	19	KTCK-AM ♦ Sports	1310 5(2.5)kw	21	—	14	17	17	18	76	Susquehanna	TOR
2.6	2.2	2.6	2.9	2.2	20	20	KRRW-FM Classic Hits	97.9 100kw	17	20	18	15	14	15	48	CBS Radio	CBS

♦ See Web Site Directory.



106.1 KISSFM

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DALLAS' CONTINUOUS HIT MUSIC STATION

12+ POPULATION: 3,570,000 (Black: 13.5%; Hispanic: 14.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12-KOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-40 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
2.2	2.7	1.8	2.1	2.2	20	20	WRR-FM Classical	101.1 98kw	20	18	26	24	23	14	60	City of Dallas	CMBS
1.3	1.2	1.1	1.7	1.7	22	22	KESS-AM Spanish	1270 5kw	24	15	12	21	21	26	87	Heftel	CAB
1.6	1.7	2.0	1.6	1.7	22	22	KHCK/KICK Spanish	99.1/107.9 100kw/100kw	23	13	16	22	22	27	78	Heftel	CAB
—	—	0.7	1.5	1.2	24	24	KAAM-AM MOR	620 5(4.5)kw	25	—	30	31	29	23	66	Hue Beavers	—
1.5	1.6	1.6	1.9	1.2	24	24	KHVN-AM Religious	970 100kw	26	22	29	28	28	22	79	CBS Radio	MCG
2.1	2.5	2.0	1.7	1.1	26	26	KEWS-FM ¹ News	94.9 100kw	22	25	25	25	25	24	38	CBS Radio	IRS
1.5	1.6	1.1	1.1	1.0	27	27	KKDA-AM Urban/Oldies	730 .5kw	27	—	27	27	26	20	70	Service Br.	CHR
0.5	1.2	1.0	1.0	1.0	27	27	KMRT-A/F Spanish	1480/106.7 5(1.9)kw/100kw	28	—	21	23	24	29	81	Heftel	CAB

¹ Was KSNN-FM (Country) until March.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KEGL-FM	1 KHKS-FM	1 KEGL-FM	1 KHKS-FM	1 KEGL-FM	1 KVIL-FM	COUNTRY	15.4
2 KHKS-FM	2 KKDA-FM	2 KYNG-FM	2 KSCS-FM	2 KTCK-FM	2 KSCS-FM	NEWS/TALK	15.0
3 KKDA-FM	3 KDMX-FM	3 KZPS-FM	3 KVIL-FM	3 KYNG-FM	3 KHKS-FM	URBAN	10.9
4 KYNG-FM	4 KSCS-FM	4 KTCK-AM	4 KKDA-FM	4 WBAP-FM	4 KRBV-FM	AC	9.1
5 KZPS-FM	5 KDGE-FM	5 KKDA-FM	5 KRBV-FM	5 KSCS-FM	5 KYNG-FM	OLDIES	8.2
6 KTCK-AM	6 KYNG-FM	6 KHKS-FM	6 KDMX-FM	6 KLIF-AM	6 KDMX-FM	ROCK	6.5
7 KDGE-FM	7 KRBV-FM	7 KSCS-FM	7 KYNG-FM	7 KRLD-AM	7 KPLX-FM	CHR	6.2
8 KDMX-FM	8 KPLX-FM	8 KDMX-FM	8 KPLX-FM	8 KZPS-FM	8 KOAI-FM	SPANISH	4.5
9 KTXQ-FM	9 KVIL-FM	9 KTXQ-FM	9 KOAI-FM	9 KRBV-FM	9 KKDA-FM	RELIGIOUS	4.3
10 KSCS-FM	10 KEGL-FM	10 KRBV-FM	10 KLTY-FM	10 KPLX-FM	10 KLTY-FM	NAC	3.4
						ALTERNATIVE	3.2
						CLASSICAL	2.2
						NOSTALGIA	1.2

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 3,512,500 (Black: 27.0%; Hispanic: 6.8%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12-ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ 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	5.5	5.7	5.4	6.4	1	WMZQ-A/F Country	1390/98.7 5kw/50kw	7	9	7	2	1	1	87	Viacom	CHR
4.3	5.7	5.2	5.4	5.8	2	WHUR-FM Urban/AC	96.3 24kw	5	7	2	1	2	5	77	Howard University	D&R
8.4	7.3	7.2	6.5	5.6	3	WPGC-FM CHR/Rhythmic	95.5 50kw	1	1	1	4	8	12	61	CBS Radio	IRS
4.2	5.1	5.0	4.8	5.1	4	WASH-FM ♦ AC	97.1 26kw	4	4	9	5	6	3	66	Evergreen Media	BAN
3.8	3.9	4.4	4.4	4.9	5	WBIG-FM Oldies	100.3 36kw	8	8	12	6	3	2	67	Chancellor	EAST
3.5	4.1	3.6	4.1	4.8	6	WKYS-FM Urban	93.9 24kw	3	2	4	8	10	13	61	Radio One	MCG
3.8	3.4	4.0	4.9	4.6	7	WMMJ-FM Urban/AC	102.3 2.9kw	12	13	10	7	5	4	82	Radio One	MCG
4.2	4.7	4.5	4.5	4.6	7	WRQX-FM Hot AC	107.3 36kw	2	6	3	3	4	9	59	Cap Cities/ABC	KATZ
4.3	4.1	4.6	4.0	4.2	9	WMAL-AM News/Talk	630 5kw	11	—	19	16	13	7	76	Cap Cities/ABC	KATZ
3.2	3.6	3.7	4.5	4.1	10	WGMS-FM Classical	103.5 46kw	14	—	15	14	11	8	83	Chancellor	EAST
3.7	3.7	3.8	3.7	3.5	11	WWDC-FM Rock	101.1 22.5kw	6	3	5	10	12	17	46	Capitol Br./Maryland	CHR
3.6	3.3	3.3	3.2	3.4	12	WJZW-FM NAC	105.9 28kw	15	19	13	11	7	6	76	Viacom	CHR
3.5	4.1	4.2	3.7	3.3	13	WJFK-FM Talk	106.7 22kw	16	15	8	9	9	11	73	CBS Radio	IRS
3.2	3.0	2.5	3.2	3.0	14	WTOP-AM News	1500 50kw	9	16	20	15	16	10	43	Evergreen Media	BAN
4.4	3.8	3.4	3.6	2.9	15	WHFS-FM Alternative	99.1 50kw	10	5	6	12	15	26	42	SFX	BAN
2.6	2.3	2.1	2.5	2.3	16	WARW-FM 1 ♦ Classic Rock	94.7 22.5kw	13	10	11	13	14	14	45	CBS Radio	CBS
1.7	2.0	1.8	1.9	2.0	17	WWRC-AM Talk	980 50(5)kw	18	23	29	21	21	16	72	Evergreen Media	MMR
3.4	3.4	2.5	2.6	1.9	18	WEBR-FM 2 AC	99.5 22kw	17	12	14	17	17	15	48	Evergreen Media	MMR
1.3	1.4	1.8	1.5	1.4	19	WYCB-AM Religious	1340 1kw	23	22	18	20	20	19	85	Howard Sanders	—
1.5	1.2	1.2	1.0	1.3	20	WXTR-FM 3 Oldies	104.1 22kw	19	21	16	18	18	18	48	Bonneville Int.	SEN

1 Was Classic Hits until February. 2 Changed calls to WGAY-FM in late June. 3 Switched to WWZZ-FM (CHR/Pop) in July. ♦ See Web Site Directory.

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 3,512,500 (Black: 27.0%; Hispanic: 6.8%)

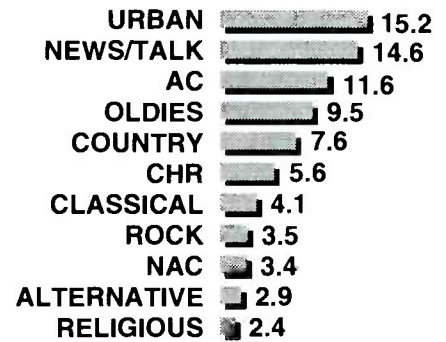
SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
1.0	1.2	0.7	1.3	1.1	21	21	WFRE-FM Country	99.9 7.9kw	24	11	23	23	24	24	76	Jim Gibbons Radio Inc.	—
2.1	1.5	1.8	1.1	1.1	21	21	WOL-AM Talk	1450 1kw	28	—	27	27	23	20	114	Radio One	MCG
0.9	0.9	0.9	1.2	1.0	23	23	WAVA-FM Religious	105.1 50kw	22	—	26	19	19	21	59	Salem Com.	SRR
0.7	0.7	1.1	1.3	1.0	23	23	WTEM-AM Sports	570 5(1)kw	20	17	25	22	22	22	43	Colfax	EAST

WASHINGTON DC

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WJFK-FM	1 WPGC-FM	1 WJFK-FM	1 WASH-FM	1 WMZQ-A/F	1 WHUR-FM
2 WPGC-FM	2 WRQX-FM	2 WMZQ-A/F	1 WHUR-FM	2 WHUR-FM	2 WASH-FM
3 WWDC-FM	3 WHUR-FM	3 WHUR-FM	3 WRQX-FM	3 WJFK-FM	3 WMZQ-A/F
4 WHFS-FM	4 WKYS-FM	4 WPGC-FM	4 WPGC-FM	4 WBIG-FM	4 WRQX-FM
5 WKYS-FM	5 WASH-FM	5 WBIG-FM	5 WMMJ-FM	5 WRQX-FM	5 WMMJ-FM
6 WHUR-FM	6 WMMJ-FM	6 WWDC-FM	6 WMZQ-A/F	6 WMMJ-FM	6 WBIG-FM
7 WMZQ-A/F	7 WWDC-FM	7 WRQX-FM	7 WBIG-FM	7 WJZW-FM	7 WPGC-FM
8 WRQX-FM	8 WMZQ-A/F	8 WKYS-FM	8 WKYS-FM	8 WWDC-FM	8 WJZW-FM
9 WARW-FM	9 WHFS-FM	9 WHFS-FM	9 WJZW-FM	9 WKYS-FM	9 WKYS-FM
10 WMMJ-FM	10 WBIG-FM	10 WMMJ-FM	10 WWDC-FM	10 WPGC-FM	10 WGMS-FM



+ MIX 107.3 FM =

For more information call (212) 581-3962

WASHINGTON'S BEST MUSIC MIX



12+ POPULATION: 3,348,800 (Black: 17.4%; Hispanic: 22.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
6.4	7.1	6.7	7.2	7.5	1	KBXX-FM CHR/Rhythmic	97.9 100kw	1	1	1	4	8	14	82	Clear Channel	CCRS
6.0	6.8	6.0	7.5	6.2	2	KODA-FM ♦ AC	99.1 95kw	5	12	6	2	2	1	76	SFX	MMR
4.7	5.1	5.7	5.2	6.0	3	KMJQ-FM Urban/AC	102.1 100kw	10	10	4	1	1	2	98	Clear Channel	CCRS
5.3	4.5	5.2	5.4	5.3	4	KKBQ-A/F ♦ Country	790/92.9 5kw/97kw	8	5	7	5	4	6	76	Gannett	MCG
6.0	4.9	5.6	5.0	5.1	5	KQUE-FM Nostalgia	102.9 100kw	14	19	26	20	18	7	112	SFX	BAN
4.4	4.9	4.5	4.6	4.9	6	KHMX-FM ♦ Hot AC	96.5 97kw	4	14	2	3	3	8	60	Nationwide	BAN
5.1	5.8	6.2	5.6	4.6	7	KILT-FM ♦ Country	100.3 100kw	6	11	10	8	6	4	65	CBS Radio	G/W
5.0	4.4	4.3	4.9	4.6	7	KTRH-AM News	740 50kw	3	18	16	13	9	5	54	Evergreen Media	CHR
4.4	4.3	4.6	4.2	4.5	9	KRBE-FM ♦ CHR/Pop	104.1 100kw	2	3	3	6	10	15	51	Susquehanna	EAST
4.7	4.1	4.1	4.0	4.3	10	KLDE-FM Oldies	94.5 95kw	7	13	14	7	5	3	61	Entercom	D&R
3.5	3.4	3.1	3.3	3.5	11	KIKK-FM ♦ Country	95.7 95kw	9	6	12	12	12	11	50	CBS Radio	G/W
3.7	3.4	2.4	3.5	3.3	12	KKRW-FM ♦ Classic Hits	93.7 100kw	12	15	11	9	7	9	54	SFX	CBS
4.6	3.2	3.5	3.4	3.3	12	KLOL-FM ♦ Rock	101.1 95kw	11	9	5	10	13	17	54	Evergreen Media	CHR
3.6	3.9	3.0	2.8	3.3	12	KPRC-AM News/Talk	950 5kw	15	—	15	16	14	10	78	Clear Channel	CCRS
1.8	2.2	2.3	2.5	3.2	15	KQQK-FM Spanish	106.5 100kw	16	4	13	14	16	13	75	El Dorado	TED
2.9	3.0	3.3	2.7	3.1	16	KLTN-FM Spanish	93.3 100kw	17	8	8	11	11	16	91	Heftel	KT-H
2.7	2.7	3.1	2.8	3.1	16	KTBZ-FM ♦ Alternative	107.5 98kw	13	2	9	15	17	23	54	Nationwide	SEN
2.4	2.3	2.1	1.8	1.8	18	KHYS-FM NAC	98.5 100kw	18	16	19	17	15	12	74	Clear Channel	MCG
2.0	1.4	1.3	1.7	1.3	19	KLAT-AM Spanish	1010 5kw	22	—	17	18	19	18	76	Heftel	KATZ
1.4	1.5	1.6	1.2	1.2	20	KXTJ-FM Spanish	107.9 100kw	19	7	18	19	23	24	45	El Dorado	TED

♦ See Web Site Directory.

More than Research—AnswersSM

Harker Research










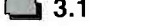
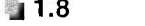
919 • 954 • 8300

12+ POPULATION: 3,348,800 (Black: 17.4%; Hispanic: 22.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM
0.7	0.8	1.0	0.7	1.0	21	KCOH-AM News/Talk	1430 5(.55)kw	24	—	21	22	21	21	86	KCOH, Inc.	ROS
0.5	0.7	0.8	0.7	1.0	21	KILT-AM Sports	610 5kw	20	—	23	24	22	20	45	CBS Radio	G.W
1.1	1.0	0.8	0.9	1.0	21	KSEV-AM News/Talk	700 15(1)kw	21	—	24	21	20	19	43	Clear Channel	CCRS

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	COUNTRY  13.3 CHR  12.0 AC  11.1 NEWS/TALK  10.9 SPANISH  8.8 OLDIES  7.6 URBAN  6.0 NOSTALGIA  5.1 ROCK  3.3 ALTERNATIVE  3.1 NAC  1.8
1 KLOL-FM	1 KHMx-FM	1 KMJQ-FM	1 KODa-FM	1 KMJQ-FM	1 KODa-FM	
2 KBXX-FM	2 KBXX-FM	2 KLOL-FM	2 KHMx-FM	2 KLDE-FM	2 KMJQ-FM	
3 KRBE-FM	3 KRBE-FM	3 KBXX-FM	3 KMJQ-FM	3 KKRw-FM	3 KHMx-FM	
4 KMJQ-FM	4 KKBQ-A/F	4 KILT-FM	4 KKBQ-A/F	4 KTRH-AM	4 KKBQ-A/F	
5 KHMx-FM	5 KODa-FM	5 KHMx-FM	5 KBXX-FM	5 KLOL-FM	5 KLDE-FM	
6 KLTN-FM	6 KMJQ-FM	6 KKRw-FM	6 KRBE-FM	6 KILT-FM	6 KILT-FM	
7 KTBZ-FM	7 KLTN-FM	7 KRBE-FM	7 KLDE-FM	7 KODa-FM	7 KBXX-FM	
8 KILT-FM	8 KTBZ-FM	8 KODa-FM	8 KILT-FM	8 KKBQ-A/F	8 KIKK-FM	
9 KKRw-FM	9 KIKK-FM	9 KLDE-FM	9 KLTN-FM	9 KHMx-FM	9 KRBE-FM	
10 KODa-FM	10 KQqK-FM	10 KKBQ-A/F	10 KIKK-FM	10 KPRC-AM	10 KKRw-FM	



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For more information call (212) 581-3962

HOUSTON'S GOOD TIMES AND THE BEST OLDIES



12+ POPULATION: 3,236,600 (Black: 5.6%; Hispanic: 5.3%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
7.9	7.3	8.1	8.8	7.9	1	1	WBZ-AM News	1030 50kw	2	19	14	11	5	1	65	CBS Radio	G/W
5.8	6.1	5.3	5.7	6.9	2	2	WXKS-FM ♦ CHR/Pop	107.9 23.5kw	1	2	1	1	3	9	56	Evergreen Media	KATZ
7.2	6.6	6.3	6.7	6.6	3	3	WRKO-AM ♦ News/Talk	680 50kw	7	—	15	12	11	3	88	Amer. Radio Sys.	EAST
5.1	5.9	6.9	5.8	6.0	4	4	WJMN-FM CHR/Rhythmic	94.5 11.5kw	3	1	3	5	12	16	65	Evergreen Media	KATZ
3.9	4.5	5.0	5.2	6.0	4	4	WMJX-FM AC	106.7 24.5kw	5	5	5	3	1	4	72	Greater Media Inc.	MCG
4.5	5.7	4.7	5.7	5.0	6	6	WBCN-FM ♦ Alternative	104.1 19kw	4	4	2	4	6	14	55	CBS Radio	IRS
4.1	4.3	4.1	4.3	5.0	6	6	WZLX-FM ♦ Classic Rock	100.7 20kw	9	12	4	2	2	5	71	CBS Radio	IRS
4.1	4.7	4.6	5.0	4.4	8	8	WODS-FM Oldies	103.3 16kw	6	9	13	7	4	2	56	CBS Radio	CBS
4.2	4.4	3.3	3.4	4.1	9	9	WEEI-AM Sports	850 50kw	10	10	10	10	9	7	61	Amer. Radio Sys.	EAST
4.8	3.8	4.2	4.0	3.8	10	10	WBMX-FM Hot AC	98.5 9kw	8	6	8	6	7	8	53	Amer. Radio Sys.	CHR
3.7	4.2	4.6	4.3	3.7	11	11	WCRB-FM ♦ Classical	102.5 15kw	12	16	17	14	13	6	66	Charles River	CMBS
3.3	2.5	2.2	2.9	2.9	12	12	WBOS-FM Adult Alternative	92.9 8.8kw	11	15	7	9	10	13	48	CBS Radio	MMR
3.3	2.7	2.5	2.1	2.9	12	12	WEGQ-FM Oldies	93.7 34kw	13	17	9	8	8	10	55	Amer. Radio Sys.	CHR
2.8	2.6	2.5	2.7	2.6	14	14	WAAF-FM ♦ Rock	107.3 18.5kw	14	3	6	13	19	28	55	Amer. Radio Sys.	D&R
2.0	2.2	2.5	2.1	2.4	15	15	WXKS-AM Nostalgia	1430 5(1)kw	19	—	24	26	22	17	97	Evergreen Media	KATZ
2.4	2.2	2.7	2.3	2.2	16	16	WKLB-FM ¹ Country	105.7 8.5kw	18	18	12	15	14	11	77	Greater Media Inc.	TOR
3.2	3.1	3.0	2.7	1.9	17	17	WOAZ-FM NAC	99.5 32kw	15	11	21	16	15	12	51	CBS Radio	IRS
1.9	2.1	1.9	1.6	1.7	18	18	WBCS-FM ² Country	96.9 12.5kw	17	8	18	18	17	15	57	Greater Media Inc.	MCG
1.8	1.7	1.5	1.5	1.3	19	19	WFNX-FM ♦ Alternative	101.7 1.65kw	16	7	11	17	16	24	41	MCC Br.	TOR

¹ Switched to **WROR-FM** (Hot AC) in early September. ² Became **WKLB-FM** in early September. ♦ See Web Site Directory.

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For more information call (212) 581-3962

TODAY'S HOTTEST MUSIC

12+ POPULATION: 3,236,600 (Black: 5.6%; Hispanic: 5.3%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM
0.6	0.7	0.8	0.9	1.2	20	WBNW-AM ♦ <i>Business News</i>	590 5kw	20	—	23	22	21	18	63	Back Bay Br. Inc.	—
1.0	1.5	2.2	1.2	1.2	20	WILD-AM <i>Urban/AC</i>	1090 5kw	24	13	16	19	18	19	105	Nash	k&P

♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WBCN-FM	1 WXKS-FM	1 WZLX-FM	1 WXKS-FM	1 WZLX-FM	1 WMJX-FM	NEWS/TALK	19.8
2 WZLX-FM	2 WJMN-FM	2 WBCN-FM	2 WMJX-FM	2 WEEL-AM	2 WXKS-FM	CHR	12.9
3 WXKS-FM	3 WMJX-FM	3 WXKS-FM	3 WJMN-FM	3 WBCN-FM	3 WODS-FM	OLDIES	12.3
4 WJMN-FM	4 WBOS-FM	4 WEEL-AM	4 WBMX-FM	4 WODS-FM	4 WBMX-FM	AC	9.8
5 WAAF-FM	5 WBCN-FM	5 WJMN-FM	5 WODS-FM	5 WEGQ-FM	5 WBZ-AM	ALTERNATIVE	6.3
6 WEEL-AM	6 WBMX-FM	6 WEGQ-FM	6 WBOS-FM	6 WXKS-FM	6 WJMN-FM	COUNTRY	3.9
7 WMJX-FM	7 WEGQ-FM	7 WAAF-FM	7 WZLX-FM	7 WBZ-AM	7 WBOS-FM	CLASSICAL	3.7
8 WEGQ-FM	8 WZLX-FM	8 WMJX-FM	8 WBCN-FM	8 WRKO-AM	8 WCRB-FM	ADULT ALT.	2.9
9 WBOS-FM	9 WKLB-FM	9 WODS-FM	9 WEGQ-FM	9 WMJX-FM	9 WRKO-AM	ROCK	2.6
10 WFNX-FM	10 WODS-FM	10 WBZ-AM	10 WBZ-AM	10 WBOS-FM	10 WZLX-FM	NOSTALGIA	2.4
						NAC	1.9
						URBAN	1.2

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 2,936,100 (Black: 17.0%; Hispanic: 38.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
5.7	5.8	6.2	6.0	5.7	1	WEDR-FM Urban	99.1 100kw	2	2	1	1	1	9	88	Evergreen Media	MCG
5.0	5.1	4.3	5.2	5.6	2	WPOW-FM CHR/Rhythmic	96.5 100kw	1	1	2	2	6	17	67	Beasley	D&R
5.2	5.1	5.3	5.1	5.4	3	WLYF-FM AC	101.5 100kw	4	15	11	13	11	4	84	Jefferson-Pilot	CBS
5.8	5.4	6.3	4.8	5.4	3	WRMA-FM Spanish	106.7 100kw	6	12	9	6	2	1	98	New Age	—
1.5	1.4	4.7	5.2	4.6	5	WAMR-FM Spanish	107.5 95kw	10	16	10	7	3	2	97	Heftel	CAB
5.1	5.1	5.4	5.1	4.3	6	WHQT-FM ♦ Urban/AC	105.1 100kw	5	4	5	3	4	5	76	Cox	CHR
4.0	4.4	4.0	4.5	4.0	7	WAQI-AM Spanish	710 50kw	17	—	26	23	21	7	115	Heftel	CAB
4.0	3.9	3.5	3.6	4.0	7	WHYI-FM ♦ CHR/Pop	100.7 100kw	3	5	4	4	5	11	62	Clear Channel	CCRS
2.6	3.3	3.2	3.3	3.7	9	WZTA-FM Rock	94.9 100kw	9	3	3	5	7	22	76	Paxson	KATZ
2.8	3.0	2.8	3.3	3.5	10	WLVE-FM NAC	93.9 100kw	11	20	15	12	12	6	80	Paxson	KATZ
3.8	3.6	3.6	3.3	3.4	11	WFLC-FM AC	97.3 100kw	7	8	6	8	8	10	65	Cox	CHR
3.8	3.2	3.3	3.6	3.3	13	WKIS-FM ♦ Country	99.9 100kw	13	7	13	15	13	8	80	Beasley	D&R
3.5	3.9	3.1	3.9	3.3	13	WMXJ-FM ♦ Oldies	102.7 100kw	8	13	21	10	9	3	63	Jefferson-Pilot	CBS
3.6	3.8	4.1	3.0	3.2	15	WXDJ-FM Spanish	95.7 100kw	12	6	7	9	10	13	72	New Age	—
2.7	2.6	3.1	3.2	3.1	16	WTMI-FM ♦ Classical	93.1 96kw	16	—	25	24	22	18	78	Marlin	CMBS
2.0	2.9	2.9	2.8	2.7	17	WCMQ-AM Spanish	1210 25kw	23	—	28	26	24	15	113	Spanish Br. Sys.	SBS
3.5	3.3	3.4	3.4	2.6	18	WIOD-AM ♦ News/Talk	610 10kw	18	—	16	16	15	12	76	Cox	CHR
2.5	2.1	2.6	2.2	2.3	19	WBGJ-FM Classic Rock	105.9 100kw	14	14	12	11	14	16	56	Clear Channel	CCRS
2.5	2.7	2.5	2.6	2.2	20	WQBA-AM Spanish	1140 50(10)kw	24	—	33	31	28	21	101	Heftel	KT-H
1.6	1.6	1.6	1.5	2.1	21	WCMQ-FM Spanish	92.3 31kw	21	21	17	19	17	14	75	Spanish Br. Sys.	SBS

♦ See Web Site Directory.

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**For more information call
(212) 581-3962**

ONE WORLD, ONE STATION

12+ POPULATION: 2,936,100 (Black: 17.0%; Hispanic: 38.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADULT RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
2.1	1.9	2.0	1.6	2.1	21	21	WSHE-FM ¹ Adult Alternative	103.5 100kw	15	9	8	14	16	25	52	Paxson	TOR
2.0	2.4	2.1	1.9	1.7	23	23	WINZ-AM ♦ News	940 50(25)kw	19	18	29	29	30	26	52	Paxson	KATZ
1.5	1.8	1.4	1.8	1.7	23	23	WQAM-AM ♦ Sports	560 5(1)kw	22	—	22	18	18	20	70	Beasley	D&R
1.8	1.5	1.0	1.7	1.7	23	23	WSUA-AM Spanish	1260 5kw	27	—	23	20	19	19	134	El Dorado	—
3.3	3.1	1.4	1.4	1.5	26	26	WRTO-FM Spanish	98.3 100kw	20	11	14	17	20	27	53	Hefel	LOTUS
1.3	1.1	1.7	1.0	1.3	27	27	WMBM-AM Religious	1490 1kw	28	10	18	21	23	24	116	New Birth	—
0.6	0.5	0.6	0.6	1.2	28	28	WKAT-AM Religious	1360 5(1)kw	33	—	31	28	29	23	133	Howard Br.	LOTUS
1.0	0.6	1.0	0.7	1.0	29	29	WFTL-AM Talk	1400 1kw	29	—	34	33	33	32	90	Paxson	DIR

¹ Changed calls to WPLL-FM in August. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WZTA-FM	1 WEDR-FM	1 WZTA-FM	1 WEDR-FM	1 WZTA-FM	1 WAMR-FM	SPANISH 27.4
2 WEDR-FM	2 WPOW-FM	2 WEDR-FM	2 WHQT-FM	2 WEDR-FM	2 WRMA-FM	URBAN 10.0
3 WPOW-FM	3 WHYI-FM	3 WPOW-FM	3 WHYI-FM	3 WRMA-FM	3 WHQT-FM	CHR 9.6
4 WHYI-FM	4 WHQT-FM	4 WBGG-FM	4 WPOW-FM	4 WBGG-FM	4 WEDR-FM	AC 8.8
5 WXDJ-FM	5 WFLC-FM	5 WRMA-FM	5 WRMA-FM	5 WPOW-FM	5 WHYI-FM	NEWS/TALK 7.0
6 WFLC-FM	6 WAMR-FM	6 WHYI-FM	6 WAMR-FM	6 WMXJ-FM	6 WLYF-FM	OLDIES 5.6
7 WSHE-FM	7 WXDJ-FM	7 WHQT-FM	7 WFLC-FM	7 WHYI-FM	7 WPOW-FM	ROCK 3.7
8 WHQT-FM	8 WZTA-FM	8 WFLC-FM	8 WXDJ-FM	8 WIOD-AM	8 WFLC-FM	NAC 3.5
9 WBGG-FM	9 WRMA-FM	9 WXDJ-FM	9 WLYF-FM	9 WHQT-FM	9 WMXJ-FM	COUNTRY 3.3
10 WRMA-FM	10 WSHE-FM	10 WIOD-AM	10 WKIS-FM	10 WAMR-FM	10 WXDJ-FM	CLASSICAL 3.1
						RELIGIOUS 2.5
						ADULT ALT. 2.1

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 2,843,500 (Black: 25.0%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
7.2	7.1	6.9	8.0	9.2	1	WSB-AM ♦ Talk	750 50kw	1	13	10	5	1	1	75	Cox	CHR
11.9	10.4	9.8	9.6	8.9	2	WVEE-FM Urban	103.3 100kw	2	2	1	1	3	6	81	CBS Radio	MCG
9.6	9.4	9.0	8.7	8.6	3	WKHX-FM Country	101.5 99kw	3	5	6	2	1	2	81	Cap Cities/ABC	KATZ
5.2	5.4	6.1	6.1	6.2	4	WSTR-FM CHR/Pop	94.1 100kw	4	4	3	3	7	12	61	Jefferson-Pilot	CBS
6.2	6.1	6.0	6.2	5.7	5	WNNX-FM ♦ Alternative	99.7 100kw	6	3	2	6	10	16	66	Susquehanna	MMR
0.0	4.6	3.9	4.3	5.4	6	WHTA-FM Urban	97.5 8.5kw	12	1	4	9	15	17	82	Radio One	TOR
6.1	5.6	6.7	6.0	5.1	7	WPCH-FM AC	94.9 99kw	7	11	12	11	9	4	61	Jacor	EAST
4.4	5.1	5.6	5.9	5.1	7	WSB-FM AC	98.5 100kw	5	8	7	7	5	7	56	Cox	CHR
4.3	3.8	4.2	4.5	5.0	9	WFOX-FM Oldies	97.1 97kw	8	7	13	10	8	3	63	Chancellor	G/W
5.6	4.4	4.9	3.9	5.0	9	WKLS-FM ♦ Rock	96.1 100kw	9	10	5	4	6	9	70	Jacor	BAN
5.6	5.6	5.3	5.3	4.9	11	WALR-A/F Urban/AC	1340/104.7 1kw/100kw	10	9	8	8	4	5	71	Midwestern Br.	CHR
3.7	4.3	3.4	3.0	3.6	12	WYAY-FM Country	106.7 99kw	13	6	11	13	12	8	60	Cap Cities/ABC	KATZ
3.8	3.6	3.6	3.3	3.1	13	WZGC-FM ♦ Classic Rock	92.9 99kw	11	12	9	12	11	13	46	CBS Radio	IRS
2.3	2.7	3.4	3.3	2.7	14	WJZF-FM NAC	104.1 60kw	14	14	14	14	13	10	56	Cox	CHR
2.9	2.3	2.1	2.1	2.5	15	WGST-AM ♦ News/Talk	640 50(1)kw	15	15	16	16	16	14	62	Jacor	EAST
2.8	1.8	2.1	2.3	2.5	15	WGST-FM ♦ News/Talk	105.7 50kw	16	—	15	15	14	11	73	Jacor	KATZ
2.8	2.6	2.0	2.1	1.9	17	WAOK-AM Religious	1380 5kw	17	—	20	17	17	15	90	CBS Radio	MCG

♦ See Web Site Directory.

Continued on Page 60

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B 98.5 FM
ATLANTA

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**For more
information call
(212) 581-3962**

ATLANTA'S BEST MIX OF THE 70's, 80's & TODAY

12+ POPULATION: 2,698,900 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ KOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
5.9	6.3	8.8	5.6	7.1	1	1	KIRO-AM ♦ News/Talk	710 50kw	1	16	15	8	2	1	59	Bonneville Int.	SEN
5.9	6.0	6.1	6.6	5.7	2	2	KUBE-FM CHR/Rhythmic	93.3 100kw	2	1	3	7	16	21	59	New Century Media	MMR
6.2	4.9	5.3	5.0	5.5	3	3	KVI-AM ♦ Talk	570 5kw	12	15	17	13	10	3	98	Fisher	BAN
5.9	5.0	4.3	4.6	5.4	4	4	KMPS-A/F ♦ Country	1300/94.1 5kw/98kw	5	6	7	4	4	4	69	Amer. Radio Sys.	EAST
5.7	5.5	5.4	5.9	5.0	5	5	KBSG-A/F Oldies	1210/97.3 27.5(10)kw/55kw	3	3	12	6	1	2	55	Entercom	TOR
3.2	4.0	4.0	4.0	4.7	6	6	KPLZ-FM ♦ Hot AC	101.5 100kw	4	7	2	1	5	14	56	Fisher	BAN
3.1	3.2	3.0	3.4	4.6	7	7	KYCW-FM ♦ Country	96.5 100kw	15	4	6	5	6	6	88	Amer. Radio Sys.	G/W
5.1	4.6	4.5	5.1	4.3	8	8	KNDD-FM Alternative	107.7 100kw	6	2	4	10	13	20	57	Entercom	KATZ
4.2	5.4	4.2	4.4	4.2	9	9	KZOK-FM ♦ Classic Rock	102.5 100kw	11	9	5	3	3	7	65	Amer. Radio Sys.	EAST
3.5	4.0	3.6	3.4	4.1	10	10	KISW-FM ♦ Rock	99.9 100kw	14	11	1	2	9	18	77	Entercom	MCG
3.3	2.6	3.7	4.3	3.9	11	11	KOMO-AM ♦ Full Service	1000 50kw	8	—	20	21	17	8	57	Fisher	BAN
4.1	3.7	4.3	4.0	3.8	12	12	KING-FM ♦ Classical	98.1 58kw	13	17	21	19	19	5	70	Classic Radio	SEN
3.7	4.2	3.7	3.4	3.7	13	13	KLSY-FM ♦ AC	92.5 58kw	10	5	9	11	11	12	58	Sandusky	CHR
4.8	4.5	4.3	5.7	3.6	14	14	KIXI-AM Nostalgia	880 50(10)kw	16	—	24	24	22	16	73	Sandusky	CHR
3.6	3.8	4.1	4.7	3.6	14	14	KJR-FM ♦ Oldies	95.7 5kw	9	12	8	9	7	10	51	New Century Media	MMR
2.7	3.5	3.0	3.3	3.1	16	16	KMTT-FM ♦ Adult Alternative	103.7 58kw	17	18	11	12	8	9	70	Entercom	D&R
2.3	1.5	1.8	2.4	2.9	17	17	KJR-AM Sports	950 5kw	9	13	14	14	14	15	43	New Century Media	—
2.8	3.1	2.9	2.2	2.7	18	18	KRWM-FM AC	106.9 100kW	18	14	16	16	12	11	64	Sandusky	CBS
2.3	2.7	2.2	2.5	2.3	19	19	KWJZ-FM NAC	98.9 100kw	21	21	19	15	15	13	79	Sandusky	D&R
1.5	2.3	1.5	2.1	2.1	20	20	KIRO-FM ♦ Talk	100.7 100kw	20	20	13	17	18	17	63	Bonneville Int.	SEN

♦ See Web Site Directory.

Continued on Page 60



AMERICAN GOLD
WITH THE BEST

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Oldies

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97.3 KBSG

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SEATTLE'S GOOD TIMES - GREAT OLDIES!



RADIO TODAY
ENTERTAINMENT

#12 ATLANTA



ATLANTA

Continued from Page 58

12+ POPULATION: 2,843,500 (Black: 25.0%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNNX-FM	1 WVEE-FM	1 WKLS-FM	1 WVEE-FM	1 WSB-AM	1 WVEE-FM	URBAN 19.2
2 WKLS-FM	2 WSTR-FM	2 WSB-AM	2 WKHX-FM	2 WKLS-FM	2 WKHX-FM	NEWS/TALK 14.2
3 WHTA-FM	3 WNNX-FM	3 WKHX-FM	3 WSTR-FM	3 WKHX-FM	3 WSB-FM	COUNTRY 12.2
4 WVEE-FM	4 WKHX-FM	4 WVEE-FM	4 WSB-FM	4 WVEE-FM	4 WALR-A/F	AC 10.2
5 WSTR-FM	5 WSB-FM	5 WNNX-FM	5 WALR-A/F	5 WFOX-FM	5 WSTR-FM	OLDIES 8.1
6 WKHX-FM	6 WHTA-FM	6 WHTA-FM	6 WPCH-FM	6 WZGC-FM	6 WPCH-FM	CHR 6.2
7 WZGC-FM	7 WALR-FM	7 WZGC-FM	7 WNNX-FM	7 WNNX-FM	7 WNNX-FM	ALTERNATIVE 5.7
8 WSB-FM	8 WKLS-FM	8 WFOX-FM	8 WSB-AM	8 WGST-FM	8 WFOX-FM	ROCK 5.0
9 WSB-AM	9 WPCH-FM	9 WSTR-FM	9 WFOX-FM	9 WALR-A/F	9 WNNX-FM	NAC 2.7
10 WFOX-FM	10 WYAY-FM	10 WSB-FM	10 WHTA-FM	10 WSB-FM	10 WYAY-FM	RELIGIOUS 1.9

#13 SEATTLE-TACOMA



SEATTLE-TACOMA

Continued from Page 59

12+ POPULATION: 2,698,900 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
3.4	3.0	3.6	2.1	1.7	21		KRPM/KBKS 1 Hot AC	1090/106.1 50kw/58kw	19	10	10	18	21	22	51	Amer. Radio Sys.	CHR
1.9	1.6	1.6	1.9	1.4	22		KCMS-FM Religious	105.3 115kw	22	8	18	20	20	19	54	Crista	RSS

1 Was KCIN-FM (Country) until March.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISW-FM	1 KPLZ-FM	1 KISW-FM	1 KPLZ-FM	1 KZOK-FM	1 KPLZ-FM	NEWS/TALK 21.5
2 KNDD-FM	2 KUBE-FM	2 KZOK-FM	2 KLSY-FM	2 KIRO-AM	2 KLSY-FM	AC 12.8
3 KZOK-FM	3 KLSY-FM	3 KIRO-AM	3 KMPS-A/F	3 KISW-FM	3 KMPS-A/F	OLDIES 12.8
4 KUBE-FM	4 KYCW-FM	4 KNDD-FM	4 KUBE-FM	4 KVI-AM	4 KBSG-A/F	COUNTRY 10.0
5 KYCW-FM	5 KMPS-A/F	5 KBSG-A/F	5 KYCW-FM	5 KBSG-A/F	5 KYCW-FM	CHR 5.7
6 KJR-AM	6 KNDD-FM	6 KVI-AM	6 KBSG-A/F	6 KMPS-A/F	6 KJR-FM	ALTERNATIVE 4.3
7 KMPS-A/F	7 KRPM/KBKS	7 KJR-FM	7 KJR-FM	7 KJR-FM	7 KMTT-FM	ROCK 4.1
8 KPLZ-FM	8 KJR-FM	8 KJR-AM	8 KMTT-FM	8 KJR-AM	8 KRWM-FM	CLASSICAL 3.8
9 KJR-FM	9 KZOK-FM	9 KYCW-FM	9 KRWM-FM	9 KYCW-FM	9 KIRO-AM	NOSTALGIA 3.6
10 KMTT-FM	10 KBSG-A/F	10 KMPS-A/F	10 KIRO-AM	10 KMTT-FM	10 KWJZ-FM	ADULT ALT. 3.1
						NAC 2.3
						RELIGIOUS 1.4

12+ POPULATION: 2,253,300 (Black: 7.2%; Hispanic: 7.3%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
3.1	2.5	2.7	4.0	7.4	1	WKTU-FM 1 CHR/Rhythmic	103.5 2kw	1	3	1	1	2	8	71	Evergreen Media	EAST
5.7	6.3	6.5	7.3	6.7	2	WALK-FM ♦ AC	97.5 39kw	4	6	7	2	1	1	85	Chancellor	KATZ
3.8	4.0	4.0	4.7	4.3	3	WCBS-AM ♦ News	880 50kw	3	—	24	16	13	5	50	CBS Radio	CBS
3.2	3.3	3.2	3.0	4.3	3	WOR-AM ♦ Talk	710 50kw	12	—	30	21	16	6	84	Buckley	MCG
4.4	3.4	4.5	3.6	4.1	5	WPLJ-FM Hot AC	95.5 6.7kw	5	12	3	3	3	12	60	Cap Cities/ABC	KATZ
4.1	4.6	4.4	4.0	4.0	6	WCBS-FM Oldies	101.1 6.8kw	6	18	22	8	4	2	60	CBS Radio	CBS
3.9	3.7	5.0	3.7	3.6	7	WABC-AM Talk	770 50kw	13	—	28	19	14	10	71	Cap Cities/ABC	BAN
3.6	3.2	4.1	3.9	3.6	7	WFAN-AM Sports	660 50kw	8	21	10	10	8	3	59	CBS Radio	IRS
4.1	3.7	4.4	3.6	3.5	9	WXRK-FM 2 Alternative	92.3 6kw	7	10	2	4	6	15	57	CBS Radio	IRS
5.1	5.2	4.8	4.4	3.4	10	WHTZ-FM ♦ CHR/Pop	100.3 6kw	2	2	4	6	18	23	39	Chancellor	CHR
3.2	3.7	2.6	3.2	3.3	11	WBAB/WHFM ♦ Rock	102.3/95.3 3kw/5kw	10	16	6	5	5	14	56	Chancellor	MCG
4.5	4.1	3.7	3.4	3.3	11	WBLI-FM ♦ Hot AC	106.1 49kw	11	5	9	7	9	11	63	Chancellor	MCG
3.8	4.3	3.6	3.0	3.1	13	WQHT-FM CHR/Rhythmic	97.1 6.7kw	14	1	5	12	25	37	68	Emmis	MMR
2.8	2.8	2.9	2.3	3.0	14	WBZO-FM ♦ Oldies	103.1 3kw	16	20	15	9	7	4	68	Shore Media Inc.	D&R
2.7	3.2	2.8	3.2	3.0	14	WLTW-FM AC	106.7 6kw	15	—	25	17	10	7	66	Viacom	KATZ
3.2	3.5	3.1	3.6	2.7	16	WHLI-AM Nostalgia	1100 10(.5)kw	29	—	—	39	41	21	152	Barnstable	KATZ
2.6	2.3	2.5	2.3	2.6	17	WQCD-FM ♦ NAC	101.9 6.2kw	17	19	17	14	12	9	65	Tribune	CHR
3.1	3.4	2.9	3.2	2.4	18	WKJY-FM AC	989.3 3kw	19	22	13	13	11	13	64	Barnstable	KATZ
1.5	2.5	1.9	2.4	2.2	19	WAXQ-FM 3 Rock	104.3 7.8kw	20	4	8	11	17	30	62	Viacom	TOR
2.3	2.1	2.2	2.0	2.2	19	WINS-AM News	1010 30(50)kw	9	—	27	25	23	16	36	CBS Radio	G/W

1 Was WYNY-FM (Country) until February. 2 Was Classic Rock until January. 3 Switched to Classic Rock on July 1. ♦ See Web Site Directory.

Continued on Page 62



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**For more information call
(212) 581-3962**

The Home of SCOTT & TODD in the Morning!



Continued from Page 61

12+ POPULATION: 2,253,300 (Black: 7.2%; Hispanic: 7.3%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
2.0	1.7	2.9	1.9	1.7	21	WQXR-FM Classical	96.3 7.8kw	22	—	32	30	30	18	61	New York Times	CMBS
2.0	1.9	1.5	1.5	1.6	22	WNEW-FM ♦ Adult Alternative	102.7 7.8kw	18	17	14	15	15	19	42	CBS Radio	G/W
2.0	2.6	2.0	2.2	1.5	23	WMXV-FM Hot AC	105.1 7.8kw	21	11	16	18	19	17	43	Bonneville Int.	SEN
2.8	2.1	1.9	1.6	1.4	24	WRKS-FM Urban/AC	98.7 7.8kw	25	9	19	23	22	20	58	Emmis	D&R
0.5	0.4	0.2	0.4	1.3	25	WMJC-FM 4 Country	94.3 3kw	30	—	18	24	21	22	80	Barnstable	KATZ
1.0	1.2	1.1	1.3	1.2	26	WQEW-AM Nostalgia	1560 50kw	28	—	—	40	39	25	64	New York Times	MMR
0.7	1.0	0.9	1.0	1.1	27	WDRE-FM 5 ♦ Alternative	92.7 1kw	23	15	12	22	24	36	38	Jarad	ROS
1.1	2.1	1.4	1.6	1.1	27	WRCN-FM ♦ Rock	103.9 1.5kw	27	—	11	20	20	34	56	Barnstable	MCG
1.3	1.2	1.3	1.4	1.0	29	WBLS-FM Urban/AC	107.5 5.4kw	26	7	20	26	27	28	51	Inner City	MCG

4 Was simulcasting WRCN-FM (Rock) until May. 5 Changed calls to WLIR-FM on July 1. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WKTU-FM	1 WKTU-FM	1 WXRK-FM	1 WKTU-FM	1 WFAN-AM	1 WALK-FM	AC	21.0
2 WXRK-FM	2 WALK-FM	2 WKTU-FM	2 WALK-FM	2 WXRK-FM	2 WKTU-FM	NEWS/TALK	18.0
3 WAXQ-FM	3 WPLJ-FM	3 WPLJ-FM	3 WPLJ-FM	3 WPLJ-FM	3 WCBS-FM	CHR	13.9
4 WBAB/WHFM	4 WQHT-FM	4 WBAB/WHFM	4 WBLI-FM	4 WBAB/WHFM	4 WPLJ-FM	OLDIES	7.0
5 WPLJ-FM	5 WHTZ-FM	5 WFAN-AM	5 WHTZ-FM	5 WCBS-FM	5 WBLI-FM	ROCK	6.6
6 WHTZ-FM	6 WBLI-FM	6 WAXQ-FM	6 WKJY-FM	6 WKTU-FM	6 WBZO-FM	ALTERNATIVE	4.6
7 WQHT-FM	7 WKJY-FM	7 WALK-FM	7 WBZO-FM	7 WALK-FM	7 WKJY-FM	NOSTALGIA	3.9
8 WFAN-AM	8 WBAB/WHFM	8 WCBS-FM	8 WCBS-FM	8 WAXQ-FM	8 WLTW-FM	NAC	2.6
9 WRCN-FM	9 WXRK-FM	9 WHTZ-FM	9 WQHT-FM	9 WQCD-FM	9 WBAB/WHFM	URBAN	2.4
10 WALK-FM	10 WDRE-FM	10 WQCD-FM	10 WBAB/WHFM	10 WBZO-FM	10 WCBS-AM	CLASSICAL	1.7
						ADULT ALT.	1.6
						COUNTRY	1.3

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 2,212,900 (Black: N/A; Hispanic: 21.4%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.0	6.4	7.8	7.3	7.3	1	1	KSON-AF ♦ Country	1240/97.3 1kw/50kw	7	6	7	1	1	1	90	Jefferson-Pilot	BAN
5.1	6.8	6.7	6.8	6.6	2	2	XHTZ-FM CHR/Rhythmic	90.3 100kw	2	1	1	2	9	14	71	Califormula	EAST
7.2	7.6	6.8	6.4	6.4	3	3	KYXY-FM AC	96.5 41kw	1	7	6	3	2	2	66	SFX	D&R
3.6	4.2	3.5	3.6	5.6	4	4	KFMB-AM Full Service	760 5(50)kw	3	12	16	10	5	3	62	Midwest TV	MCG
3.1	3.3	3.2	4.6	4.4	5	5	KFMB-FM Hot AC	100.7 30kw	6	3	3	4	6	11	53	Midwest TV	MCG
3.5	4.5	3.5	3.6	4.3	6	6	KBZT-FM Oldies	94.9 22kw	4	4	12	8	4	4	51	Jefferson-Pilot	BAN
4.6	5.4	4.1	4.5	4.1	7	7	KKLQ-FM CHR/Pop	106.5 50kw	5	5	5	5	3	8	50	Par Broadcasting	TOR
4.9	4.5	4.2	4.8	4.1	7	7	KSDO-AM ♦ News/Talk	1130 10kw	12	—	26	19	17	6	74	Gannett	G/W
3.8	3.0	2.5	2.7	3.6	9	9	KIOZ-FM ¹ Rock	105.3 29kw	11	8	2	6	10	18	64	Par Broadcasting	TOR
4.1	3.6	4.4	4.8	3.6	9	9	XTRA-FM ♦ Alternative	91.1 100kw	8	2	4	7	12	14	46	Jacor	MMR
3.2	3.2	3.3	3.6	3.4	11	11	KFSD-FM Classical	94.1 100kw	14	—	20	20	14	9	72	Nationwide	MMR
4.0	3.2	3.2	3.3	3.2	12	12	KIFM-FM ♦ NAC	98.1 28kw	13	17	17	11	7	5	61	Jefferson-Pilot	CBS
2.4	2.4	2.5	3.0	3.0	13	13	KFI-AM Talk	640 50kw	15	—	25	16	11	7	72	Cox	CHR
3.4	3.4	3.9	2.8	2.8	14	14	KGB-FM ♦ Classic Rock	101.5 50kw	9	13	9	9	8	10	49	Nationwide	CBS
1.9	2.7	2.2	3.2	2.8	14	14	KPOP-AM Nostalgia	1360 5(1)kw	19	—	37	33	25	13	92	Nationwide	CBS
2.5	3.2	2.6	2.4	2.4	16	16	XHRM-FM ♦ Alternative	92.5 100kw	10	11	8	12	13	24	42	Radio Moderna	EAST
2.9	2.2	1.7	1.5	1.9	17	17	KKBH-FM ♦ AC	102.9 32kw	16	20	10	15	18	17	50	Gannett	G/W
2.5	1.9	2.4	2.0	1.9	17	17	KOGO-AM Talk	600 5kw	21	—	32	22	19	12	67	Par Broadcasting	TOR
1.9	2.6	2.3	2.1	1.9	17	17	XTRA-AM ♦ Sports	690 77(50)kw	18	22	11	13	15	16	56	Jacor	MMR
2.5	1.9	2.2	1.3	1.7	20	20	KPLN-FM ² ♦ Classic Hits	103.7 36kw	17	16	14	14	18	15	47	SFX	D&R

¹ KIOZ-FM moved to 105.3 MHz in April. ² Was KMKX-FM until July. ♦ See Web Site Directory.

Continued on Page 64

FLASHBACK! + 101 KGB FM =

San Diego's Classic Rock Station

For more information call (212) 581-3962



Continued from Page 63

12+ POPULATION: 2,212,900 (Black: N/A; Hispanic: 21.4%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
1.2	1.4	2.6	1.9	1.5	21	XHKY-FM Spanish	99.3 25kw	23	15	13	17	21	21	60	Califormula	KT-H
0.9	1.4	0.8	1.2	1.1	22	KSPA-AM Nostalgia	1450 1kw	30	—	—	—	—	32	77	Astor	—
0.5	0.9	1.2	1.1	1.1	22	KUPR-FM Adult Alternative	95.7 7.2kw	22	—	19	18	20	19	41	Tri-Cities Br.	—
1.9	1.8	1.3	1.2	1.1	22	KXST-FM ³ ♦ Rock AC	102.1 9.5kw	20	9	15	21	22	25	38	Compass Radio	KATZ
1.6	1.5	1.2	1.1	1.0	25	KNX-AM ♦ News	1070 50kw	24	—	34	29	28	20	41	CBS Radio	CBS
0.0	0.0	0.8	0.9	1.0	25	XTIM-FM Spanish	91.7 25kw	29	10	18	24	27	28	71	Energy Com.	—

³ Was **KCBQ-FM** (Classic Hits) then moved to 102.1 MHz in April. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KIOZ-FM	1 KFMB-FM	1 KIOZ-FM	1 KYXY-FM	1 KSON-A/F	1 KSON-A/F	NEWS/TALK 17.5
2 XHTZ-FM	2 XHTZ-FM	2 XHTZ-FM	2 KSON-A/F	2 KIOZ-FM	2 KYXY-FM	AC 13.8
3 XTRA-FM	3 KKLQ-FM	3 XTRA-FM	3 KFMB-FM	3 KGB-FM	3 KKLQ-FM	CHR 10.7
4 KFMB-FM	4 KYYX-FM	4 KSON-A/F	4 XHTZ-FM	4 KFMB-AM	4 KFMB-FM	OLDIES 8.8
5 XHRM-FM	5 KSON-A/F	5 KGB-FM	5 KKLQ-FM	5 KYXY-FM	5 KBZT-FM	COUNTRY 7.3
6 KGB-FM	6 XTRA-FM	6 KYXY-FM	6 KBZT-FM	6 KBZT-FM	6 KIFM-FM	ALTERNATIVE 7.1
7 XTRA-AM	7 XHRM-FM	7 KFMB-AM	7 KIFM-FM	7 XTRA-AM	7 XHTZ-FM	NOSTALGIA 3.9
8 KSON-A/F	8 KBZT-FM	8 KFMB-FM	8 KFMB-AM	8 KKLQ-FM	8 KFMB-AM	ROCK 3.6
9 KKLQ-FM	9 KIOZ-FM	9 XHRM-FM	9 XTRA-FM	9 KFMB-FM	9 KKBH-FM	CLASSICAL 3.4
10 KYXY-FM	10 KKBH-FM	10 XTRA-AM	10 KKBH-FM	10 XTRA-FM	10 KFI-AM	NAC 3.2
						SPANISH 2.5

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 2,202,400 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
11.9	12.9	10.7	10.5	11.6	1	KQRS-A/F ♦ Classic Rock	1440/92.5 5kw/100kw	1	6	1	1	1	2	78	Cap Cities/ABC	KATZ
12.0	11.9	13.1	13.3	10.5	2	WCCO-AM Full Service	830 50kw	2	11	12	10	6	1	73	CBS Radio	CBS
6.9	6.4	7.0	7.8	8.0	3	KDWB-FM CHR/Pop	101.3 100kw	3	1	2	2	7	11	63	Chancellor	BAN
7.0	6.3	6.3	6.4	6.2	4	WLTE-FM AC	102.9 100kw	7	9	8	6	5	4	70	CBS Radio	CBS
5.8	6.3	6.8	5.5	6.1	5	KEEY-FM ♦ Country	102.1 100kw	8	3	5	8	8	5	69	Chancellor	CHR
5.9	6.6	5.9	5.3	6.1	5	KSTP-FM Hot AC	94.5 100kw	4	5	4	3	3	8	51	Hubbard	CHR
6.9	5.7	5.3	5.3	5.8	7	KEGE-A/F ♦ Alternative	980/93.7 5kw/100kw	6	2	3	5	12	15	61	Cap Cities/ABC	KATZ
5.1	4.8	3.8	4.1	5.2	8	KQQL-FM Oldies	107.9 97kw	5	7	14	7	2	3	53	Chancellor	D&R
4.3	3.8	5.2	5.5	5.1	9	KSTP-AM Talk	1500 50kw	11	—	10	11	9	6	84	Hubbard	CHR
3.2	3.4	3.1	4.0	4.7	10	KTCJ/KTCZ Adult Alternative	690/97.1 .5kw/100kw	10	10	7	4	4	7	67	Chancellor	BAN
6.1	6.4	6.3	5.4	4.7	10	WBOB-FM Country	100.3 100kw	9	4	6	9	10	9	57	Chancellor	D&R
1.8	2.1	2.3	2.7	3.0	12	KMJZ-FM ♦ NAC	104.1 100kw	12	—	11	12	11	10	58	Nationwide	EAST
1.8	1.5	2.4	1.9	2.0	13	KLBB/WLOL Nostalgia	1400/1470 1kw/5kw	14	—	16	16	16	13	69	Cargill	—
2.1	1.5	2.2	1.5	1.8	14	KREV/WREV Alternative	105.1/105.3 2.6kw/25kw	15	8	9	13	14	16	70	Cargill	MMR
1.2	1.5	2.3	1.5	1.6	15	KFAN-AM ♦ Sports	1130 50(25)kw	13	—	13	14	13	12	48	Chancellor	CHR

♦ See Web Site Directory.

Continued on Page 67

MINNEAPOLIS



CONTINUOUS
CLIMAX



+



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**For more
information call
(212) 581-3962**

TODAY'S BEST MUSIC



12+ POPULATION: 2,083,800 (Black: 16.3%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
13.2	14.2	14.4	14.1	13.1	1	KMOX-AM ♦ Talk	1120 50kw	1	13	11	7	1	1	78	CBS Radio	CBS
8.1	8.8	9.3	8.3	7.8	2	WIL-FM Country	92.3 100kw	2	6	5	3	3	3	81	Heritage Media	EAST
7.8	7.1	7.5	6.8	7.1	3	KMJM-FM Urban	107.7 100kw	11	1	1	2	7	8	112	Jacor	MCG
8.0	7.0	7.0	7.3	6.9	4	KEZK-FM AC	102.5 100kw	4	8	8	5	2	2	78	Compass Radio	D&R
4.3	4.8	4.8	4.4	5.7	5	KPNT-FM ♦ Alternative	105.7 100kw	6	2	3	6	10	16	68	Sinclair Com.	MMR
6.9	6.3	6.4	5.6	5.7	5	KSHE-FM ♦ Classic Rock	94.7 100kw	3	4	2	1	4	6	63	Emmis	D&R
6.1	5.6	5.3	4.5	5.6	7	KYKY-FM ♦ Hot AC	98.1 90kw	5	5	4	4	5	5	64	Amer. Radio Sys.	KATZ
4.2	3.5	4.0	3.9	4.7	8	KLOU-FM Oldies	103.3 100kw	8	9	13	8	6	4	61	CBS Radio	CBS
4.4	4.9	4.2	4.6	4.0	9	WKBQ-A/F 1 CHR/Pop	1380/104.1 5(1)kw/39kw	7	3	6	11	11	17	48	Zimmer	BAN
3.2	3.6	2.9	3.4	3.3	10	KIHT-FM Classic Hits	96.3 100kw	10	10	9	10	8	7	50	Heritage Media	EAST
2.7	2.9	3.4	2.7	3.3	10	KSD-FM ♦ Classic Rock	93.7 100kw	9	12	7	9	9	9	48	Amer. Radio Sys.	KATZ
3.6	3.6	4.2	3.9	3.1	12	WKXX-FM Country	106.5 90kw	12	7	10	12	12	11	58	Zimmer	BAN
1.9	2.2	1.9	3.0	2.9	13	WRTH-AM Nostalgia	1430 5kw	17	—	—	24	23	15	88	Heritage Media	EAST
1.2	1.2	1.0	1.5	2.7	14	WIBV-AM Talk	1260 5kw	15	—	23	22	17	12	68	Belleville	—
2.7	2.4	2.7	3.5	2.2	15	KFUO-FM Classical	99.1 100kw	14	—	17	17	16	10	51	Lutheran Church/MOS	CMBS
2.5	3.2	3.1	2.3	2.1	16	KXOK-FM ♦ Urban/AC	97.1 100kw	16	11	14	14	14	13	60	Frischling	MMR
1.5	1.7	1.5	1.6	2.1	16	WVRV-FM Adult Alternative	101.1 44kw	13	14	12	13	13	14	45	Sinclair Com.	MMR
1.0	0.5	1.2	1.8	1.8	18	WEW-AM Nostalgia	770 1kw	22	—	—	25	25	23	130	Metropolitan Radio	ROS
1.3	1.2	1.3	1.3	1.2	19	WCBW-FM Religious	104.9 7.8kw	21	—	15	15	15	22	65	Continental Br.	SRR
1.3	1.7	1.5	1.4	1.1	20	KATZ-AM Urban/AC	1600 5kw	23	—	20	20	21	21	90	Jacor	MCG

1 WBKQ-AM was KRAM-AM (Talk) until March. ♦ See Web Site Directory.



+ Oldies 103 =
KLOU

For more information call
(212) 581-3962

THE GREATEST HITS OF ALL TIME!



Continued from Page 65

12+ POPULATION: 2,202,400 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-A/F	1 KDWB-FM	1 KQRS-A/F	1 KDWB-FM	1 KQRS-A/F	1 KSTP-FM	OLDIES 16.8
2 KEGE-A/F	2 KQRS-A/F	2 KEGE-A/F	2 KQRS-A/F	2 KSTP-AM	2 KQRS-A/F	AC 12.3
3 KDWB-FM	3 KSTP-FM	3 KSTP-AM	3 KSTP-FM	3 WCCO-AM	3 WLTE-FM	COUNTRY 10.8
4 KSTP-FM	4 KEGE-A/F	4 KTCJ/KTCZ	4 WLTE-FM	4 KTCJ/KTCZ	4 KQQL-FM	CHR 8.0
5 KEEY-FM	5 WBOB-FM	5 KDWB-FM	5 KQQL-FM	5 KQQL-FM	5 KDWB-FM	ADULT ALT. 7.5
6 KREV/WREV	6 KEEY-FM	6 WCCO-AM	6 KEEY-FM	6 KEEY-FM	6 KEEY-FM	ALTERNATIVE 5.8
7 KSTP-AM	7 KTCJ/KTCZ	7 KQQL-FM	7 KTCJ/KTCZ	7 KEGE-FM	7 KTCJ/KTCZ	NAC 3.0
8 WBOB-FM	8 WLTE-FM	8 KEEY-FM	8 WBOB-FM	8 KDWB-FM	8 WCCO-AM	NOSTALGIA 2.0
9 KTCJ/KTCZ	9 KMJZ-FM	9 KSTP-FM	9 KEGE-A/F	9 WBOB-FM	9 WBOB-FM	
10 KFAN-AM	10 KREV/WREV	10 WBOB-FM	10 WCCO-AM	10 KSTP-FM	10 KMJZ-FM	

MINNEAPOLIS

12+ POPULATION: 2,083,800 (Black: 16.3%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.2	1.0	1.0	1.6	1.1	20		KATZ-FM ² Urban/AC	100.3 50kw	20	—	18	18	20	19	54	Jacor	MCG
1.5	1.5	1.5	1.3	1.1	20		KSD-AM Nostalgia	550 5kw	18	—	21	19	18	18	42	Amer. Radio Sys.	KATZ
1.2	0.9	1.2	1.0	1.0	23		KFNS-AM Sports	590 1kw	19	—	16	16	19	20	48	Compass Radio	D&R

² Was KNJZ-FM until March.

ST. LOUIS

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSHE-FM	1 KMJM-FM	1 KSHE-FM	1 KYKY-FM	1 KSHE-FM	1 KEZK-FM	OLDIES 17.0
2 KPNT-FM	2 KYKY-FM	2 KMOX-AM	2 KEZK-FM	2 KMOX-AM	2 KYKY-FM	NEWS/TALK 16.8
3 KMJM-FM	3 KPNT-FM	3 WIL-FM	3 KMJM-FM	3 WIL-FM	3 WIL-FM	AC 12.5
4 WIL-FM	4 WIL-FM	4 KPNT-FM	4 WIL-FM	4 KLOU-FM	4 KMJM-FM	URBAN 11.4
5 WKBQ-A/F	5 KEZK-FM	5 KMJM-FM	5 KLOU-FM	5 KPNT-FM	5 KLOU-FM	COUNTRY 10.9
6 KSD-FM	6 WKBQ-A/F	6 KSD-FM	6 KPNT-FM	6 KSD-FM	6 KMOX-AM	NOSTALGIA 5.8
7 KYKY-FM	7 KSHE-FM	7 KIHT-FM	7 KIHT-FM	7 KMJM-FM	7 KIHT-FM	ALTERNATIVE 5.7
8 WKXX-FM	8 KSD-FM	8 KLOU-FM	8 KSD-FM	8 KIHT-FM	8 KSD-FM	CHR 4.0
9 KIHT-FM	9 KIHT-FM	9 WKBQ-A/F	9 KMOX-AM	9 KEZK-FM	9 KPNT-FM	CLASSICAL 2.2
10 KMOX-AM	10 WKXX-FM	10 KYKY-FM	10 WKBQ-A/F	10 KYKY-FM	10 KSHE-FM	ADULT ALT. 2.1
						RELIGIOUS 1.2

12+ POPULATION: 2,056,700 (Black: 24.9%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.4	8.7	7.9	6.9	8.9	1	1	WBAL-AM ♦ News/Talk	1090 50kw	1	1	12	10	5	2	78	Hearst	D&R
8.5	8.2	9.1	8.4	8.5	2	2	WPOC-FM Country	93.1 16kw	2	8	3	1	2	3	90	Nationwide	MCG
5.3	6.5	6.1	6.8	7.4	3	3	WQSR-FM Oldies	105.7 50kw	3	13	10	3	1	1	83	American Radio Sys.	CHR
6.8	6.1	5.9	6.2	6.3	4	4	WLIF-FM AC	101.9 13.5kw	5	12	8	5	4	4	83	CBS Radio	IRS
5.1	4.8	5.3	5.6	5.8	5	5	WERQ-FM CHR/Rhythmic	92.3 37kw	6	1	1	4	8	9	78	Radio One	MMR
5.6	5.3	4.7	6.4	5.6	6	6	WWMX-FM ♦ Hot AC	106.5 7.4kw	4	5	6	2	3	5	64	Capitol Br. Co.	KATZ
4.9	4.8	5.3	5.5	4.4	7	7	WXYV-FM Urban	102.7 50kw	8	3	5	6	9	10	64	CBS Radio	MCG
4.9	4.3	4.7	4.0	4.2	8	8	WHFS-FM Alternative	99.1 50kw	7	2	4	8	10	13	57	SFX	BAN
3.9	4.9	3.6	4.1	3.9	9	9	WIYY-FM Rock	97.9 13.5kw	9	4	2	9	11	16	57	Hearst	D&R
3.7	3.7	3.8	3.3	3.8	10	10	WWIN-FM Urban/AC	95.9 3kw	11	16	9	11	7	6	83	Radio One	TOR
4.0	3.6	3.4	2.9	3.7	11	11	WOCT-FM ♦ Oldies	104.3 10kw	10	17	7	7	6	7	60	Capitol Br. Co.	KATZ
2.6	2.5	2.8	2.7	2.2	12	12	WCAO-AM Religious	600 5kw	16	20	19	14	13	8	86	CBS Radio	MCG
1.8	2.0	1.9	1.6	2.0	13	13	WJFK-AM Talk	1300 5kw	17	—	11	12	12	11	79	CBS Radio	IRS
3.5	3.1	3.0	2.8	1.9	14	14	WCBM-AM News/Talk	680 10(5)kw	13	—	30	23	19	12	63	Mangione	KATZ
1.6	1.8	1.5	1.6	1.5	15	15	WRBS-FM Religious	95.1 50kw	20	18	21	19	15	15	68	Peter & John	—
0.6	0.7	0.7	0.9	1.3	16	16	WBIG-FM Oldies	100.3 36kw	22	21	17	16	16	14	73	Chancellor	EAST
1.2	1.1	1.5	1.4	1.2	17	17	WRQX-FM Hot AC	107.3 36kw	18	7	16	17	18	21	49	Cap Cities/ABC	KATZ
1.1	1.1	1.5	1.2	1.1	18	18	WHUR-FM Urban/AC	96.3 24kw	21	—	18	15	14	18	56	Howard Univ.	D&R
1.5	1.4	1.2	1.5	1.1	18	18	WPGC-FM CHR/Rhythmic	95.5 50kw	14	6	14	18	21	29	39	CBS Radio	IRS
1.0	1.1	1.3	1.3	1.1	18	18	WWDC-FM Rock	101.1 22.5kw	12	15	15	13	17	23	29	Capitol Br./MD	CHR

♦ See Web Site Directory.

Continued on Page 70

FLASHBACK!
ROCK SLIDES
FLASHBACK!
POP QUIZ

+

104.3
the Colt
The Greatest Hits of the '70's

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**For more
information call
(212) 581-3962**

THE GREATEST HITS OF THE '70s

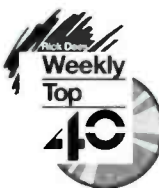
RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 2,036,900 (Black: 7.3%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.7	12.5	14.3	14.4	12.8	1	KDKA-AM ♦ News/Talk	1020 50kw	1	12	12	7	4	1	86	CBS Radio	G/W
10.8	11.0	8.4	8.6	9.2	2	WDVE-FM ♦ Rock	102.5 55kw	3	6	1	1	1	4	81	Secret Com.	CHR
6.3	6.9	8.3	7.7	7.8	3	WDSY-A/F Country	1080/107.9 50kw/50kw	5	5	3	3	3	3	89	Secret Com.	EAST
6.9	6.4	6.4	6.2	6.7	4	WBZZ-FM ♦ CHR/Pop	93.7 41kw	2	1	2	2	5	8	55	Amer. Radio Sys.	BAN
6.6	7.0	6.7	5.7	6.5	5	WWSW-A/F Oldies	970/94.5 5kw/50kw	4	7	11	4	2	2	66	Chancellor	SEN
3.8	4.7	4.0	4.4	4.2	6	WVTY-FM Hot AC	96.1 50kw	6	8	7	5	6	6	55	Hearst	KATZ
4.0	4.2	5.1	4.9	4.1	7	WSHH-FM ♦ AC	99.7 10.5kw	7	10	13	12	9	5	58	Renda	TOR
5.3	4.0	4.3	4.0	3.8	8	WJAS-AM Nostalgia	1320 5kw	14	—	16	17	16	12	79	Renda	TOR
3.9	4.1	3.6	3.9	3.8	8	WTAE-AM Talk	1250 5kw	8	16	13	14	12	10	56	Hearst	KATZ
2.9	3.5	4.4	3.7	3.6	10	WLTJ-FM AC	92.9 47kw	10	14	10	10	8	7	61	Frischling	K&P
3.5	3.5	2.8	2.7	3.6	10	WZPT-FM Oldies	100.7 17kw	9	11	6	6	7	9	55	Amer. Radio Sys.	MMR
5.7	5.4	5.4	4.9	3.4	12	WAMO-FM ¹ Urban	105.9 72kw	15	4	8	9	11	13	79	Sheridan	D&R
1.9	2.1	3.4	4.1	3.0	13	WNRQ-FM ² Alternative	104.7 50kw	11	2	4	11	14	16	51	Secret Com.	EAST
2.3	2.3	1.7	1.9	2.8	14	WXDX-FM ¹ Alternative	106.7 47kw	12	3	5	13	13	18	49	Secret Com.	CHR
2.7	2.7	3.0	2.2	2.7	15	WRRK-FM ♦ Classic Rock	96.9 45kw	13	13	9	8	10	11	48	Frischling	MMR
1.5	1.6	1.3	1.4	1.3	16	KQV-AM ♦ News	1410 5kw	16	—	22	19	18	15	54	Calvery	—
1.2	1.2	1.1	0.9	1.2	17	WORD-FM Religious	101.5 48kw	17	—	17	16	15	14	53	Salem	SRR
0.7	0.8	0.9	1.4	1.0	18	WASP-FM Country	94.9 .205kw	18	9	15	15	17	19	81	Humes Br.	DOME

¹ WAMO-FM moved to 105.9 and WXDX-FM moved 106.7 in June. ² Switched to WJJJ-FM (NAC) in late June. ♦ See Web Site Directory.

Continued on Page 70



For more information call (212) 581-3962

TODAY'S HIT MUSIC!



Continued from Page 68

12+ POPULATION: 2,056,700 (Black: 24.9%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
1.0	0.9	0.9	0.8	1.0	21		WTOP-AM News	1500 50kw	19	—	32	28	25	19	39	Evergreen Media	BAN
1.1	0.9	1.1	1.0	1.0	22		WWIN-AM Religious	95.9 3kw	26	—	27	24	22	17	64	Radio One	TOR

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	<p>NEWS/TALK  13.8</p> <p>AC  13.1</p> <p>OLDIES  12.4</p> <p>URBAN  9.3</p> <p>COUNTRY  8.5</p> <p>CHR  6.9</p> <p>ROCK  5.0</p> <p>RELIGIOUS  4.7</p> <p>ALTERNATIVE  4.2</p>
1 WIYY-FM	1 WWMX-FM	1 WIYY-FM	1 WWMX-FM	1 WBAL-AM	1 WQSR-FM	
2 WXYV-FM	2 WERQ-FM	2 WBAL-AM	2 WPOC-FM	2 WQSR-FM	2 WLIF-FM	
3 WHFS-FM	3 WPOC-FM	3 WPOC-FM	3 WQSR-FM	3 WPOC-FM	3 WPOC-FM	
4 WPOC-FM	4 WHFS-FM	4 WXYV-FM	4 WLIF-FM	4 WOCT-FM	4 WWMX-FM	
5 WERQ-FM	5 WXYV-FM	5 WQSR-FM	5 WERQ-FM	5 WIYY-FM	5 WWIN-FM	
6 WOCT-FM	6 WLIF-FM	6 WHFS-FM	6 WWIN-FM	6 WHFS-FM	6 WERQ-FM	
7 WJFK-AM	7 WOCT-FM	7 WOCT-FM	7 WOCT-FM	7 WXYV-FM	7 WOCT-FM	
8 WWIN-FM	8 WIYY-FM	8 WERQ-FM	8 WXYV-FM	8 WWMX-FM	8 WXYV-FM	
9 WBAL-AM	9 WQSR-FM	9 WWMX-FM	9 WHFS-FM	9 WJFK-AM	9 WBAL-AM	
10 WWMX-FM	10 WWIN-FM	10 WJFK-AM	10 WIYY-FM	10 WLIF-FM	10 WCAO-AM	

Continued from Page 69

12+ POPULATION: 2,036,900 (Black: 7.3%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	<p>NEWS/TALK  17.9</p> <p>OLDIES  12.8</p> <p>AC  11.9</p> <p>ROCK  9.2</p> <p>COUNTRY  8.8</p> <p>CHR  6.7</p> <p>ALTERNATIVE  5.8</p> <p>NOSTALGIA  3.8</p> <p>URBAN  3.4</p> <p>RELIGIOUS  1.2</p>
1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WBZZ-FM	
2 WXDX-FM	2 WDVE-FM	2 WDSY-A/F	2 WDSY-A/F	2 KDKA-AM	2 WWSW-A/F	
3 WBZZ-FM	3 WDSY-A/F	3 KDKA-AM	3 WWSW-A/F	3 WWSW-A/F	3 WDSY-A/F	
4 WNRQ-FM	4 WVTY-FM	4 WZPT-FM	4 WVTY-FM	4 WDSY-A/F	4 WVTY-FM	
5 WZPT-FM	5 WLTJ-FM	5 WWSW-A/F	5 WDVE-FM	5 WZPT-FM	5 WDVE-FM	
6 WDSY-A/F	6 WNRQ-FM	6 WRRK-FM	6 WLTJ-FM	6 WRRK-FM	6 WLTJ-FM	
7 WAMO-FM	7 WAMO-FM	7 WBZZ-FM	7 WSHH-FM	7 WVTY-FM	7 WSHH-FM	
8 WRRK-FM	8 WZPT-FM	8 WXDX-FM	8 WZPT-FM	8 WTAE-AM	8 KDKA-AM	
9 KDKA-AM	9 WWSW-A/F	9 WNRQ-FM	9 WAMO-FM	9 WBZZ-FM	9 WZPT-FM	
10 WVTY-FM	10 WXDX-FM	10 WVTY-FM	10 KDKA-AM	10 WXDX-FM	10 WAMO-FM	

12+ POPULATION: 2,997,400 (Black: N/A; Hispanic: 16.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12-AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.5	6.2	5.8	6.6	6.7	1	KMLE-FM Country	105.9 100kw	4	3	3	1	1	4	73	Chancellor	MCG
7.3	7.4	5.7	7.6	6.6	2	KNIX-FM Country	102.5 98kw	3	7	9	7	4	2	71	Buck Owens	KATZ
5.4	6.4	7.0	7.1	6.4	3	KKFR-FM ♦ CHR/Pop	92.3 100kw	2	1	2	2	7	11	62	Broadcast Group	D&R
8.9	8.2	8.0	7.6	6.2	4	KTAR-AM News/Talk	620 5kw	1	20	12	12	9	6	57	Pulitzer	CBS
5.1	5.7	6.2	4.7	6.1	5	KFYI-AM News	910 5kw	10	14	17	13	8	5	103	Broadcast Group	D&R
4.9	4.7	4.5	5.0	5.3	6	KOOL-A/F Oldies	960/94.5 5kw/100kw	5	4	14	6	2	1	61	Chancellor	CHR
2.9	2.5	4.1	4.5	5.1	7	KYOT-FM ♦ NAC	95.5 96kw	15	—	10	5	3	3	101	Chancellor	MMR
5.1	5.5	5.8	5.6	4.5	8	KOY-AM Nostalgia	550 5kw/1kw	14	—	31	27	22	12	85	Chancellor	MMR
5.0	6.4	5.0	4.8	4.5	8	KUPD-FM ♦ Rock	97.9 100kw	8	5	1	3	10	16	73	Sandusky	BAN
3.2	3.4	3.3	3.5	4.1	10	KDKB-FM ♦ Rock	93.3 100kw	9	17	5	4	5	9	68	Sandusky	TOR
2.1	2.7	2.7	2.8	3.9	11	KEDJ/KHOT-FM ♦ Alternative	106.3/100.3 50kw/90kw	7	2	4	10	15	20	57	New Century AZ LLC	MMR
3.2	4.5	3.8	2.9	3.6	12	KSLX-FM ♦ Classic Rock	100.7 100kw	11	12	8	8	6	8	64	Jacor	EAST
3.1	2.3	2.5	2.6	3.5	13	KZZP-FM 1 ♦ CHR/Pop	104.7 100kw	6	6	6	9	12	14	50	Nationwide	MCG
4.4	3.9	3.5	3.7	3.4	14	KKLT-FM AC	98.7 115kw	13	11	11	14	11	7	63	Pulitzer	G/W
2.2	2.6	2.7	3.3	2.9	15	KZON-FM ♦ Alternative	101.5 100kw	12	9	7	11	14	15	54	Chancellor	MMR
3.1	3.8	3.2	3.3	2.8	16	KESZ-FM AC	99.9 100kw	16	15	15	15	13	10	55	Media America	CBS
3.3	2.5	2.5	2.2	2.0	17	KHTC-FM ♦ Oldies	96.9 100kw	17	13	13	16	16	13	55	Bonneville Int.	SEN
0.7	0.6	0.8	1.1	1.1	18	KGME-AM Sports	1360 50(1)kw	19	18	19	17	17	18	59	New Century AZ LLC	MMR

1 Was KVRV-FM (Hot AC) until March. ♦ See Web Site Directory.

Continued on Page 74



The Dr. Laura Show

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**FOCUS
ON THE
FAMILY
COMMENTARY™**

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KFYI
Hottest News-Talk
910AM

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**For more
information call
(212) 581-3962**

ARIZONA'S HOTTEST NEWS-TALK!



RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 1,885,200 (Black: 7.8%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
6.3	8.0	7.8	7.5	8.4	1	1	WFLZ-FM ♦ CHR/Pop	93.3 100kw	1	1	1	1	3	12	75	Jacor	EAST
7.8	7.4	7.9	5.9	7.3	2		WQYK-FM Country	99.5 100kw	2	5	6	4	2	1	85	CBS Radio	IRS
4.8	4.5	5.6	6.7	6.6	3		WDUV-FM B/EZ	103.5 100kw	8	—	22	21	18	11	103	Jacor	EAST
6.3	5.1	4.7	6.8	6.5	4		WFLA-AM ♦ News/Talk	970 5kw	5	14	12	13	12	4	90	Jacor	EAST
5.9	6.1	6.0	6.0	6.4	5		WMTX-A/F Hot AC	1040/95.7 5(.5)kw/100kw	3	4	3	2	1	2	82	Clear Channel	CCRS
4.3	4.8	5.1	5.7	6.1	6		WGUL-A/F MOR	860/96.1 2(1.5)kw/2.75kw	14	—	—	27	27	15	151	Gulf Atlantic	K&P
5.3	5.8	6.2	6.0	5.7	7		WRBQ-FM Country	104.7 100kw	4	3	4	5	14	6	77	Clear Channel	CCRS
6.3	6.4	5.9	5.0	5.3	8		WXTB-FM ♦ Rock	97.9 100kw	7	2	2	3	7	14	79	Jacor	BAN
6.7	5.9	5.5	5.1	4.3	9		WWRM-FM AC	94.9 100kw	6	9	8	10	11	7	60	Cox	CHR
5.5	4.2	4.9	3.8	4.1	10		WDAE/WUSA 1 ♦ AC	1250/100.7 5kw/100kw	10	10	9	9	6	5	72	Gannett	MCG
4.2	5.2	3.5	3.9	4.0	11		WYUU-FM Oldies	92.5 50kw	9	8	16	8	5	3	64	Entercom	CBS
3.9	3.2	3.0	3.4	3.3	12		WCOF-FM Oldies	107.3 100kw	11	13	7	7	9	9	58	Cox	CHR
3.6	3.5	4.0	4.5	3.3	12		WHPT-FM Adult Alternative	102.5 100kw	12	11	5	6	8	10	63	Paxson	BAN
0.3	3.5	3.9	3.5	3.3	12		WSJT-FM ♦ NAC	94.1 100kw	13	—	10	11	10	8	80	Paxson	KATZ
1.4	1.5	2.4	1.9	2.2	15		WTBT-FM ♦ Classic Rock	105.5 6kw	15	15	11	12	13	13	79	Jacor	—
1.7	2.1	1.4	1.2	1.7	16		WTMP-AM Urban/AC	1150 5(2.5)kw	19	7	13	14	15	17	85	Tampa Broadcasting	ROS
1.6	1.5	1.3	1.3	1.6	17		WRBQ-AM Urban/AC	1380 5kw	17	6	14	15	14	16	74	Clear Channel	CCRS
1.7	1.7	2.5	2.5	1.5	18		WLVU-FM Nostalgia	106.3 3.3kw	21	—	—	—	—	25	97	Pasco Pinellas	—
2.5	2.3	1.4	1.0	1.3	19		WSUN-AM Sports	620 10kw	16	16	15	16	16	18	59	Cox	CHR

1 WDAE & WUSA-FM evolved to Hot AC in early June. ♦ See Web Site Directory.

Continued on Page 74

**For more
information call
(212) 581-3962**

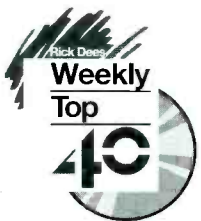


THE NEW MUSIC REVOLUTION

12+ POPULATION: 1,759,300 (Black: 17.7%; Hispanic: N/A)


SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.4	7.6	7.7	8.9	9.3	1	WGAR-FM Country	99.5 50kw	3	6	4	2	1	2	97	Nationwide	MCG
8.1	8.2	8.0	9.0	7.8	2	WZAK-FM Urban	93.1 27.5kw	8	1	2	1	4	7	99	Zapis	D&R
5.8	5.8	6.3	5.7	6.6	3	WRMR-AM Nostalgia	850 10(5)kw	12	—	25	25	9	11	110	Independent/Clev.	MMR
7.1	8.4	7.4	7.2	6.3	4	WMJI-FM Oldies	105.7 16kw	2	7	9	5	2	1	62	Nationwide	KATZ
6.5	5.4	5.8	4.8	6.0	5	WMMS-FM ♦ Alternative	100.7 34kw	5	3	1	4	8	13	68	Nationwide	KATZ
5.7	6.2	5.8	6.6	5.7	6	WNCX-FM Classic Rock	98.5 16kw	6	10	3	3	3	10	66	Clear Channel	CCRS
7.6	7.2	7.1	7.5	5.6	7	WDOK-FM AC	102.1 12kw	9	11	10	9	7	3	73	Independent/Clev.	MMR
4.2	4.8	4.9	2.7	5.2	8	WKNR-AM Sports	1220 50kw	1	9	11	10	9	5	50	C.V. Associates	CBS
6.1	5.4	5.2	5.0	5.1	9	WQAL-FM Hot AC	104.1 11kw	4	4	6	6	5	8	54	Win Com.	BAN
3.3	3.4	3.2	4.5	4.7	10	WZJM-FM ♦ CHR/Pop	92.3 40kw	7	2	5	8	12	15	55	Zebra	D&R
5.2	4.7	5.6	4.7	4.6	11	WLTF-FM ♦ AC	106.5 11kw	11	13	8	7	6	4	71	Secret Com.	CHR
4.5	3.7	3.9	4.9	4.6	11	WWWE-AM News/Talk	1100 50kw	10	12	14	12	11	6	69	Secret Com.	CHR
4.0	3.9	4.0	3.5	3.5	13	WNWV-FM ♦ NAC	107.3 50kw	13	14	12	11	10	9	70	Elyria-Lorain	TOR
2.9	2.9	2.6	3.0	2.6	14	WCLV-FM ♦ Classical	95.5 31kw	15	—	18	17	17	12	67	Radio Seaway	CMBS
2.0	3.2	2.2	2.1	2.1	15	WENZ-FM ♦ Alternative	107.9 16kw	14	5	7	13	13	18	44	Clear Channel	CCRS
1.9	1.8	2.2	1.8	1.4	16	WABQ-AM Religious	1540 1kw	17	8	19	16	15	14	60	Zebra	D&R
0.8	0.9	1.4	0.8	1.4	16	WJMO-AM Urban/Oldies	1490 1kw	23	—	23	19	19	16	102	John R. Linn	—
1.1	1.6	1.2	1.4	1.2	18	WONE-FM Classic Rock	97.5 12kw	16	—	13	14	14	17	40	Rubber City Radio	CHR

♦ See Web Site Directory.

Continued on Page 74


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For more information call (212) 581-3962



CLEVELAND'S BEST VARIETY OF THE '80s & '90s

Continued from Page 71

12+ POPULATION: 2,997,400 (Black: N/A; Hispanic: 16.1%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUPD-FM	1 KMLE-FM	1 KUPD-FM	1 KMLE-FM	1 KDKB-FM	1 KMLE-FM	NEWS/TALK 13.4
2 KEDJ/KHOT	2 KKFR-FM	2 KDKB-FM	2 KKFR-FM	2 KYOT-FM	2 KNIX-FM	COUNTRY 13.3
3 KDKB-FM	3 KZZP-FM	3 KSLX-FM	3 KNIX-FM	3 KMLE-FM	3 KOOL-A/F	OLDIES 10.6
4 KKFR-FM	4 KUPD-FM	4 KMLE-FM	4 KOOL-A/F	4 KOOL-A/F	4 KYOT-FM	CHR 9.9
5 KZON-FM	5 KNIX-FM	5 KEDJ/KHOT	5 KYOT-FM	5 KSLX-FM	5 KKLT-FM	ROCK 8.6
6 KSLX-FM	6 KZON-FM	6 KKFR-FM	6 KZZP-FM	6 KFYI-AM	6 KKFR-FM	ALTERNATIVE 6.8
7 KZZP-FM	7 KDKB-FM	7 KYOT-FM	7 KKLT-FM	7 KUPD-FM	7 KESZ-FM	AC 6.2
8 KMLE-FM	8 KYOT-FM	8 KOOL-A/F	8 KESZ-FM	8 KTAR-AM	8 KZZP-FM	NAC 5.1
9 KYOT-FM	9 KKLt-FM	9 KZON-FM	9 KDKB-FM	9 KNIX-FM	9 KTAR-AM	NOSTALGIA 4.5
10 KNIX-FM	10 KESZ-FM	10 KFYI-AM	10 KUPD-FM	10 KKFR-FM	10 KDKB-FM	

Continued from Page 72

12+ POPULATION: 1,885,200 (Black: 7.8%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXTB-FM	1 WFLZ-FM	1 WXTB-FM	1 WMTX-A/F	1 WXTB-FM	1 WMTX-A/F	AC 14.8
2 WFLZ-FM	2 WMTX-A/F	2 WFLZ-FM	2 WFLZ-FM	2 WQYK-FM	2 WRBQ-FM	COUNTRY 13.0
3 WHPT-FM	3 WRBQ-FM	3 WHPT-FM	3 WRBQ-FM	3 WFLA-AM	3 WQYK-FM	OLDIES 9.5
4 WQYK-FM	4 WXTB-FM	4 WMTX-A/F	4 WQYK-FM	4 WFLZ-FM	4 WFLZ-FM	CHR 8.4
5 WMTX-A/F	5 WQYK-FM	5 WQYK-FM	5 WWRM-FM	5 WHPT-FM	5 WWRM-FM	NEWS/TALK 7.8
6 WCOF-FM	6 WWRM-FM	6 WFLA-AM	6 WDAE/WUSA	6 WYUU-FM	6 WDAE/WUSA	NOSTALGIA 7.6
7 WRBQ-FM	7 WCOF-FM	7 WYUU-FM	7 WHPT-FM	7 WMTX-A/F	7 WYUU-FM	B/EZ 6.6
8 WTBT-FM	8 WHPT-FM	8 WTBT-FM	8 WXTB-FM	8 WCOF-FM	8 WSJT-FM	ROCK 5.3
9 WSJT-FM	9 WDAE/WUSA	9 WCOF-FM	9 WCOF-FM	9 WTBT-FM	9 WCOF-FM	ADULT ALT. 3.3
10 WFLA-AM	10 WTMP-AM	10 WRBQ-FM	10 WSJT-FM	10 WSJT-FM	10 WHPT-FM	NAC 3.3
						URBAN 3.3

Continued from Page 73

12+ POPULATION: 1,759,300 (Black: 17.7%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMS-FM	1 WZAK-FM	1 WNCX-FM	1 WZAK-FM	1 WNCX-FM	1 WLTF-FM	AC 15.3
2 WNCX-FM	2 WGAR-FM	2 WMMS-FM	2 WGAR-FM	2 WMJI-FM	2 WZAK-FM	OLDIES 13.2
3 WZAK-FM	3 WQAL-FM	3 WGAR-FM	3 WQAL-FM	3 WGAR-FM	3 WGAR-FM	NEWS/TALK 9.8
4 WZJM-FM	4 WZJM-FM	4 WMJI-FM	4 WLTF-FM	4 WKNR-AM	4 WQAL-FM	COUNTRY 9.3
5 WGAR-FM	5 WMMS-FM	5 WZAK-FM	5 WMJI-FM	5 WMMS-FM	5 WMJI-FM	URBAN 9.2
6 WENZ-FM	6 WDOK-FM	6 WKNR-AM	6 WDOK-FM	6 WWWE-AM	6 WDOK-FM	ALTERNATIVE 8.1
7 WKNR-AM	7 WNCX-FM	7 WWWE-AM	7 WMMS-FM	7 WZAK-FM	7 WNWV-FM	NOSTALGIA 6.6
8 WMJI-FM	8 WLTF-FM	8 WZJM-FM	8 WZJM-FM	8 WQAL-FM	8 WZJM-FM	CHR 4.7
9 WLTF-FM	9 WNWV-FM	9 WENZ-FM	9 WNWV-FM	9 WDOK-FM	9 WMMS-FM	NAC 3.5
10 WQAL-FM	10 WMJI-FM	10 WQAL-FM	10 WNCX-FM	10 WNWV-FM	10 WNCX-FM	CLASSICAL 2.6
						RELIGIOUS 1.4

12+ POPULATION: 1,773,500 (Black: N/A; Hispanic: 12.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
6.9	9.6	9.0	6.9	8.7	1	KOA-AM Talk	850 50kw	1	10	13	3	2	1	66	Jacor	EAST
9.1	9.7	8.8	8.6	8.7	1	KYGO-FM Country	98.5 100kw	2	4	2	1	1	2	85	Jefferson-Pilot	CBS
5.0	4.7	3.2	5.7	5.6	3	KBPI-FM ♦ Rock	106.7 100kw	6	2	1	4	11	17	77	Jacor	EAST
5.9	5.5	6.1	5.7	5.6	3	KOSI-FM AC	101.1 100kw	3	12	11	5	3	3	66	Tribune	BAN
4.2	3.9	4.1	4.8	4.7	5	KALC-FM ♦ Hot AC	105.9 100kw	5	5	3	6	12	16	57	Chancellor	CHR
6.3	5.7	5.1	6.3	4.7	5	KRFX-FM ♦ Classic Rock	103.5 50kw	7	16	5	2	4	7	66	Jacor	EAST
5.3	5.9	5.2	5.6	4.5	7	KXKL-A/F Oldies	1280/105.1 5kw/100kw	4	7	16	10	6	4	54	Chancellor	SEN
0.0	0.0	0.0	0.9	4.2	8	KKHK-FM Classic Rock	99.5 100kw	10	15	7	7	5	6	66	Tribune	BAN
5.3	5.2	4.2	3.6	4.0	9	KXPK-FM ♦ Adult Alternative	96.5 100kw	9	13	4	8	7	14	58	Evergreen Com.	KATZ
3.9	3.2	4.2	4.2	3.6	10	KBCO-FM Adult Alternative	97.3 100kw	8	11	10	9	8	9	51	Jacor	MMR
3.5	3.0	3.8	4.9	3.6	10	KHIH-FM NAC	95.7 100kw	14	—	15	12	10	5	67	Jacor	MMR
4.5	3.7	4.7	5.1	3.6	10	KQKS-FM CHR/Rhythmic	104.3 58kw	12	1	6	14	19	20	61	Western Cities	TOR
3.8	4.0	3.7	4.0	3.3	13	KIMN-FM ♦ Oldies	100.3 100kw	13	—	12	11	9	8	59	Chancellor	CHR
2.5	2.3	2.5	2.7	2.9	14	KHOW-AM Full Service	630 5kw	15	—	18	17	14	10	60	Jacor	MMR
3.0	2.4	2.5	2.4	2.7	15	KEZW-AM Nostalgia	1430 5kw	20	—	28	26	24	12	86	Tribune	BAN
3.7	3.6	3.1	3.2	2.7	15	KWMX-FM CHR/Pop	107.5 91kw	11	6	9	13	13	18	46	Jefferson-Pilot	CBS
0.5	1.7	1.9	2.1	2.6	17	KJMN-FM 1 CHR/Rhythmic	92.1 33kw	17	3	8	15	16	21	64	Century	—
3.0	2.7	2.9	3.3	2.6	17	KVOD-FM Classical	92.5 57kw	18	—	24	20	18	11	66	Chancellor	CMBS
0.0	0.5	0.7	1.1	1.8	19	KKFN-AM ♦ Sports	950 5kw	16	14	17	16	15	15	40	Jefferson-Pilot	CBS
2.7	3.5	2.8	2.2	1.6	20	KTLK-AM Talk	760 50(1)kw	19	—	25	18	17	13	48	Jacor	EAST

1 Was **KNRX-FM** (Alternative) until early March. ♦ See Web Site Directory.

Continued on Page 77



GLIMAX

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Alice
106 FM

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**For more
information call
(212) 581-3962**

DENVER'S ALICE 106 FM



RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 1,598,900 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
6.1	7.0	5.8	6.1	7.3	1	1	KKRZ-FM CHR/Pop	100.3 95kw	1	1	1	2	7	12	55	Jacor	KATZ
7.2	6.5	7.1	7.1	6.3	2		KXL-AM News/Talk	750 50(20)kw	5	—	14	12	10	5	72	Kaye-Smith	MCG
5.4	6.4	5.6	7.1	6.1	3		KKCW-FM AC	103.3 95kw	8	8	7	3	1	2	75	Jacor	KATZ
5.8	5.4	4.9	4.1	6.1	3		KKSN-FM Oldies	97.1 100kw	2	6	12	7	2	1	58	Heritage Media	CHR
7.8	8.0	7.1	6.8	6.1	3		KWJJ-FM Country	99.5 52kw	3	3	5	5	5	8	61	Fisher	BAN
7.0	6.1	5.9	6.2	6.0	6		KUPL-FM Country	98.5 100kw	6	5	6	6	4	4	71	Amer. Radio Sys.	MCG
4.2	4.4	6.0	5.8	5.8	7		KEX-AM Full Service	1190 50kw	4	—	18	13	9	3	63	Jacor	KATZ
6.1	5.1	4.1	5.3	5.2	8		KGON-FM ♦ Classic Rock	92.3 100kw	7	12	4	1	3	9	62	Entercom	CBS
6.0	5.7	4.6	5.5	5.1	9		KUFO-FM ♦ Rock	101.1 100kw	9	4	2	4	8	13	64	Amer. Radio Sys.	EAST
3.8	3.6	4.5	3.8	4.4	10		KNRK-FM ♦ Alternative	94.7 3.7kw	10	2	3	9	13	18	56	Pacific Northwest	CBS
4.2	3.8	4.2	4.2	4.2	11		KKSN-AM Nostalgia	910 5kw	14	—	26	22	17	11	88	Heritage Media	CHR
5.1	4.4	4.6	4.4	4.1	12		KINK-FM Adult Alternative	101.9 100kw	13	—	9	8	6	6	72	Embarcadero Media	MMR
3.9	3.8	4.0	3.7	3.7	13		KKJZ-FM NAC	106.7 100kw	12	—	13	11	11	7	64	Amer. Radio Sys.	MCG
2.5	4.5	3.9	3.4	3.1	14		KKRH-FM Classic Rock	105.1 100kw	11	9	8	10	12	10	45	Heritage Media	CHR
3.4	2.5	1.9	1.8	1.9	15		KXL-FM Oldies	95.5 100kw	15	13	10	14	14	16	40	Kaye-Smith	MCG
0.7	1.0	2.1	1.2	1.7	16		KDBX-FM Religious	107.5 6.3kw	20	7	11	15	15	20	77	Amer. Radio Sys.	—
1.1	1.1	1.6	1.9	1.6	17		KOTK-AM Talk	620 5kw	16	—	21	17	16	14	48	Embarcadero Media	MMR
0.5	1.1	0.8	1.1	1.4	18		KWJJ-AM Country	1080 50(10)kw	18	—	20	19	18	15	61	Fisher	BAN
1.2	1.6	1.3	1.3	1.2	19		KPDQ-FM Religious	93.7 100kw	17	—	24	23	19	17	52	Salem	SRR
2.1	1.2	1.2	1.6	1.1	20		KFXX-AM Sports	1520 50(10)kw	19	—	17	18	21	21	48	Entercom	CBS

♦ See Web Site Directory.

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For more information call (212) 581-3962

PORTLAND'S HOTTEST MUSIC!

Continued from Page 75

12+ POPULATION: 1,773,500 (Black: N/A; Hispanic: 12.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.7	1.6	1.4	1.6	1.4	21		KYGO-AM Country	1600 5kw	22	—	22	23	23	19	55	Jefferson-Pilot	CBS
1.2	1.5	1.1	0.7	1.1	22		KTCL-FM Alternative	93.3 100kw	21	9	14	19	20	28	38	Anthony Galluzzo	MCG

DENVER

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KBPI-FM	1 KYGO-FM	1 KRFX-FM	1 KYGO-FM	1 KOA-AM	1 KYGO-FM	OLDIES 16.7
2 KRFX-FM	2 KALC-FM	2 KBPI-FM	2 KOSI-FM	2 KRFX-FM	2 KOSI-FM	NEWS/TALK 15.0
3 KXPK-FM	3 KXPK-FM	3 KOA-AM	3 KALC-FM	3 KYGO-FM	3 KXKL-A/F	AC 10.3
4 KALC-FM	4 KWMX-FM	4 KKHK-FM	4 KXPK-FM	4 KKHK-FM	4 KBCO-FM	COUNTRY 10.1
5 KYGO-FM	5 KQKS-FM	5 KYGO-FM	5 KXKL-A/F	5 KBPI-FM	5 KXPK-FM	CHR 8.9
6 KOA-AM	6 KBPI-FM	6 KXPK-FM	6 KWMX-FM	6 KXPK-FM	6 KOA-AM	ADULT ALT. 7.6
7 KKHK-FM	7 KJMN-FM	7 KALC-FM	7 KKHK-FM	7 KOSI-FM	7 KHIH-FM	NEWS/TALK 5.6
8 KBCO-FM	8 KOSI-FM	8 KOSI-FM	8 KBCO-FM	8 KXKL-FM	8 KALC-FM	NAC 3.6
9 KQKS-FM	9 KIMN-FM	9 KBCO-FM	9 KIMN-FM	9 KIMN-FM	9 KIMN-FM	CLASSICAL 2.6
10 KJMN-FM	10 KBCO-FM	10 KIMN-FM	10 KHIH-FM	10 KBCO-FM	10 KWMX-FM	ALTERNATIVE 1.1

12+ POPULATION: 1,563,300 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUFO-FM	1 KKRZ-FM	1 KGON-FM	1 KKCW-FM	1 KGON-FM	1 KKCW-FM	OLDIES 16.3
2 KGON-FM	2 KWJJ-FM	2 KUFO-FM	2 KKRZ-FM	2 KUFO-FM	2 KKSJN-FM	NEWS/TALK 14.8
3 KNRK-FM	3 KUPL-FM	3 KNRK-FM	3 KWJJ-FM	3 KKSJN-FM	3 KUPL-FM	COUNTRY 13.5
4 KKRZ-FM	4 KKCW-FM	4 KINK-FM	4 KUPL-FM	4 KINK-FM	4 KWJJ-FM	CHR 7.3
5 KWJJ-FM	5 KNRK-FM	5 KKRZ-FM	5 KKSJN-FM	5 KWJJ-FM	5 KKRZ-FM	AC 6.1
6 KKRH-FM	6 KUFO-FM	6 KKRH-FM	6 KINK-FM	6 KXL-AM	6 KINK-FM	ROCK 5.1
7 KUPL-FM	7 KGON-FM	7 KKSJN-FM	7 KKJZ-FM	7 KUPL-FM	7 KKJZ-FM	ALTERNATIVE 4.4
8 KXL-FM	8 KINK-FM	8 KWJJ-FM	8 KGON-FM	8 KKCW-FM	8 KEX-AM	NOSTALGIA 4.2
9 KINK-FM	9 KKSJN-FM	9 KUPL-FM	9 KNRK-FM	9 KEX-AM	9 KKRH-FM	ADULT ALT. 4.1
10 KBBT-AM	10 KDBX-FM	10 KXL-AM	10 KKRH-FM	10 KKRH-FM	10 KGON-FM	NAC 3.7
						RELIGIOUS 2.9

PORTLAND

12+ POPULATION: 1,566,300 (Black: 10.8%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
12.9	11.6	12.0	10.3	11.0	1	WLW-AM Full Service	700 50kw	1	8	5	3	1	1	69	Jacor	EAST
9.3	8.2	7.2	9.0	9.2	2	WEBN-FM ♦ Rock	102.7 16.5kw	3	2	1	1	3	7	68	Jacor	EAST
8.9	9.5	8.9	9.9	8.6	3	WUBE-FM Country	105.1 11kw	4	4	3	2	2	3	80	Chancellor	CHR
5.1	5.3	5.5	5.5	5.9	4	WGRR-FM ♦ Oldies	103.5 11kw	6	12	13	6	4	2	76	Dalton Group	MCG
5.6	5.7	6.0	5.1	5.8	5	WKQR-FM CHR/Pop	101.9 16kw	2	1	2	4	8	14	48	Jacor	KATZ
5.9	6.9	6.6	5.4	5.3	6	WIZF-FM Urban	100.9 1.25kw	12	3	4	5	10	11	98	Blue Chip	D&R
4.4	5.6	4.6	5.5	5.1	7	WRRM-FM AC	98.5 17.5kw	8	13	9	7	5	4	72	Susquehanna	MMR
4.9	4.7	3.6	4.6	4.9	8	WSAI-AM Nostalgia	1530 50kw	14	—	24	21	15	9	120	Federated	EAST
4.9	4.6	5.4	4.5	4.8	9	WCKY-AM ♦ Full Service	550 5(1)kw	9	—	15	14	12	8	75	Jacor	EAST
3.8	2.9	5.0	4.4	4.4	10	WVAE-FM ♦ NAC	94.9 10.5kw	11	15	11	9	6	5	75	Heritage Media	KATZ
3.8	4.2	4.2	3.8	4.3	11	WWNK-FM AC	94.1 32kw	5	17	8	8	7	6	54	Jacor	MMR
3.6	3.4	3.7	3.3	3.4	12	WYGY-FM Country	96.5 19.5kw	10	6	6	11	11	13	54	Chancellor	CHR
3.8	2.9	4.0	3.6	3.2	13	WOFX-FM Classic Rock	92.5 16kw	7	10	7	10	9	10	44	Jacor	EAST
2.0	1.5	1.4	1.2	2.0	14	WAKW-FM Religious	93.3 50kw	15	11	16	13	13	12	62	Pillar Of Fire	—
2.2	1.9	2.2	2.6	1.8	15	WAQZ-FM ¹ Alternative	107.1 3kw	13	5	10	12	14	22	37	CR Acquisitions	K&P
0.8	1.0	1.1	0.9	1.2	16	WHKO-FM Country	99.1 50kw	16	9	14	15	16	16	49	Cox	D&R
1.0	1.4	0.9	0.9	1.1	17	WCIN-AM Urban/AC	1480 5(.5)kw	20	—	21	20	17	15	80	J 4	—

¹ Operates under a Joint Sales Agreement with Jacor.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WEBN-FM	1 WKQR-FM	1 WEBN-FM	1 WUBE-FM	1 WLW-AM	1 WUBE-FM	NEWS/TALK	15.8
2 WLW-AM	2 WEBN-FM	2 WLW-AM	2 WKQR-FM	2 WEBN-FM	2 WRRM-FM	COUNTRY	13.2
3 WUBE-FM	3 WUBE-FM	3 WUBE-FM	3 WWNK-FM	3 WUBE-FM	3 WWNK-FM	AC	9.4
4 WIZF-FM	4 WIZF-FM	4 WGRR-FM	4 WIZF-FM	4 WGRR-FM	4 WGRR-FM	ROCK	9.2
5 WYGY-FM	5 WWNK-FM	5 WOFX-FM	5 WEBN-FM	5 WOFX-FM	5 WKQR-FM	OLDIES	9.1
6 WOFX-FM	6 WRRM-FM	6 WVAE-FM	6 WRRM-FM	6 WVAE-FM	6 WVAE-FM	CHR	5.8
7 WKQR-FM	7 WYGY-FM	7 WIZF-FM	7 WGRR-FM	7 WRRM-FM	7 WIZF-FM	NOSTALGIA	4.9
8 WAQZ-FM	8 WOFX-FM	8 WYGY-FM	8 WVAE-FM	8 WYGY-FM	8 WLW-AM	NAC	4.4
9 WRRM-FM	9 WAQZ-FM	9 WRRM-FM	9 WYGY-FM	9 WWNK-FM	9 WEBN-FM	RELIGIOUS	2.0
10 WVAE-FM	10 WVAE-FM	10 WKQR-FM	10 WLW-AM	10 WIZF-FM	10 WOFX-FM	ALTERNATIVE	1.8

12+ POPULATION: 1,349,300 (Black: 12.2%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
7.3	6.8	8.4	7.8	8.4	1	WDAF-AM Country	610 5kw	7	14	18	12	9	1	104	Jacor	KATZ
8.1	7.6	7.6	7.9	7.9	2	KPRS-FM ♦ Urban	103.3 100kw	10	1	2	2	3	6	112	KPRS Inc.	EAST
8.2	8.4	7.2	7.5	7.7	3	KFKF-FM Country	94.1 100kw	3	6	7	4	2	2	81	Amer. Radio Sys.	EAST
6.2	6.3	7.5	6.2	7.1	4	KCFX-FM Classic Rock	101.1 97kw	1	7	3	1	1	4	64	Heritage Media	CHR
5.8	5.8	6.9	5.9	6.3	5	KBEQ-FM Country	104.3 100kw	4	5	4	5	5	9	70	Amer. Radio Sys.	TOR
5.3	5.2	5.2	5.6	6.2	6	KQRC-FM ♦ Rock	98.9 100kw	6	3	1	3	7	14	72	Journal Br.	CHR
5.5	4.9	6.0	4.9	5.2	7	KMBZ-AM ♦ News/Talk	980 5kw	5	13	11	11	10	7	59	Bonneville Int.	SEN
4.5	4.3	4.0	4.6	5.1	8	KMXV-FM CHR/Pop	93.3 100kw	2	2	6	7	11	15	53	Regent	MMR
5.5	4.6	4.0	5.6	5.0	9	KLTH-FM AC	99.7 100kw	11	11	9	8	8	5	71	Bonneville Int.	SEN
6.3	5.4	4.8	4.9	4.5	10	KCMO-FM Oldies	94.9 100kw	8	8	12	9	6	3	56	Bonneville Int.	SEN
4.4	3.9	4.5	4.8	4.5	10	KYYS-FM Rock	102.1 100kw	9	—	5	6	4	12	61	Jacor	KATZ
2.3	3.6	3.6	4.1	3.8	12	KCMO-AM ♦ News/Talk	810 50(5)kw	15	—	16	15	14	10	73	Bonneville Int.	SEN
3.9	4.8	3.8	4.0	3.5	13	KUDL-FM AC	98.1 100kw	12	9	10	10	12	11	54	Regent	MMR
4.3	6.2	5.2	4.1	3.3	14	KCIY-FM NAC	106.5 100kw	14	—	13	13	13	8	61	Heritage Media	CHR
2.9	3.2	2.6	3.3	3.1	15	KXTR-FM Classical	96.5 99kw	16	—	19	16	15	13	75	KXTR Br. Co.	CMBS
3.1	2.3	2.6	2.5	2.6	16	KISF-FM Alternative	107.3 100kw	13	4	8	14	16	20	42	Allur K.C.	TOR
2.3	2.4	1.8	1.9	1.8	17	KFEZ-AM Nostalgia	1190 5(.25)kw	17	—	—	21	20	17	78	Beal	DIR
1.7	1.4	1.3	2.1	1.7	18	KPRT-AM ♦ Religious	1590 1kw	18	12	14	17	17	16	86	KPRS, Inc.	EAST

♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KQRC-FM	1 KPRS-FM	1 KCFX-FM	1 KFKF-FM	1 KCFX-FM	1 KFKF-FM	COUNTRY	22.4
2 KCFX-FM	2 KMXV-FM	2 KQRC-FM	2 KPRS-FM	2 KYYS-FM	2 KPRS-FM	OLDIES	11.9
3 KYYS-FM	3 KBEQ-FM	3 KYYS-FM	3 KBEQ-FM	3 KQRC-FM	3 KLTH-FM	ROCK	10.7
4 KBEQ-FM	4 KFKF-FM	4 KPRS-FM	4 KMXV-FM	4 KMBZ-AM	4 KCFX-FM	NEWS/TALK	9.0
5 KPRS-FM	5 KCFX-FM	5 KBEQ-FM	5 KLTH-FM	5 KPRS-FM	5 WDAF-AM	AC	8.5
6 KISF-FM	6 KQRC-FM	6 KMBZ-AM	6 KCFX-FM	6 KBEQ-FM	6 KBEQ-FM	URBAN	7.9
7 KFKF-FM	7 KLTH-FM	7 KFKF-FM	7 KUDL-FM	7 KFKF-FM	7 KCMO-FM	CHR	5.1
8 KMXV-FM	8 KYYS-FM	8 KCMO-FM	8 KCMO-FM	8 KCMO-FM	8 KMXV-FM	NAC	3.3
9 KMBZ-AM	9 KISF-FM	9 KMXV-FM	9 KYYS-FM	9 WDAF-AM	9 KUDL-FM	CLASSICAL	3.1
10 KUDL-FM	10 KUDL-FM	10 KISF-FM	10 KQRC-FM	10 KLTH-FM	10 KCIY-FM	ALTERNATIVE	2.6
						NOSTALGIA	1.8
						RELIGIOUS	1.7

12+ POPULATION: 1,343,200 (Black: N/A; Hispanic: 28.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
7.9	10.1	9.5	9.3	8.9	1	1	KFRG-FM Country	95.1 50kw	1	5	5	1	1	1	86	Amaturo Group	MMR
6.8	6.9	9.4	7.9	8.7	2	2	KFI-AM Talk	640 50kw	3	—	14	6	2	2	99	Cox	CHR
6.4	5.8	6.1	5.8	5.5	3	3	KGGI-FM CHR/Rhythmic	99.1 2.55kw	2	1	3	2	9	8	57	Chancellor	MCG
3.7	4.1	3.9	5.4	4.9	4	4	KOLA-FM ♦ Oldies	99.9 29.5kw	4	9	11	3	3	3	62	Stanfield	BAN
4.3	3.5	3.6	4.2	4.1	5	5	KKBT-FM Urban	92.3 43kw	10	4	1	5	8	17	88	Evergreen Media	MMR
3.8	4.2	3.5	3.3	3.8	6	6	KLQS-FM Rock	95.5 61kw	7	7	2	4	7	11	64	Cap Cities/ABC	KATZ
3.8	4.3	4.6	5.5	3.8	6	6	KVAR-FM Spanish	97.5 72kw	16	15	4	8	4	9	96	Embarcadero Media	CAB
3.4	3.2	3.4	3.8	3.7	8	8	KOST-FM AC	103.5 12.5kw	6	12	7	7	6	5	61	Cox	CHR
3.3	3.0	2.3	3.0	3.2	9	9	KCBS-FM ♦ Classic Hits	93.1 28.5kw	8	20	13	9	5	6	61	CBS Radio	CBS
2.2	2.0	1.5	2.0	3.0	10	10	KLVE-FM Spanish	107.5 29.5kw	18	17	8	10	10	12	96	Hefel	CAB
2.3	1.9	2.6	2.3	2.9	11	11	KRTH-FM Oldies	101.1 51kw	9	16	17	12	11	4	57	CBS Radio	IRS
3.6	3.6	2.4	2.2	2.4	12	12	KCAL-FM ♦ Rock	96.7 1.75kw	14	11	6	11	13	19	60	Anaheim	BAN
3.2	3.6	2.3	2.9	2.4	12	12	KIIS-A/F ♦ CHR/Pop	1150/102.7 5kw/8kw	5	3	15	15	15	14	40	Gannett	MCG
2.2	1.9	1.7	2.1	2.4	12	12	KTWV-FM NAC	94.7 55kw	19	21	21	13	12	7	87	CBS Radio	G/W
1.5	2.0	2.2	2.1	2.2	15	15	KPWR-FM CHR/Rhythmic	105.9 25kw	12	2	12	19	22	44	54	Emmis	D&R
2.5	2.0	2.7	2.1	2.0	16	16	KBIG-FM ♦ AC	104.3 105kw	13	14	18	14	14	10	52	Bonneville Int.	SEN
3.1	2.9	2.0	1.8	2.0	16	16	KROQ-FM Alternative	106.7 5.6kw	11	6	9	17	20	35	44	CBS Radio	IRS
2.2	2.4	2.1	2.1	2.0	16	16	KWRP-FM B/EZ	96.1 .25kw	28	—	—	—	44	23	130	HSC Radio Inc.	K&P
2.4	2.1	1.7	1.8	1.9	19	19	KCXX-FM Alternative	103.9 19kw	15	—	—	16	17	30	48	All Pro	—
2.5	2.2	2.4	2.1	1.9	19	19	KNX-AM ♦ News	1070 50kw	17	—	—	24	21	13	51	CBS Radio	CBS
1.3	0.7	0.9	1.5	1.5	21	21	KLSX-FM ♦ Talk/Alternative	97.1 21kw	21	—	16	18	16	15	77	Greater Media Inc.	MMR
2.3	1.8	1.4	1.2	1.3	22	22	KOOJ-FM Country	92.7 3kw	20	10	28	20	19	16	52	Amaturo Group	MMR
1.2	1.1	1.4	1.2	1.2	23	23	KLAC-AM Nostalgia	570 5kw	27	—	—	44	42	20	79	Chancellor	EAST
1.0	0.7	1.1	0.6	1.0	24	24	KABC-AM ♦ Talk	790 5kw	26	—	38	35	32	24	63	Cap Cities/ABC	KATZ

♦ See Web Site Directory.

Continued on Page 84

12+ POPULATION: 1,339,700 (Black: 12.4%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.8	7.4	7.7	8.4	9.8	1	1	WMIL-FM Country	106.1 50kw	3	4	6	2	1	1	99	Chancellor	MMR
7.4	8.1	9.9	9.2	9.4	2	2	WTMJ-AM News/Talk	620 50(10)kw	1	10	12	9	5	2	77	Journal Br.	CHR
6.7	6.5	6.5	6.4	6.9	3	3	WKLH-FM Classic Rock	96.5 20kw	4	13	3	1	2	3	71	Saga	MCG
5.8	7.1	5.9	5.4	6.6	4	4	WLZR-A/F ♦ Rock	1340/102.9 1kw/50kw	5	2	1	3	4	12	73	Saga	EAST
6.6	6.6	6.2	7.2	6.5	5	5	WKTI-FM ♦ Hot AC	94.5 15.5kw	2	5	2	4	3	6	60	Journal Br.	CHR
7.3	7.3	6.7	7.5	6.1	6	6	WKKV-FM ♦ Urban	100.7 50kw	9	1	5	5	9	13	87	Clear Channel	CCRS
6.4	6.5	6.6	4.5	5.9	7	7	WOKY-AM Nostalgia	920 5(1)kw	11	—	23	21	18	9	106	Chancellor	MMR
5.7	5.4	4.8	4.2	4.6	8	8	WISN-AM Talk	1130 50(10)kw	10	—	13	11	8	4	67	Hearst	KATZ
2.9	3.7	4.1	4.5	4.3	9	9	WMYX-FM Hot AC	99.1 50kw	7	6	7	7	7	7	55	Heritage Media	EAST
4.9	4.9	3.9	4.0	4.0	10	10	WLUM-FM ♦ Alternative	102.1 50kw	6	3	4	6	11	19	51	All Pro	BAN
4.3	4.7	4.2	4.6	4.0	10	10	WZTR-FM Oldies	95.7 34kw	8	7	9	8	6	5	54	Shockley Com.	BAN
3.0	2.1	2.8	3.1	3.4	12	12	WLTV-FM AC	97.3 15.5kw	12	11	10	10	10	8	65	Hearst	KATZ
3.7	3.2	2.7	2.5	2.7	13	13	WAMG-FM AC	103.7 19.5kw	13	9	11	13	12	10	65	Heritage Media	EAST
1.5	2.6	1.7	1.7	2.5	14	14	WNOV-AM Urban	860 25kw	16	8	8	14	14	17	95	Courier	—
3.2	1.7	2.7	2.4	2.1	15	15	WFMR-FM Classical	98.3 6kw	15	—	20	17	17	14	60	Capitol Classical	CMBS
2.2	1.9	1.3	1.5	2.0	16	16	WQFM-FM † NAC	93.3 12.5kw	14	15	14	12	13	11	50	Shamrock Com.	MMR
0.0	0.0	1.4	1.5	1.5	17	17	WFMI-FM NAC	106.9 6kw	18	14	19	15	15	15	77	Capitol Classical	CMBS
1.7	2.6	2.7	2.8	1.3	18	18	WMCS-AM Urban/AC	1290 5kw	17	12	15	16	16	16	57	All Pro	BAN
0.8	1.4	1.0	1.3	1.2	19	19	WEZY-FM B/EZ	92.1 2.7kw	20	—	—	25	23	18	89	Vision Br.	CHR

† Was Rock-formatted until early March. ♦ See Web Site Directory.

Continued on Page 84

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MILWAUKEE'S HOME OF CLASSIC HITS

RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 1,337,200 (Black: N/A; Hispanic: 11.7%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
9.7	9.9	9.9	10.4	8.5	1	1	KFBK-AM ♦ News/Talk	1530 50kw	2	—	13	8	2	1	75	Chancellor	G/W
7.2	8.4	8.2	8.5	8.4	2	2	KSFM-FM CHR/Pop	102.5 50kw	1	1	2	1	6	8	70	Amer. Radio Sys.	MMR
6.8	7.3	6.1	6.0	5.9	3	3	KNCI-FM Country	105.1 50kw	5	5	4	5	3	4	71	Amer. Radio Sys.	KATZ
4.6	4.8	3.0	4.8	5.8	4	4	KRXQ-FM ♦ Rock	93.7 25kw	8	3	1	2	8	15	80	Jacor	CHR
6.1	5.0	4.9	5.1	5.5	5	5	KHYL-FM Oldies	101.1 36kw	3	4	12	7	5	2	55	Chancellor	G/W
4.1	3.7	4.2	3.6	5.2	6	6	KXOA-FM Oldies	107.9 50kw	6	10	6	3	1	3	63	Brown Br.	CBS
5.8	5.7	5.9	5.8	5.1	7	7	KGBY-FM AC	92.5 50kw	4	6	3	4	4	6	56	Chancellor	SEN
4.2	3.8	4.7	4.3	4.3	8	8	KYMX-FM ♦ AC	96.1 50kw	9	11	10	9	9	5	61	Amer. Radio Sys.	MCG
3.9	3.5	3.5	2.8	4.0	9	9	KCTC-AM Nostalgia	1320 5kw	14	—	20	18	17	12	86	Amer. Radio Sys.	MCG
3.9	4.4	4.0	3.6	4.0	9	9	KSEG-FM ♦ Classic Rock	96.9 50kw	10	13	7	6	7	7	58	Jacor	CHR
5.0	5.2	4.4	4.4	3.8	11	11	KWOD-FM ♦ Alternative	106.5 50kw	7	2	5	11	15	20	49	Royce International	D&R
4.1	4.1	3.9	3.2	3.5	12	12	KSTE-AM News/Talk	650 25(1)kw	13	—	11	13	10	10	72	Chancellor	TOR
3.9	3.6	3.0	2.5	3.2	13	13	KRAK-FM Country	98.5 50kw	11	12	9	10	12	11	50	Amer. Radio Sys.	KATZ
1.6	2.1	2.7	2.7	2.7	14	14	KSSJ-FM NAC	101.9 25kw	15	—	17	14	11	9	71	Olympic	EAST
2.4	2.1	3.7	4.1	2.6	15	15	KQPT-FM Adult Alternative	100.5 115kw	12	9	8	12	13	14	50	Brown Br.	CBS
2.0	2.0	2.2	2.8	1.9	16	16	KHTK-AM Talk	1140 50kw	16	15	14	15	14	13	53	Amer. Radio Sys.	KATZ
0.5	0.7	1.5	0.9	1.4	17	17	KSXX-FM Spanish	99.9 1.75kw	24	7	15	17	18	25	108	Embarcadero Media	CAB
1.2	1.0	1.2	0.9	1.2	18	18	KNBR-AM Full Service	680 50kw	17	—	18	19	20	16	52	Susquehanna	EAST
1.2	1.3	1.6	1.7	1.1	19	19	KQBR-FM NAC	104.3 2.95kw	18	—	16	16	16	18	61	Progressive Media	—

♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KRXQ-FM	1 KSFM-FM	1 KRXQ-FM	1 KSFM-FM	1 KFBK-AM	1 KGBY-FM	OLDIES	14.7
2 KSFM-FM	2 KGBY-FM	2 KSEG-FM	2 KGBY-FM	2 KSEG-FM	2 KXOA-FM	AC	9.4
3 KNCI-FM	3 KRXQ-FM	3 KFBK-AM	3 KNCI-FM	3 KRXQ-FM	3 KNCI-FM	COUNTRY	9.1
4 KSEG-FM	4 KNCI-FM	4 KSFM-FM	4 KXOA-FM	4 KXOA-FM	4 KHYL-FM	CHR	8.4
5 KXOA-FM	5 KWOD-FM	5 KXOA-FM	5 KHYL-FM	5 KHYL-FM	5 KSFM-FM	ROCK	5.8
6 KWOD-FM	6 KQPT-FM	6 KNCI-FM	6 KYMX-FM	6 KNCI-FM	6 KYMX-FM	NOSTALGIA	4.0
7 KGBY-FM	7 KXOA-FM	7 KGBY-FM	7 KRXQ-FM	7 KSFM-FM	7 KSTE-AM	ALTERNATIVE	3.8
8 KHTK-AM	8 KYMX-FM	8 KHYL-FM	8 KSEG-FM	8 KHTK-AM	8 KFBK-AM	NAC	3.8
9 KFBK-AM	9 KRAK-FM	9 KHTK-AM	9 KQPT-FM	9 KGBY-FM	9 KSEG-FM	ADULT ALT.	2.6
10 KRAK-FM	10 KSTE-AM	10 KWOD-FM	10 KSTE-AM	10 KSSJ-FM	10 KRXQ-FM	SPANISH	1.4
						NEWS/TALK	1.2

12+ POPULATION: 1,317,700 (Black: N/A; Hispanic: 21.3%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ KQH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
6.9	7.5	8.3	6.7	7.1	1	1	KGO-AM News/Talk	810 50kw	1	—	15	6	1	1	74	Cap Cities/ABC	BAN
3.1	3.2	5.2	5.1	5.1	2	2	KYLD-FM ♦ CHR/Rhythmic	107.7 8.9kw	6	1	2	7	17	23	66	Evergreen Media	KATZ
5.2	5.2	4.6	5.4	5.0	3	3	KBAY-FM ♦ AC	100.3 163kw	5	14	8	8	3	2	64	Amer. Radio Sys.	MMR
3.3	3.1	3.8	5.1	4.9	4	4	KEZR-FM Hot AC	106.3 50kw	4	4	4	1	4	8	57	Alta Br.	CHR
5.2	4.9	4.7	5.1	4.4	5	5	KOME-FM ♦ Alternative	98.5 12.5kw	2	2	1	2	10	20	46	CBS Radio	IRS
3.6	4.2	3.8	3.3	4.0	6	6	KNBR-AM Full Service	680 50kw	8	15	14	9	7	3	61	Susquehanna	EAST
3.8	3.9	3.9	3.8	3.9	7	7	KCBS-AM News	740 50kw	3	—	25	18	12	4	43	CBS Radio	CBS
4.3	3.6	4.6	4.4	3.9	7	7	KLOK-AM Spanish	1170 50(5)kw	20	6	5	5	5	10	108	EXCL Com.	CAB
5.9	4.8	2.2	2.8	3.8	9	9	KFFG/KFOG ♦ Adult Alternative	97.7/104.5 1.6kw/7.9kw	9	17	7	3	2	6	59	Susquehanna	EAST
4.8	4.7	4.2	4.7	3.7	10	10	KSJO-FM ♦ Rock	92.3 50kw	7	5	3	4	6	19	55	Amer. Radio Sys.	MCG
2.0	2.5	2.3	2.3	3.3	11	11	KKSJ-AM Nostalgia	1370 5kw	22	—	33	29	26	11	112	Amer. Radio Sys.	MMR
2.6	3.5	2.8	3.0	3.2	12	12	KFRC-A/F Oldies	610/99.7 5kw/40kw	13	8	23	10	8	5	60	CBS Radio	IRS
2.0	1.8	2.1	2.4	2.8	13	13	KDFC-FM ♦ Classical	102.1 33kw	18	—	19	22	23	14	76	Brown Br.	MCG
2.3	2.3	2.2	2.1	2.8	13	13	KKSF-FM ♦ NAC	103.7 7.8kw	17	—	17	11	9	7	64	Brown Br.	CBS
4.3	4.0	3.5	2.9	2.8	13	13	KRTY-FM ♦ Country	95.3 .87kw	16	13	11	12	11	9	58	Empire	MMR
2.0	2.8	2.4	1.7	2.6	16	16	KMEL-FM ♦ CHR/Rhythmic	106.1 69kw	12	3	6	13	20	30	47	Evergreen Media	CHR
2.5	2.4	3.0	2.4	2.4	17	17	KIOI-FM Hot AC	101.3 125kw	10	7	10	14	16	16	39	Evergreen Media	CHR
3.0	2.8	3.8	3.0	2.4	17	17	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	11	10	12	15	13	17	40	Bonneville Int.	SEN
3.2	3.4	3.4	3.0	2.1	19	19	KARA-FM Oldies	105.7 50kw	15	18	16	17	15	12	43	Empire	MMR
1.1	1.1	1.4	1.5	2.0	20	20	KBRG-FM Spanish	98.1 100kw	26	11	9	19	18	25	77	EXCL Com.	CAB
2.2	2.7	1.6	1.7	1.9	21	21	KUFX-FM ♦ Classic Rock	94.5 1.2kw	14	—	18	16	14	15	38	Amer. Radio Sys.	MCG
1.5	1.7	1.4	1.4	1.5	22	22	KBLX-FM NAC	102.9 6.6kw	24	—	24	21	19	18	56	Inner City	D&R
1.0	0.8	0.9	1.6	1.5	22	22	KSFO-AM Talk	560 5kw	25	—	37	26	24	13	61	Cap Cities/ABC	BAN
2.0	2.1	2.1	1.6	1.4	24	24	KITS-FM ♦ Alternative	105.3 15kw	19	9	13	20	25	32	33	Entercom	D&R
1.5	1.3	1.0	1.3	1.3	25	25	KSAN-FM ♦ Country	94.9 30kw	23	—	22	24	21	22	44	Chancellor	KATZ
0.9	1.6	2.1	1.0	1.1	26	26	KBGG-FM Oldies	98.1 100kw	21	—	20	23	22	27	32	Chancellor	KATZ
1.9	1.6	1.1	0.7	1.0	27	27	KPIX-A/F ♦ News	1550/95.7 10kw/6.9kw	27	—	31	27	27	21	44	CBS Radio	G/W

♦ See Web Site Directory.

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RIVERSIDE-SAN BERNARDINO



RIVERSIDE

Continued from Page 80

12+ POPULATION: 1,343,200 (Black: N/A; Hispanic: 28.2%)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS-FM	1 KKBT-FM	1 KFRG-FM	1 KFRG-FM	1 KFRG-FM	1 KFRG-FM
2 KKBT-FM	2 KGGI-FM	2 KLOS-FM	2 KGGI-FM	2 KFI-AM	2 KOLA-FM
3 KCAL-FM	3 KVAR-FM	3 KCBS-FM	3 KOST-FM	3 KCBS-FM	3 KOST-FM
4 KGGI-FM	4 KFRG-FM	4 KFI-AM	4 KVAR-FM	4 KOLA-FM	4 KFI-AM
5 KVAR-FM	5 KOST-FM	5 KOLA-FM	5 KKBT-FM	5 KLOS-FM	5 KVAR-FM
6 KOLA-FM	6 KLVE-FM	6 KKBT-FM	6 KOLA-FM	6 KVAR-FM	6 KGGI-FM
7 KCXX-FM	7 KLOS-FM	7 KGGI-FM	7 KFI-AM	7 KKBT-FM	7 KLVE-FM
8 KCBS-FM	8 KROQ-FM	8 KCAL-FM	8 KLVE-FM	8 KCAL-FM	8 KBIG-FM
9 KFRG-FM	9 KIIS-A/F	9 KVAR-FM	9 KBIG-FM	9 KOST-FM	9 KKBT-FM
10 KROQ-FM	10 KPWR-FM	10 KOST-FM	10 KLOS-FM	10 KRTH-FM	10 KRTH-FM

NEWS/TALK	13.1
COUNTRY	10.2
CHR	10.1
OLDIES	7.8
SPANISH	6.8
ROCK	6.2
AC	5.8
URBAN	4.1
ALTERNATIVE	3.9
NAC	2.4
B/EZ	2.0
NOSTALGIA	1.2

#28

MILWAUKEE-RACINE



MILWAUKEE

Continued from Page 81

12+ POPULATION: 1,339,700 (Black: 12.4%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLZR-A/F	1 WKTI-FM	1 WLZR-A/F	1 WKTI-FM	1 WKLH-FM	1 WMIL-FM
2 WKLH-FM	2 WKLH-FM	2 WKLH-FM	2 WMIL-FM	2 WMIL-FM	2 WKTI-FM
3 WLUM-FM	3 WKKV-FM	3 WMIL-FM	3 WKLH-FM	3 WLZR-A/F	3 WKLH-FM
4 WMIL-FM	4 WLUM-FM	4 WKTI-FM	4 WMYX-FM	4 WTMJ-AM	4 WMYX-FM
5 WKTI-FM	5 WMIL-FM	5 WLUM-FM	5 WKKV-FM	5 WKTI-FM	5 WZTR-FM
6 WKKV-FM	6 WLZR-A/F	6 WTMJ-AM	6 WZTR-FM	6 WISN-AM	6 WLTQ-FM
7 WMYX-FM	7 WMYX-FM	7 WISN-AM	7 WLUM-FM	7 WZTR-FM	7 WKKV-FM
8 WISN-AM	8 WNOV-AM	8 WKKV-FM	8 WLTQ-FM	8 WMYX-FM	8 WTMJ-AM
9 WTMJ-AM	9 WZTR-FM	9 WZTR-FM	9 WLZR-A/F	9 WLUM-FM	9 WAMG-FM
10 WNOV-AM	10 WLTQ-FM	10 WMYX-FM	10 WAMG-FM	10 WQFM-FM	10 WLUM-FM

AC	16.9
NEWS/TALK	14.0
URBAN	9.9
COUNTRY	9.8
ALTERNATIVE	8.0
OLDIES	6.9
ROCK	6.6
NOSTALGIA	5.9
NAC	3.5
CLASSICAL	2.1
B/EZ	1.2

#30

SAN JOSE



SAN JOSE

Continued from Page 83

12+ POPULATION: 1,317,700 (Black: N/A; Hispanic: 21.3%)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSJO-FM	1 KEZR-FM	1 KSJO-FM	1 KEZR-FM	1 KFFG/KFOG	1 KEZR-FM
2 KOME-FM	2 KYLD-FM	2 KFFG/KFOG	2 KBAY-FM	2 KNBR-AM	2 KGO-AM
3 KYLD-FM	3 KOME-FM	3 KOME-FM	3 KYLD-FM	3 KGO-AM	3 KBAY-FM
4 KLOK-AM	4 KLOK-AM	4 KNBR-AM	4 KLOK-AM	4 KSJO-FM	4 KKSF-FM
5 KEZR-FM	5 KSJO-FM	5 KGO-AM	5 KOME-FM	5 KBAY-FM	5 KLOK-AM
6 KMEL-FM	6 KBAY-FM	6 KLOK-AM	6 KGO-AM	6 KLOK-AM	6 KOIT-A/F
7 KFFG/KFOG	7 KMEL-FM	7 KYLD-FM	7 KOIT-A/F	7 KFRC-A/F	7 KFRC-A/F
8 KNBR-AM	8 KOIT-A/F	8 KEZR-FM	8 KFFG/KFOG	8 KOME-FM	8 KFFG/KFOG
9 KBRG-FM	9 KFFG/KFOG	9 KBAY-FM	9 KKSF-FM	9 KCBS-AM	9 KRTY-FM
10 KITS-FM	10 KIOI-FM	10 KFRC-A/F	10 KIOI-FM	10 KUFX-FM	10 KIOI-FM

NEWS/TALK	17.5
AC	14.7
OLDIES	8.3
CHR	7.7
SPANISH	5.9
ALTERNATIVE	5.8
NAC	4.3
COUNTRY	4.1
ADULT ALT.	3.8
ROCK	3.7
NOSTALGIA	3.3
CLASSICAL	2.8

12+ POPULATION: 1,263,700 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
7.7	7.5	7.3	7.6	9.7	1	WWLI-FM AC	105.1 50kw	2	8	3	2	1	1	90	Tele-Media	TOR
9.0	8.5	7.7	6.6	6.5	2	WHJY-FM Rock	94.1 50kw	3	5	1	1	2	6	69	SFX	G/W
7.2	6.3	7.5	7.2	6.5	2	WPRO-FM CHR/Pop	92.3 39kw	1	3	2	3	3	7	54	Tele-Media	MCG
4.6	3.8	5.3	5.5	5.4	4	WCTK-FM Country	98.1 47kw	11	16	6	7	6	4	102	Hall	D&R
4.9	6.0	5.1	4.9	5.3	5	WLKW-AM Nostalgia	790 5kw	12	—	—	26	21	8	101	Tele-Media	TOR
5.8	4.5	6.2	5.6	5.2	6	WWBB-FM ♦ Oldies	101.5 13.5kw	4	15	14	5	4	2	59	Clear Channel	CCRS
4.5	5.3	5.1	4.5	4.4	7	WPRO-AM Talk	630 5kw	8	—	19	15	10	7	67	Tele-Media	MCG
4.1	4.4	5.3	4.5	4.4	7	WSNE-FM Hot AC	93.3 30kw	6	10	9	6	5	3	59	SFX	G/W
3.9	4.3	4.8	3.6	4.3	8	WWKX-FM CHR/Rhythmic	106.3 1.15kw	7	1	4	9	11	30	63	Back Bay Br.	CHR
4.9	3.4	3.3	3.6	4.1	9	WWRX-FM ♦ Classic Rock	103.7 50kw	5	9	8	4	7	5	49	Clear Channel	CCRS
4.4	3.5	4.6	4.4	4.0	10	WHJJ-AM News/Talk	920 5kw	14	—	31	25	20	10	84	SFX	KATZ
3.4	3.3	2.6	2.8	3.1	11	WBRU-FM ♦ Alternative	95.5 20kw	9	7	3	8	8	23	50	Brown BC Service	—
0.0	2.6	2.9	2.4	3.0	12	WDGE-FM Alternative	99.7 2.3kw	10	2	7	10	12	35	51	Urso Major Br.	KATZ
1.5	2.0	1.7	2.2	1.9	13	WJMN-FM CHR/Rhythmic	94.5 11.5kw	13	4	11	14	22	36	36	Evergreen Media	KATZ
1.8	1.5	1.8	1.6	1.8	14	WBZ-AM News	1030 50kw	15	—	26	29	25	15	60	CBS Radio	G/W
1.8	1.2	1.4	1.5	1.7	15	WFHN-FM CHR/Rhythmic	107.1 3kw	16	6	10	12	16	28	66	H&D Br.	MCG
1.5	1.7	2.1	2.3	1.5	16	WCRB-FM ♦ Classical	102.5 15kw	18	—	30	21	17	11	69	Charles River	CMBS
0.0	0.0	0.0	0.0	1.5	17	WPMZ-AM Spanish	1110 5kw	35	14	12	11	9	25	185	Bear Br.	—
1.2	1.5	1.4	1.6	1.4	18	WAAF-FM ♦ Rock	107.3 18.5kw	17	12	13	13	18	26	61	Amer. Radio Sys.	D&R
1.3	1.0	1.0	1.0	1.2	19	WBCS-FM Country	96.9 12.5kw	22	—	21	17	13	12	66	Greater Media Inc.	MCG
1.0	1.2	0.8	1.3	1.0	20	WBOS-FM Adult Alternative	92.9 8.8kw	19	—	15	16	14	—	52	CBS Radio	MMR

♦ See Web Site Directory.

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12+ POPULATION: 1,223,900 (Black: 11.9%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM
7.3	5.5	6.4	6.9	8.5	1	1	WSNY-FM AC	94.7 22kw	2	7	5	2	2	2	69	Saga	MCG
8.9	7.7	8.7	9.3	8.1	2	2	WCOL-FM Country	92.3 22kw	4	4	4	4	3	4	75	Nationwide	MMR
9.3	8.9	8.9	7.8	7.7	3	3	WNCI-FM ♦ CHR/Pop	97.9 175kw	1	3	2	3	5	6	53	Nationwide	MMR
7.9	8.4	8.1	9.6	7.2	4	4	WTVN-AM Full Service	610 5kw	5	—	13	9	7	1	72	Jacor	KATZ
7.3	7.8	7.5	6.4	7.1	5	5	WBZX-FM ♦ Rock	99.7 20kw	3	1	1	5	6	12	61	North American	EAST
6.4	7.0	5.4	5.6	7.0	6	6	WLVQ-FM ♦ Rock	96.3 18kw	6	10	3	1	1	5	71	Jacor	KATZ
4.6	5.3	4.2	4.7	5.9	7	7	WBNS-FM Oldies	97.1 20.5kw	7	6	9	6	4	3	62	Radioho, Inc.	BAN
0.0	0.0	0.0	3.2	5.1	8	8	WJZA-FM Urban/AC	107.5 1.9kw	10	2	6	7	8	8	96	Horrance Br.	—
3.8	4.8	4.5	4.9	3.9	9	9	WHOK-FM Country	95.5 21kw	8	9	8	10	10	7	56	OmniAmerica	CHR
2.2	2.6	3.5	2.4	3.0	10	10	WWCD-FM Alternative	101.1 6kw	9	13	7	8	9	10	53	Ingleside	ROS
3.2	3.3	2.1	2.7	2.5	11	11	WCEZ-FM B/EZ	107.9 6kw	16	—	26	26	23	13	78	Associated Com.	K&P
2.6	2.6	2.9	2.7	2.4	12	12	WLLD-FM Country	98.9 .58kw	11	8	10	12	12	14	48	Jacor	CHR
2.6	3.5	2.3	2.1	2.1	13	13	WAKS-FM Classic Hits	105.7 2.5kw	12	—	12	11	11	9	45	Tel Lease, Inc.	TOR
2.7	2.7	2.7	2.3	1.9	14	14	WCLT-FM Country	100.3 50kw	17	12	14	13	14	15	69	WCLT Inc.	—
0.0	0.0	0.0	1.8	1.7	15	15	WZJZ-FM NAC	104.3 3.4kw	13	—	17	14	13	11	50	Scantland Br.	—
0.9	1.5	1.2	1.3	1.6	16	16	WMNI-AM Country	920 1(.5)kw	19	—	24	23	19	16	66	North American	EAST
1.4	1.3	1.4	1.1	1.5	17	17	WCOL-AM Talk	1230 1kw	18	—	23	19	16	17	55	Nationwide	MMR
1.0	1.3	2.7	1.6	1.4	18	18	WBNS-AM Full Service	1460 5(1)kw	15	11	18	17	18	19	44	Radioho, Inc.	BAN
4.9	4.7	4.5	3.0	1.4	18	18	WCKX-FM Urban	106.3 6kw	14	5	11	16	17	23	44	Jacor	D&R
0.8	1.3	0.8	1.3	1.2	20	20	WAHC-FM Oldies	107.1 3kw	20	—	15	15	15	20	51	Tel Lease, Inc.	TOR
3.6	2.6	3.2	1.8	1.2	20	20	WVVO-AM Urban/AC	1580 1(.25)kw	22	14	20	18	20	18	54	Saga	MCG

♦ See Web Site Directory.

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12+ POPULATION: 1,210,900 (Black: 28.1%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
10.5	10.7	10.8	12.1	11.4	1	1	WOWI-FM Urban	102.9 50kw	1	1	1	1	2	9	94	Clear Channel	MCG
5.9	5.4	5.5	6.9	6.7	2	2	WGH-FM Country	97.3 74kw	3	4	3	3	1	7	74	Susquehanna	EAST
6.0	4.2	4.4	7.0	6.3	3	3	WFOG-FM AC	92.9 50kw	5	—	12	10	6	1	78	Sunshine Wireless	BAN
7.5	7.5	7.6	7.2	5.8	4	4	WCMS-A/F ♦ Country	1050/100.5 5kw/50kw	8	13	9	11	11	3	76	WCMS Radio	D&R
6.1	7.0	6.6	5.5	5.7	5	5	WNOR-FM Rock	98.7 46kw	7	5	2	2	5	11	74	Saga	MCG
7.2	5.1	4.7	5.7	5.6	6	6	WNVZ-FM ♦ CHR/Pop	104.5 50kw	2	2	5	7	10	13	54	Max Media	CHR
4.8	5.0	5.3	5.4	5.6	6	6	WWDE-FM ♦ Hot AC	101.3 50kw	4	12	8	5	4	4	68	Max Media	CHR
4.0	4.5	4.1	4.2	4.8	8	8	WAFX-FM Classic Rock	106.9 110kw	6	8	7	4	3	8	60	Saga	CBS
3.8	4.0	3.7	5.0	4.7	9	9	WROX-FM Alternative	96.1 23kw	9	3	4	8	13	20	66	Sinclair Telecable	MMR
3.0	2.7	2.7	2.9	4.6	10	10	WPTE-FM 1 Hot AC	94.9 50kw	10	9	6	6	7	12	64	Sunshine Wireless	BAN
5.5	7.5	6.5	4.3	4.1	11	11	WJCD-FM NAC	105.3 50kw	13	—	11	9	8	6	71	Clear Channel	D&R
3.0	4.8	3.4	2.5	3.7	12	12	WLTY-FM Oldies	95.7 40kw	11	11	19	13	9	2	56	Susquehanna	KATZ
3.0	2.8	3.5	3.4	3.7	12	12	WSVY-FM Urban/AC	107.7 5.2kw	14	10	14	12	12	5	75	Clear Channel	MCG
1.9	1.6	2.6	2.0	2.7	14	14	WXEZ-FM B/EZ	94.1 5.2kw	17	—	—	22	21	16	86	Eure	—
4.2	3.5	3.7	2.8	2.5	15	15	WKOC-FM 2 Alternative	93.7 100kw	12	—	10	14	14	18	42	Sinclair Telecable	KATZ
3.8	3.2	3.0	3.2	2.4	16	16	WNIS-AM Talk	850 50(25)kw	15	—	15	16	15	15	57	Sinclair Telecable	MMR
2.4	2.0	2.6	2.8	2.4	16	16	WPCE-AM Religious	1400 1(.25)kw	18	—	18	17	17	14	89	Willis Br. Co.	MCG
2.0	2.0	1.5	1.5	1.8	18	18	WMYK-FM CHR/Rhythmic	92.1 3kw	16	6	13	15	16	17	46	Clear Channel	TOR
1.7	1.2	1.6	1.4	1.2	19	19	WTAR-AM News/Talk	790 5kw	19	—	17	18	18	22	45	Sinclair Telecable	KATZ

1 Was WJQI-FM until May. 2 Switched to Rock in late May. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WOWI-FM	1 WOWI-FM	1 WNOR-FM	1 WOWI-FM	1 WNOR-FM	1 WGH-FM	AC	15.9
2 WNOR-FM	2 WNVZ-FM	2 WOWI-FM	2 WWDE-FM	2 WAFX-FM	2 WWDE-FM	URBAN	15.1
3 WROX-FM	3 WGH-FM	3 WAFX-FM	3 WGH-FM	3 WGH-FM	3 WOWI-FM	COUNTRY	12.5
4 WGH-FM	4 WPTE-FM	4 WROX-FM	4 WNVZ-FM	4 WOWI-FM	4 WFOG-FM	OLDIES	8.5
5 WPTE-FM	5 WWDE-FM	5 WGH-FM	5 WFOG-FM	5 WPTE-FM	5 WNVZ-FM	CHR	7.4
6 WNVZ-FM	6 WAFX-FM	6 WPTE-AM	6 WPTE-FM	6 WCMS-A/F	6 WJCD-FM	ALTERNATIVE	7.2
7 WCMS-A/F	7 WNOR-FM	7 WCMS-A/F	7 WAFX-FM	7 WJCD-FM	7 WAFX-FM	ROCK	5.7
8 WKOC-FM	8 WFOG-FM	8 WJCD-FM	8 WJCD-FM	8 WWDE-FM	8 WLTY-FM	NAC	4.1
9 WAFX-FM	9 WROX-FM	9 WNVZ-FM	9 WSVY-FM	9 WLTY-FM	9 WPTE-FM	NEWS/TALK	3.6
10 WJCD-FM	10 WJCD-FM	10 WKOC-FM	10 WLTY-FM	10 WFOG-FM	10 WSVY-FM	B/EZ	2.7
						RELIGIOUS	2.4

12+ POPULATION: 1,183,200 (Black: N/A; Hispanic: 48.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 1-24 ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ 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	9.9	9.6	9.2	9.4	1	KTFM-FM ♦ CHR/Rhythmic	102.7 100kw	1	1	2	4	6	8	72	Waterman	BAN
10.0	10.0	10.2	9.8	7.4	2	KXTN-A/F Spanish	1310/107.5 5kw/100kw	6	6	3	3	2	2	87	Heftel	KT-H
6.9	6.6	6.7	6.0	7.3	3	KISS-FM ♦ Rock	99.5 100kw	2	2	1	1	4	16	67	Rusk	CBS
6.7	6.0	7.1	7.0	6.5	4	KCYF-FM ♦ Country	100.3 100kw	5	3	6	5	3	4	69	Cox	KATZ
4.0	4.0	4.0	5.6	6.3	5	KSMG-FM ♦ Hot AC	105.3 100kw	4	7	4	2	1	3	64	Rusk	CBS
6.8	5.6	6.3	5.2	5.8	6	KAJA-FM Country	97.3 100kw	3	5	5	6	7	6	59	Clear Channel	CCRS
4.3	4.1	4.0	4.4	5.0	7	KONO-A/F Oldies	860/101.1 5kw/100kw	7	9	12	9	5	1	66	John Barger	MMR
4.3	3.8	4.7	4.3	4.5	8	KTSA-AM ♦ News/Talk	550 5kw	11	—	11	11	11	7	84	Waterman	BAN
3.6	4.6	3.6	4.9	4.4	9	KSJL-FM Urban	96.1 100kw	12	4	8	8	9	11	93	Inner City	EAST
5.6	6.5	5.4	5.6	4.2	10	KQXT-FM ♦ AC	101.9 100kw	9	11	9	10	10	5	63	Clear Channel	CCRS
3.8	4.1	4.2	4.4	3.8	11	KZEP-FM ♦ Classic Rock	104.5 100kw	10	14	7	7	8	12	58	Lotus	D&R
4.2	5.2	4.1	3.9	3.7	12	WOAI-AM ♦ News/Talk	1200 50kw	8	—	17	15	13	8	56	Clear Channel	CCRS
2.9	3.0	2.6	2.3	3.4	13	KLUP-AM Nostalgia	930 5(1)kw	16	—	24	19	17	13	103	Rusk	CBS
2.8	2.6	2.3	1.9	2.8	14	KRIO-FM Spanish	94.1 22kw	13	8	13	13	15	14	63	John Barger	—
1.9	2.5	3.0	3.2	2.8	14	KROM-FM Spanish	92.9 100kw	15	15	10	14	14	15	80	Heftel	KT-H
3.6	3.7	3.9	3.4	2.6	16	KCJZ-FM ♦ NAC	106.7 100kw	14	—	16	12	12	10	61	Cox	KATZ
2.2	1.6	2.1	1.6	2.4	17	KCOR-AM Spanish	1350 5kw	17	12	14	16	16	18	81	Heftel	KT-H
2.8	2.2	2.6	2.3	1.8	18	KKYX-AM ♦ Country	680 50(10)kw	18	—	23	20	19	17	72	Cox	KATZ
0.5	1.3	0.6	1.0	1.1	19	KSAH-AM Spanish	720 10(1)kw	20	—	18	17	18	19	73	Gandores Corp.	CAB

♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KISS-FM	1 KTFM-FM	1 KISS-FM	1 KSMG-FM	1 KISS-FM	1 KSMG-FM	SPANISH	16.5
2 KTMF-FM	2 KCYY-FM	2 KXTN-A/F	2 KCYY-FM	2 KONO-A/F	2 KCYY-FM	COUNTRY	14.1
3 KXTN-FM	3 KSMG-FM	3 KZEP-FM	3 KTFM-FM	3 KXTN-A/F	3 KXTN-FM	AC	10.5
4 KZEP-FM	4 KAJA-FM	4 KTFM-FM	4 KXTN-A/F	4 KZEP-FM	4 KTFM-FM	CHR	9.4
5 KSMG-FM	5 KISS-FM	5 KONO-A/F	5 KAJA-FM	5 KAJA-FM	5 KQXT-FM	OLDIES	8.8
6 KAJA-FM	6 KXTN-FM	6 KAJA-FM	6 KQXT-FM	6 KSMG-FM	6 KAJA-FM	NEWS/TALK	8.2
7 KSJL-FM	7 KSJL-FM	7 KSMG-FM	7 KSJL-FM	7 KTSA-AM	7 KSJL-FM	ROCK	7.3
8 KTSA-AM	8 KROM-FM	8 KSJL-FM	8 KISS-FM	8 KCYY-FM	8 KONO-A/F	URBAN	4.4
9 KCYY-FM	9 KQXT-FM	9 KTSA-AM	9 KONO-A/F	9 KSJL-FM	9 KCJZ-FM	NOSTALGIA	3.4
10 KONO-A/F	10 KZEP-FM	10 KCYY-FM	10 KZEP-FM	10 KTFM-FM	10 KISS-FM	NAC	2.6

12+ POPULATION: 1,158,600 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.7	9.4	9.1	9.0	9.0	1	KSFI-FM AC	100.3 26kw	1	8	6	1	1	1	60	Simmons Family	CBS
6.3	5.5	6.9	6.1	6.0	2	KSL-AM Talk	1160 50kw	3	14	17	12	8	3	54	Bonneville Int.	SEN
6.9	7.2	6.2	6.7	5.6	3	KRSP-FM Classic Rock	103.5 27.5kw	5	12	3	2	2	5	56	Simmons Family	MMR
6.7	6.1	5.2	5.6	5.6	3	KSOP-A/F Country	1370/104.3 5(.5)kw/25kw	9	10	12	10	7	4	63	KSOP, Inc.	MMR
2.7	3.4	5.7	5.9	5.6	3	KUBL-FM Country	93.3 26kw	6	3	4	3	5	7	60	Citadel	MCG
4.5	4.4	4.3	3.8	5.3	6	KBER-FM Rock	101.1 25kw	11	6	1	4	10	15	69	Citadel	TOR
5.1	5.9	4.9	5.0	5.3	6	KISN-FM Hot AC	97.1 30kw	2	7	8	5	14	6	47	Trumper	CHR
4.9	4.5	4.1	4.9	5.2	8	KODJ-FM Oldies	94.1 40kw	10	11	16	8	3	2	59	Regent	KATZ
6.0	6.6	6.5	5.1	5.1	9	KKAT-FM Country	101.9 26kw	7	9	7	7	6	9	56	Regent	KATZ
4.3	5.5	4.6	5.5	4.7	10	KBEE-FM ¹ Hot AC	98.7 40kw	4	5	5	6	9	13	46	Price	MCG
4.8	4.6	3.6	3.7	3.8	11	KUTQ-FM ♦ CHR/Pop	99.5 40kw	8	1	11	16	18	22	43	Regent	K&P
3.8	3.4	3.0	2.9	3.7	12	KDYL/KOVO Nostalgia	1280/960 10kw/5(1.08)kw	16	—	—	23	20	12	77	Simmons Family	CBS
2.0	3.8	2.8	2.6	3.7	12	KZHT-FM CHR/Rhythmic	94.9 48kw	13	2	10	14	17	24	59	Regent	TOR
1.4	0.7	0.9	2.9	3.6	14	KENZ-FM ² ♦ Alternative	107.5 45kw	15	13	2	9	12	19	66	Monarch Br.	TOR
3.7	4.0	4.1	3.0	3.1	15	KXRK-FM ♦ Alternative	96.3 38kw	12	4	9	13	16	25	50	Acme Br.	D&R
1.7	1.6	1.7	2.6	2.8	16	KUMT-FM Adult Alternative	105.7 7.3kw	19	17	13	11	11	11	70	Trumper	EAST
4.4	2.7	4.5	3.4	2.6	17	KALL-AM News/Talk	910 5(1)kw	17	—	20	18	15	10	60	Regent	EAST
2.8	2.7	2.6	2.7	2.6	17	KBZN-FM ♦ NAC	97.9 26kw	18	—	18	15	13	8	61	Capitol Br. Inc.	EAST
1.9	1.6	2.3	2.2	2.3	19	KISN-AM Sports	570 5kw	14	15	—	17	14	14	40	Trumper	MCG
0.0	0.0	0.0	0.9	1.1	20	KQMB-FM Hot AC	102.7 47kw	20	—	14	19	19	23	42	Simmons Family	MMR
1.0	0.8	1.1	1.1	1.0	21	KCNR-AM ¹ Talk	1320 5kw	22	16	21	20	21	17	58	Price	MCG

¹ Operates under an LMA with Citadel. ² Was KMXB-FM (AC) until early January.

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#31

PROVIDENCE-WARWICK-PAWTUCKET



PROVIDENCE

Continued from Page 85

12+ POPULATION: 1,263,700 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WWLI-FM	1 WHJY-FM	1 WWLI-FM	CHR 14.4
2 WBRU-FM	2 WWLI-FM	2 WWRX-FM	2 WPRO-FM	2 WWRX-FM	2 WPRO-FM	AC 14.1
3 WPRO-FM	3 WHJY-FM	3 WWLI-FM	3 WHJY-FM	3 WWLI-FM	3 WWBB-FM	NEWS/TALK 10.2
4 WDGE-FM	4 WWKX-FM	4 WPRO-FM	4 WSNE-FM	4 WWBB-FM	4 WSNE-FM	OLDIES 9.3
5 WWKX-FM	5 WCTK-FM	5 WWBB-FM	5 WWBB-FM	5 WCTK-FM	5 WCTK-FM	ROCK 7.9
6 WCTK-FM	6 WBRU-FM	6 WBRU-FM	6 WCTK-FM	6 WPRO-FM	6 WHJY-FM	COUNTRY 6.6
7 WWRX-FM	7 WFHN-FM	7 WCTK-FM	7 WWKX-FM	7 WSNE-FM	7 WWRX-FM	ALTERNATIVE 6.1
8 WWLI-FM	8 WSNE-FM	8 WSNE-FM	8 WBRU-FM	8 WPRO-AM	8 WFHN-FM	NOSTALGIA 5.3
9 WAAF-FM	9 WDGE-FM	9 WDGE-FM	9 WFHN-FM	9 WBRU-FM	9 WBMX-FM	CLASSICAL 1.5
10 WSNE-FM	10 WJMN-FM	10 WWKX-FM	10 WWRX-FM	10 WPMZ-AM	10 WPMZ-AM	SPANISH 1.5
						ADULT ALT. 1.0

#32

COLUMBUS



COLUMBUS

Continued from Page 86

12+ POPULATION: 1,223,900 (Black: 11.9%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBZX-FM	1 WNCI-FM	1 WLWQ-FM	1 WSNY-FM	1 WLWQ-FM	1 WSNY-FM	COUNTRY 17.9
2 WLWQ-FM	2 WSNY-FM	2 WBZX-FM	2 WNCI-FM	2 WBZX-FM	2 WNCI-FM	ROCK 14.1
3 WNCI-FM	3 WCOL-FM	3 WCOL-FM	3 WCOL-FM	3 WBNS-FM	3 WCOL-FM	NEWS/TALK 10.1
4 WCOL-FM	4 WJZA-FM	4 WBNS-FM	4 WJZA-FM	4 WCOL-FM	4 WBNS-FM	OLDIES 9.2
5 WJZA-FM	5 WBZX-FM	5 WNCI-FM	5 WBNS-FM	5 WTVN-AM	5 WJZA-FM	AC 8.5
6 WSNY-FM	6 WLWQ-FM	6 WSNY-FM	6 WLWQ-FM	6 WSNY-FM	6 WLWQ-FM	CHR 7.7
7 WHOK-FM	7 WWCD-FM	7 WWCD-FM	7 WBZX-FM	7 WWCD-FM	7 WHOK-FM	URBAN 7.7
8 WBNS-FM	8 WHOK-FM	8 WTVN-AM	8 WHOK-FM	8 WNCI-FM	8 WTVN-AM	ALTERNATIVE 3.0
9 WWCD-FM	9 WLLD-FM	9 WJZA-FM	9 WWCD-FM	9 WJZA-FM	9 WWCD-FM	B/EZ 2.5
10 WTVN-AM	10 WBNS-FM	10 WAKS-FM	10 WTVN-AM	10 WAKS-FM	10 WCLT-FM	NAC 1.7

#35

SALT LAKE CITY-OGDEN-PROVO



SALT LAKE CITY

Continued from Page 89

12+ POPULATION: 1,158,600 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KBER-FM	1 KSFI-FM	1 KRSP-FM	1 KSFI-FM	1 KRSP-FM	1 KSFI-FM	AC 20.1
2 KRSP-FM	2 KBEE-FM	2 KBER-FM	2 KISN-FM	2 KSFI-FM	2 KISN-FM	COUNTRY 16.3
3 KENZ-FM	3 KUBL-FM	3 KSFI-FM	3 KBEE-FM	3 KODJ-FM	3 KKAT-FM	NEWS/TALK 11.9
4 KXRK-FM	4 KISN-FM	4 KODJ-FM	4 KUBL-FM	4 KBER-FM	4 KBEE-FM	OLDIES 10.8
5 KUTQ-FM	5 KKAT-FM	5 KUBL-FM	5 KKAT-FM	5 KUBL-FM	5 KUBL-FM	CHR 7.5
6 KUBL-FM	6 KENZ-FM	6 KENZ-FM	6 KSOP-A/F	6 KSL-AM	6 KODJ-FM	ALTERNATIVE 6.7
7 KKAT-FM	7 KZHT-FM	7 KXRK-FM	7 KODJ-FM	7 KSOP-A/F	7 KSOP-A/F	ROCK 5.3
8 KZHT-FM	8 KSOP-A/F	8 KKAT-FM	8 KRSP-FM	8 KBZN-FM	8 KSL-AM	NOSTALGIA 3.7
9 KBEE-FM	9 KRSP-FM	9 KUMT-FM	9 KENZ-FM	9 KISN-AM	9 KUMT-FM	ADULT ALT. 2.8
10 KISN-FM	10 KUMT-FM	10 KSOP-A/F	10 KUMT-FM	10 KUMT-FM	10 KRSP-FM	NAC 2.6

12+ POPULATION: 1,108,500 (Black: 13.1%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
14.1	13.0	10.8	13.4	12.6	1	WFMS-FM Country	95.5 13kw	2	6	2	2	2	1	93	Susquehanna	MMR
12.9	13.5	14.0	10.9	11.3	2	WFBQ-FM ♦ Classic Rock	94.7 52kw	1	9	1	1	1	3	75	Secret Com.	KATZ
7.5	6.9	8.5	9.7	8.2	3	WIBC-AM News/Talk	1070 50(10)kw	3	11	12	10	7	4	71	Emmis	CHR
5.4	5.6	5.8	6.6	6.7	4	WTPI-FM AC	107.9 22kw	9	12	10	6	4	2	87	My Star Com.	D&R
5.5	3.8	4.0	4.9	6.4	5	WNAP-FM Classic Hits	93.1 12.5kw	4	7	4	3	3	5	60	Emmis	CHR
6.3	5.9	6.5	5.8	6.1	6	WENS-FM AC	97.1 23kw	5	8	6	4	5	6	60	Emmis	CHR
5.0	5.4	6.1	5.7	6.1	6	WGRL-FM Country	104.5 50kw	7	4	5	5	6	7	73	Susquehanna	MMR
5.2	4.9	4.1	5.3	4.5	8	WRZX-FM ♦ Alternative	103.3 18kw	8	3	3	7	12	19	57	Secret Com.	BAN
5.3	6.3	5.2	4.1	4.4	9	WTLC-FM ♦ Urban	105.7 50kw	11	5	8	8	8	8	79	Panache	D&R
4.1	5.1	4.5	4.2	4.3	10	WZPL-FM CHR/Pop	99.5 12.5kw	6	2	7	9	10	12	45	My Star Com.	D&R
4.3	4.8	4.3	4.6	4.0	11	WHHH-FM CHR/Rhythmic	96.3 .64kw	10	1	9	12	11	14	55	Shirk Inc.	BAN
3.0	3.0	4.0	3.5	3.5	12	WMYS-AM Nostalgia	1430 5kw	13	—	—	20	19	10	87	My Star Com.	D&R
2.2	1.7	1.9	2.2	2.5	13	WTTS-FM Adult Alternative	92.3 37kw	12	—	11	11	9	9	59	Sarkes Tarzian	ROS
1.5	1.1	0.9	1.9	1.3	14	WGGR-FM Urban/AC	106.7 3kw	16	13	13	13	13	15	55	Dalton Group	—
0.5	0.9	1.2	1.1	1.3	14	WQFE-FM Oldies	101.9 2.5kw	15	10	18	14	14	11	49	Quinn Br.	—
1.4	1.2	1.4	1.1	1.2	16	WGDL-FM 1 Urban/Oldies	93.9 2.75kw	18	—	16	15	15	13	67	Weiss	MCG
1.7	1.1	1.9	1.8	1.1	17	WNDE-AM Sports	1260 5kw	14	—	15	17	17	17	37	Secret Com.	KATZ
1.3	2.0	2.4	1.3	1.1	17	WTLC-AM Urban/Oldies	1310 5(1)kw	21	—	17	18	18	16	91	Panache	D&R

1 Was WXTZ-FM (B/EZ) until early January. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WFBQ-FM	1 WFMS-FM	1 WFBQ-FM	1 WFMS-FM	1 WFBQ-FM	1 WFMS-FM	OLDIES	19.0
2 WRZX-FM	2 WFBQ-FM	2 WFMS-FM	2 WENS-FM	2 WFMS-FM	2 WENS-FM	COUNTRY	18.7
3 WNAP-FM	3 WENS-FM	3 WNAP-FM	3 WFBQ-FM	3 WNAP-FM	3 WTPI-FM	AC	12.8
4 WGRL-FM	4 WZPL-FM	4 WGRL-FM	4 WGRL-FM	4 WGRL-FM	4 WFBQ-FM	CHR	8.3
5 WFMS-FM	5 WNAP-FM	5 WRZX-FM	5 WNAP-FM	5 WTPI-FM	5 WGRL-FM	NEWS/TALK	8.2
6 WTLC-FM	6 WGRL-FM	6 WTPI-FM	6 WTPI-FM	6 WIBC-AM	6 WNAP-FM	URBAN	8.0
7 WTTS-FM	7 WRZX-FM	7 WIBC-AM	7 WZPL-FM	7 WTTS-FM	7 WZPL-FM	NOSTALGIA	4.6
8 WIBC-AM	8 WTLC-FM	8 WTTS-FM	8 WTLC-FM	8 WTLC-FM	8 WTLC-FM	ALTERNATIVE	4.5
9 WHHH-FM	9 WHHH-FM	9 WTLC-FM	9 WHHH-FM	9 WRZX-FM	9 WIBC-AM	ADULT ALT.	2.5
10 WENS-FM	10 WTPI-FM	10 WENS-FM	10 WRZX-FM	10 WENS-FM	10 WHHH-FM		

12+ POPULATION: 1,077,400 (Black: 19.2%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.5	8.9	9.0	11.5	10.3	1	1	WPEG-FM Urban	97.9 95kw	4	1	1	1	3	2	99	Evergreen Media	KATZ
10.5	9.5	10.6	9.4	8.0	2		WSOC-FM ♦ Country	103.7 100kw	2	8	6	4	2	1	70	Amer. Radio Sys.	D&R
8.2	6.5	6.2	7.6	7.4	3		WBT-A/F ♦ Talk	1110/99.3 50kw/7.6kw	8	11	11	11	7	2	87	Jefferson-Pilot	CBS
8.4	8.3	7.3	7.4	7.2	4		WRFX-FM Classic Rock	99.7 100kw	1	6	2	2	1	5	64	Evergreen Media	EAST
7.0	6.0	5.8	6.8	6.3	5		WTDR-FM Country	96.9 100kw	5	4	5	3	4	7	67	SFX	D&R
4.7	5.1	4.3	4.6	5.7	6		WNKS-FM 1 CHR/Pop	95.1 100kw	3	2	3	6	11	14	52	Evergreen Media	EAST
5.2	5.2	7.4	5.6	5.5	7		WLYT-FM AC	102.9 31kw	7	7	7	5	6	6	65	SFX	D&R
3.7	4.8	4.4	4.5	4.7	8		WBAV-FM Urban/AC	101.9 99kw	12	9	10	7	5	4	86	Evergreen Media	KATZ
4.6	6.0	4.1	4.8	4.5	9		WWMG-FM Oldies	96.1 100kw	6	10	13	12	8	3	51	Dalton Group	MCG
1.8	3.1	2.3	3.4	4.3	10		WEND-FM ♦ Alternative	106.5 100kw	10	3	4	9	12	19	60	Dalton Group	MCG
4.4	5.7	5.3	4.6	4.1	11		WWSN-FM Hot AC	107.9 100kw	9	5	8	8	9	9	49	Jefferson-Pilot	BAN
4.3	4.2	4.3	3.4	3.2	12		WSSS-FM ♦ Oldies	104.7 100kw	11	13	9	10	10	12	46	Amer. Radio Sys.	KATZ
2.1	2.6	2.0	2.4	3.1	13		WNMX-FM 2 Nostalgia	106.1 20kw	13	—	—	21	16	11	89	GHB Radio Group	—
0.6	0.7	1.6	1.4	1.8	14		WCCJ-FM NAC	92.7 6kw	17	—	17	13	13	10	90	Davis Br.	—
1.4	1.4	1.3	1.1	1.6	15		WFMX-FM Country	105.7 100kw	14	—	14	15	15	15	54	Adventure	TNS
1.3	1.1	1.1	1.4	1.5	16		WMIT-FM Religious	106.9 36kw	15	—	22	17	18	13	52	Blue Ridge	—
0.7	0.8	0.0	0.8	1.3	17		WGSP-AM Religious	1310 1kw	20	—	21	20	19	16	103	Willis Family Br.	—
2.8	1.9	1.9	1.2	1.3	17		WXRC-FM Adult Alternative	95.7 100kw	16	12	12	14	14	17	51	Long Family	—

1 Was WEDJ-FM until June. 2 Was WIST-FM until June. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WPEG-FM	OLDIES	17.9
2 WPEG-FM	2 WTDR-FM	2 WPEG-FM	2 WTDR-FM	2 WBT-A/F	2 WLYT-FM	COUNTRY	15.9
3 WNKS-FM	3 WNKS-FM	3 WBT-A/F	3 WLYT-FM	3 WSOC-FM	3 WSOC-FM	URBAN	15.0
4 WEND-FM	4 WLYT-FM	4 WSOC-FM	4 WWSN-FM	4 WPEG-FM	4 WBAV-FM	AC	9.6
5 WTDR-FM	5 WEND-FM	5 WNKS-FM	5 WSOC-FM	5 WTDR-FM	5 WTDR-FM	NEWS/TALK	6.8
6 WSOC-FM	6 WWSN-FM	6 WTDR-FM	6 WBAV-FM	6 WWMG-FM	6 WWSN-FM	CHR	5.7
7 WSSS-FM	7 WSOC-FM	7 WEND-FM	7 WNKS-FM	7 WBAV-FM	7 WWMG-FM	ALTERNATIVE	4.3
8 WLYT-FM	8 WSSS-FM	8 WBAV-FM	8 WRFX-FM	8 WSSS-FM	8 WSSS-FM	NOSTALGIA	3.1
9 WBT-A/F	9 WRFX-FM	9 WLYT-FM	9 WSSS-FM	9 WLYT-FM	9 WRFX-FM	RELIGIOUS	2.8
10 WWSN-FM	10 WBAV-FM	10 WSSS-FM	10 WEND-FM	10 WNKS-FM	10 WNKS-FM	NAC	1.8
						ADULT ALT.	1.3

12+ POPULATION: 1,025,100 (Black: 33.9%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12-AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
14.3	14.2	13.8	12.4	13.2	1	WQUE-FM Urban	93.3 93kw	1	1	1	1	2	9	101	Clear Channel	CCRS
6.7	8.7	7.2	7.3	7.5	2	WYLD-FM Urban/AC	98.5 100kw	2	3	2	2	1	4	75	Clear Channel	CCRS
9.1	7.9	7.8	8.5	7.4	3	WNOE-FM Country	101.1 100kw	3	4	4	4	4	2	80	Radio Equity	MCG
6.6	6.3	8.8	8.3	6.4	4	WWL-AM News/Talk	870 50kw	4	13	14	12	9	3	74	Sinclair Com.	KATZ
6.3	4.9	4.8	4.8	5.3	5	WRNO-FM Oldies	99.5 100kw	5	12	3	3	3	7	65	Heritage Media	MMR
1.3	2.1	2.4	4.1	5.0	6	KHOM-FM CHR/Pop	104.1 100kw	6	2	5	7	12	15	64	KHOM, Assoc.	TOR
5.0	5.6	4.7	5.5	5.0	6	WTKL-FM Oldies	95.7 100kw	10	11	15	8	5	1	78	Phase II	MCG
3.7	5.2	4.8	3.9	4.8	8	KMEZ-FM Urban/AC	102.9 4.7kw	11	9	9	5	6	6	79	Sinclair Com.	KATZ
4.6	4.3	4.9	5.3	4.8	8	WLMG-FM AC	101.9 100kw	8	14	11	10	8	5	64	Sinclair Com.	KATZ
4.6	4.7	3.6	4.0	4.3	10	WLTS-FM AC	105.3 100kw	9	10	6	6	7	10	65	Phase II	MCG
4.7	4.4	4.7	4.5	3.6	11	WEZB-FM ¹ Talk	97.1 100kw	7	6	8	11	11	12	46	Heritage Media	MMR
2.8	2.9	3.2	2.5	3.6	11	WYLD-AM Religious	940 10(.5)kw	14	8	13	13	13	8	89	Clear Channel	CCRS
2.7	3.0	2.4	4.5	3.4	13	WCKW-FM Rock	92.3 100kw	12	7	7	9	10	16	58	222 Corp.	BAN
4.4	4.4	3.3	3.2	3.0	14	KLJZ-FM NAC	106.7 100kw	13	—	12	14	14	11	67	Clear Channel	MCG
2.6	3.4	2.3	2.7	2.9	15	WBYU-AM Nostalgia	1450 1kw	16	—	—	23	19	14	95	Amer. Radio Sys.	ROS
2.6	1.8	2.9	1.6	2.7	16	WBOK-AM Religious	1230 1kw	17	—	—	16	15	13	110	Willis	—
2.4	2.0	2.1	2.1	2.0	17	WZRH-FM Alternative	106.1 50kw	15	5	10	15	16	20	54	Howe	—

¹ Switched to CHR/Pop on June 7.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WRNO-FM	1 WQUE-FM	URBAN	25.5
2 WCKW-FM	2 WYLD-FM	2 WRNO-FM	2 WYLD-FM	2 WYLD-FM	2 WYLD-FM	OLDIES	10.3
3 WRNO-FM	3 KHOM-FM	3 WYLD-FM	3 WNOE-FM	3 WCKW-FM	3 WNOE-FM	NEWS/TALK	10.0
4 WYLD-FM	4 WLTS-FM	4 WCKW-FM	4 WLTS-FM	4 WWL-AM	4 KMEZ-FM	AC	9.1
5 WEZB-FM	5 WNOE-FM	5 WNOE-FM	5 KHOM-FM	5 WTKL-FM	5 WTKL-FM	COUNTRY	7.4
6 WNOE-FM	6 WRNO-FM	6 KMEZ-FM	6 KMEZ-FM	6 WNOE-FM	6 WLTS-FM	RELIGIOUS	6.3
7 WZRH-FM	7 WEZB-FM	7 WEZB-FM	7 WLMG-FM	7 KMEZ-FM	7 WLMG-FM	CHR	5.0
8 KHOM-FM	8 KMEZ-FM	8 WWL-AM	8 WTKL-FM	8 WQUE-FM	8 WRNO-FM	ROCK	3.4
9 WLTS-FM	9 WLMG-FM	9 KHOM-FM	9 WRNO-FM	9 WEZB-FM	9 WYLD-FM	NAC	3.0
10 KMEZ-FM	10 WYLD-FM	10 WTKL-FM	10 WYLD-FM	10 WLMG-FM	10 KHOM-FM	NOSTALGIA	2.9
						ALTERNATIVE	2.0

12+ POPULATION: 1,017,100 (Black: 11.1%; Hispanic: 11.2%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REF. FIRM
8.4	8.2	9.7	8.7	7.9	1	WWKA-FM Country	92.3 100kw	2	5	7	3	3	3	80	Cox	KATZ
7.0	8.4	7.6	7.5	7.2	2	WOMX-FM Hot AC	105.1 100kw	2	6	1	1	1	5	66	Chancellor	MCG
6.0	5.8	6.7	6.8	7.0	3	WXXL-FM CHR/Pop	106.7 100kw	1	2	2	4	9	11	56	Chancellor	MMR
6.8	8.6	6.6	8.1	6.8	4	WMGF-FM AC	107.7 100kw	4	11	9	8	4	2	75	Paxson	BAN
8.1	7.6	6.4	6.4	6.5	5	WJHM-FM Urban	101.9 28kw	5	1	4	5	14	12	74	Chancellor	D&R
6.4	4.6	5.9	5.8	6.2	6	WTKS-FM Talk	104.1 100kw	7	8	3	2	2	7	77	Paxson	MCG
4.7	3.2	3.2	4.7	6.1	7	WLOQ-FM NAC	103.1 14kw	11	—	12	7	5	1	100	Litchfield	EAST
6.9	6.7	5.6	6.2	5.6	8	WDBO-AM News/Talk	580 5kw	8	—	13	14	12	6	73	Cox	KATZ
6.3	4.5	5.0	4.5	5.2	9	WJRR-FM ♦ Rock	101.1 100kw	6	3	5	6	13	14	60	Paxson	BAN
3.6	4.0	3.2	4.1	4.4	10	WDIZ-FM 1 ♦ Rock	100.3 100kw	9	4	6	9	11	15	60	Paxson	MMR
3.3	3.4	3.6	3.2	4.0	11	WHTQ-FM Classic Rock	96.5 100kw	12	10	8	10	6	9	70	Cox	EAST
2.4	3.8	4.1	4.1	3.9	12	WCFB-FM Urban/AC	94.5 100kw	14	7	11	11	8	8	74	Cox	KATZ
5.3	4.6	3.4	3.9	3.8	13	WMMO-FM Rock AC	98.9 38kw	13	—	10	12	7	10	69	Cox	EAST
5.6	5.4	5.6	5.8	3.7	14	WOCL-FM Oldies	105.9 100kw	10	9	17	13	10	4	51	Chancellor	CHR
2.9	2.2	3.6	3.2	3.1	15	WHOO-AM Nostalgia	990 50(5)kw	15	—	23	21	19	13	95	Cox	EAST
1.5	1.3	1.2	1.2	1.4	16	WTLN-FM Religious	95.3 6kw	17	—	15	16	15	17	59	Thomas Moffit	SRR
1.3	1.1	1.4	1.0	1.3	17	WPCV-FM Country	97.5 100kw	16	12	14	15	17	18	54	Alton Rainbow	D&R

1 Switched to Hot AC in June. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WTks-FM	1 WOMX-FM	1 WTks-FM	1 WOMX-FM	1 WTks-FM	1 WOMX-FM	AC	17.8
2 WJRR-FM	2 WXXL-FM	2 WHTQ-FM	2 WXXL-FM	2 WHTQ-FM	2 WMGF-FM	NEWS/TALK	11.8
3 WDIZ-FM	3 WJHM-FM	3 WJRR-FM	3 WMGF-FM	3 WWKA-FM	3 WLOQ-FM	URBAN	10.4
4 WJHM-FM	4 WMGF-FM	4 WWKA-FM	4 WCFB-FM	4 WLOQ-FM	4 WCFB-FM	ROCK	9.6
5 WXXL-FM	5 WWKA-FM	5 WDIZ-FM	5 WWKA-FM	5 WMMO-FM	5 WXXL-FM	COUNTRY	9.2
6 WWKA-FM	6 WDIZ-FM	6 WJHM-FM	6 WLOQ-FM	6 WJRR-FM	6 WWKA-FM	OLDIES	7.7
7 WHTQ-FM	7 WCFB-FM	7 WLOQ-FM	7 WJHM-FM	7 WDIZ-FM	7 WOCL-FM	CHR	7.0
8 WOMX-FM	8 WJRR-FM	8 WXXL-FM	8 WMMO-FM	8 WOMX-FM	8 WMMO-FM	NAC	6.1
9 WMMO-FM	9 WTks-FM	9 WMMO-FM	9 WDIZ-FM	9 WDBO-AM	9 WTks-FM	NOSTALGIA	3.1
10 WMGF-FM	10 WMMO-FM	10 WOMX-FM	10 WTks-FM	10 WMGF-FM	10 WJHM-FM	RELIGIOUS	1.4

12+ POPULATION: 991,600 (Black: 10.1%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
6.4	6.1	8.8	8.3	9.1	1	WJYE-FM AC	96.1 50kw	1	6	4	2	2	2	80	Amer. Radio Sys.	MCG
9.9	9.1	10.3	10.1	9.0	2	WYRK-FM Country	106.5 50kw	7	4	5	4	3	1	95	Amer. Radio Sys.	CHR
7.6	8.2	10.0	8.7	7.8	3	WBEN-AM ♦ News/Talk	930 5kw	5	—	14	11	11	4	78	Sinclair Com.	D&R
5.9	7.4	6.7	6.8	7.4	4	WGRF-FM Classic Rock	96.9 24kw	6	7	2	1	1	7	77	Mercury	KATZ
8.6	7.5	6.9	7.0	7.2	5	WKSE-FM CHR/Pop	98.5 46kw	2	1	3	5	7	12	63	Sinclair Com.	D&R
5.9	6.4	5.1	5.5	7.1	6	WEDG-FM Alternative	103.3 49kw	3	2	1	3	6	11	67	Mercury	KATZ
6.5	7.0	6.7	6.8	6.8	7	WHTT-FM Oldies	104.1 50kw	4	8	8	6	4	17	65	Mercury	MMR
5.6	6.0	6.1	5.3	5.3	8	WMJQ-FM ♦ AC	102.5 105kw	8	5	7	7	5	6	56	Sinclair Com.	D&R
6.5	4.9	5.9	6.6	5.2	9	WECK-AM Nostalgia	1230 1kw	10	—	19	18	16	9	89	Amer. Radio Sys.	MCG
4.9	4.9	5.8	6.0	4.9	10	WBLK-FM ♦ Urban	93.7 50kw	12	3	6	8	10	10	93	Palm Beach Radio	MMR
6.3	4.4	4.8	6.2	4.7	11	WGR-AM ♦ News/Talk	550 5kw	9	—	13	10	9	8	56	Sinclair Com.	KATZ
4.4	4.4	4.1	3.3	4.4	12	WSJZ-FM NAC	92.9 91kw	11	—	15	9	8	5	77	Amer. Radio Sys.	EAST
0.5	1.3	0.9	1.0	1.4	13	WDCX-FM Religious	99.5 110kw	17	—	17	17	15	14	67	Crawford Br.	—
2.0	1.5	1.0	1.5	1.4	13	WNUC-FM Country	107.7 11.5kw	13	—	12	13	13	15	43	Casciani	—
1.3	1.8	0.6	0.9	1.4	13	WWWS-AM Urban/Oldies	1400 1kw	19	—	16	15	12	13	106	Sinclair Com.	KATZ
0.7	0.7	0.6	0.8	1.2	16	CHTZ-FM Rock	97.7 50kw	15	9	10	12	14	19	50	Standard Br.	IMS
0.7	1.3	0.6	0.7	1.1	17	CFNY-FM Alternative	102.1 35kw	14	—	9	14	17	22	43	Standard Br.	CAN

♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WEDG-FM	1 WKSE-FM	1 WGRF-FM	1 WJYE-FM	1 WGRF-FM	1 WJYE-FM	AC	14.4
2 WGRF-FM	2 WJYE-FM	2 WEDG-FM	2 WKSE-FM	2 WHTT-FM	2 WYRK-FM	OLDIES	14.2
3 WKSE-FM	3 WMJQ-FM	3 WHTT-FM	3 WMJQ-FM	3 WEDG-FM	3 WMJQ-FM	NEWS/TALK	12.5
4 WBLK-FM	4 WYRK-FM	4 WYRK-FM	4 WYRK-FM	4 WYRK-FM	4 WHTT-FM	COUNTRY	10.4
5 CHTZ-FM	5 WEDG-FM	5 WKSE-FM	5 WBLK-FM	5 WJYE-FM	5 WKSE-FM	ALTERNATIVE	8.2
6 WJYE-FM	6 WBLK-FM	6 WJYE-FM	6 WGRF-FM	6 WGR-AM	6 WGRF-FM	CHR	7.2
7 WHTT-FM	7 WGRF-FM	7 WGR-AM	7 WHTT-FM	7 WBEN-AM	7 WBLK-FM	URBAN	6.3
8 WYRK-FM	8 WHTT-FM	8 WBEN-AM	8 WEDG-FM	8 WSJZ-FM	8 WSJZ-FM	NOSTALGIA	5.2
9 CFNY-FM	9 CKEY-FM	9 WBLK-FM	9 WSJZ-FM	9 WSKE-FM	9 WEDG-FM	NAC	4.4
10 WBEN-AM	10 WNUC-FM	10 WSKZ-FM	10 WGR-FM	10 WBLK-FM	10 WGR-AM	RELIGIOUS	1.4
						ROCK	1.2

12+ POPULATION: 962,700 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.9	11.4	12.3	12.5	11.8	1	WTIC-AM ♦ News/Talk	1080 50kw	1	10	10	7	3	2	79	Amer. Radio Sys.	G/W
10.0	9.8	9.3	10.1	10.3	2	WRCH-FM AC	100.5 7.5kw	4	9	7	1	1	1	90	Amer. Radio Sys.	KATZ
8.8	6.9	7.7	8.6	7.9	3	WWYZ-FM Country	92.5 17kw	7	4	6	4	2	3	90	WWYZ, Inc.	BAN
7.2	7.2	6.4	6.3	6.4	4	WKSS-FM ♦ CHR/Pop	95.7 16.5kw	3	2	2	2	6	8	55	SFX	MMR
5.7	6.0	5.6	5.8	5.8	5	WTIC-FM ♦ CHR/Pop	96.5 20kw	2	3	3	6	7	6	49	Amer. Radio Sys.	G/W
3.8	5.3	5.6	5.1	5.7	6	WMRQ-FM Alternative	104.1 18kw	5	1	1	5	9	18	63	SFX	MCG
6.3	6.3	6.3	6.1	5.3	7	WZMX-FM Oldies	93.7 21kw	6	8	4	3	4	5	59	Amer. Radio Sys.	KATZ
4.4	5.0	4.6	4.4	5.0	8	WDRC-AM MOR	1360 5kw	11	—	—	18	16	7	98	Buckley	MCG
5.4	5.7	4.7	5.5	5.0	8	WDRC-FM Oldies	102.9 19.5kw	8	6	13	8	5	4	63	Buckley	MCG
2.9	3.9	5.6	4.0	3.7	10	WHCN-FM Rock	105.9 16kw	9	5	5	9	8	9	50	SFX	MCG
1.8	1.9	1.9	1.7	2.4	11	WCCC-FM Rock	106.9 23kw	10	—	8	10	10	12	44	Greater Hartford	TOR
1.6	1.9	1.9	1.8	2.1	12	WAQY-FM ♦ Classic Rock	102.1 17kw	12	7	9	11	11	11	46	Saga	KATZ
1.6	1.6	1.9	1.8	1.8	13	WFAN-AM Sports	660 50kw	14	—	16	12	12	10	56	CBS Radio	IRS
0.9	1.3	0.7	0.9	1.4	14	WKCI-FM CHR/Pop	101.3 10kw	13	11	11	13	15	16	40	Clear Channel	CCRS
2.1	1.2	1.2	1.5	1.4	14	WLAT-AM Spanish	1230 1kw	20	14	12	14	13	15	116	Hispano	—
1.0	0.9	1.2	0.5	1.2	16	WPKX-FM Country	97.9 2.2kw	17	12	17	17	18	13	68	SFX	D&R
1.0	0.9	0.9	1.3	1.1	17	WPLR-FM Rock	99.1 14.1kw	15	—	15	15	14	14	38	SFX	D&R

♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMRQ-FM	1 WKSS-FM	1 WMRQ-FM	1 WRCH-FM	1 WZMX-FM	1 WRCH-FM	CHR 13.6
2 WKSS-FM	2 WTIC-FM	2 WZMX-FM	2 WTIC-FM	2 WWYZ-FM	2 WWYZ-FM	NEWS/TALK 13.6
3 WZMX-FM	3 WMRQ-FM	3 WWYZ-FM	3 WKSS-FM	3 WTIC-AM	3 WDRC-FM	OLDIES 12.4
4 WHCN-FM	4 WZMX-FM	4 WHCN-FM	4 WWYZ-FM	4 WMRQ-FM	4 WTIC-FM	AC 10.3
5 WCCC-FM	5 WRCH-FM	5 WTIC-AM	5 WDRC-FM	5 WRCH-FM	5 WKSS-FM	COUNTRY 9.1
6 WWYZ-FM	6 WWYZ-FM	6 WKSS-FM	6 WZMX-FM	6 WHCN-FM	6 WTIC-AM	ROCK 7.2
7 WTIC-FM	7 WKCI-FM	7 WDRC-FM	7 WMRQ-FM	7 WDRC-FM	7 WZMX-FM	ALTERNATIVE 5.7
8 WTIC-AM	8 WHCN-FM	8 WRCH-FM	8 WTIC-AM	8 WKSS-FM	8 WHCN-FM	NOSTALGIA 5.0
9 WRCH-FM	9 WAQY-FM	9 WCCC-FM	9 WHCN-FM	9 WFAN-AM	9 WLAT-AM	SPANISH 1.4
10 WDRC-FM	10 WCCC-FM	10 WTIC-FM	10 WAQY-FM	10 WCCC-FM	10 WAQY-FM	

12+ POPULATION: 956,300 (Black: 19.2%; Hispanic: N/A)

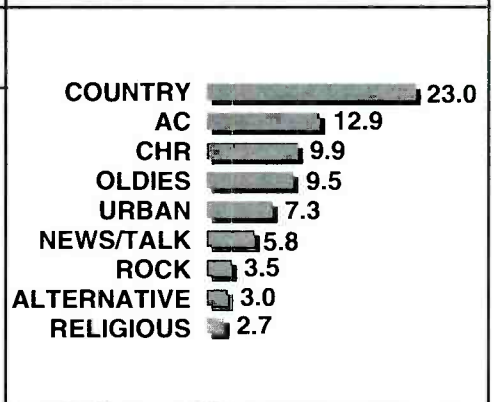
SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
11.9	12.8	12.7	11.7	11.3	1	WTQR-FM Country	104.1 100kw	1	5	3	1	1	1	83	Radio Equity	BAN
6.7	5.8	5.4	6.4	8.6	2	WJMH-FM CHR/Rhythmic	102.1 100kw	2	1	1	3	8	8	84	Max Media	D&R
7.5	6.4	6.6	7.2	6.8	3	WKZL-FM Hot AC	107.5 100kw	3	7	2	2	2	4	70	Dick	KATZ
6.0	5.8	7.0	7.2	6.1	4	WMAG-FM AC	99.5 100kw	4	9	10	5	3	3	75	HMW Com.	CHR
6.2	5.0	4.1	4.7	6.1	4	WQMG-FM Urban	97.1 100kw	6	3	4	4	5	7	78	Murray Hill	BAN
5.0	5.7	5.6	5.1	5.5	6	WMQX-FM Oldies	93.1 100kw	5	13	11	7	4	2	68	Max Media	D&R
4.9	4.8	3.9	4.3	4.5	7	WSJS-AM News/Talk	600 5kw	10	—	17	13	10	6	76	Clear Channel	MCG
2.0	1.8	2.7	4.5	4.4	8	WHSL-FM Country	100.3 100kw	8	6	9	8	6	5	63	SFX	MMR
4.9	4.6	4.7	4.4	4.0	9	WKRR-FM Classic Rock	92.3 100kw	9	10	5	6	7	9	61	Dick	KATZ
5.0	3.6	4.5	5.1	3.5	10	WXRA-FM Rock	94.5 100kw	7	2	7	10	11	16	49	Clear Channel	MCG
4.7	7.1	4.6	3.7	3.4	11	WKSI-FM Country	98.7 100kw	11	11	8	9	9	10	67	Bahakel	EAST
1.5	1.4	2.6	2.8	3.0	12	WEND-FM Alternative	106.5 100kw	12	4	6	11	14	20	64	Dalton Group	MCG
2.5	3.1	2.5	1.6	2.1	13	WPCM-FM Country	101.1 100kw	13	—	16	14	13	11	54	Curtis Media Group	MCG
2.1	1.9	2.5	1.0	1.8	14	WFMX-FM Country	105.7 100kw	14	—	14	12	12	12	56	Adventure	TNS
1.7	2.1	1.3	1.7	1.4	15	WWGL-FM Religious	94.1 100kw	16	—	18	17	15	14	65	Davidson	TNS
1.2	1.1	1.4	1.9	1.3	16	WDCG-FM CHR/Pop	105.1 100kw	15	8	12	15	18	23	44	Prism	TOR
0.8	1.1	1.2	1.2	1.3	16	WMFR-AM News/Talk	1230 1kw	19	—	—	23	22	19	87	SFX	CHR
1.3	1.3	2.5	0.9	1.3	16	WQMG-AM Religious	1510 1kw	18	—	24	18	17	13	90	Murray Hill	BAN
1.3	1.1	0.6	1.3	1.2	19	WAAA-FM Urban/AC	980 1kw	20	—	21	19	19	15	85	Media Br.	—

GREENSBORO

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WJMH-FM	1 WJMH-FM	1 WTQR-FM	1 WKZL-FM	1 WTQR-FM	1 WMAG-FM
2 WTQR-FM	2 WKZL-FM	2 WKZL-FM	2 WMAG-FM	2 WKZL-FM	2 WTQR-FM
3 WEND-FM	3 WQMG-FM	3 WKRR-FM	3 WJMH-FM	3 WKRR-FM	3 WKZL-FM
4 WXRA-FM	4 WTQR-FM	4 WJMH-FM	4 WTQR-FM	4 WMQX-FM	4 WMQX-FM
5 WKZL-FM	5 WMAG-FM	5 WQMG-FM	5 WQMG-FM	5 WHSL-FM	5 WQMG-FM
6 WKRR-FM	6 WKRR-FM	6 WXRA-FM	6 WMQX-FM	6 WQMG-FM	6 WJMH-FM
7 WQMG-FM	7 WHSL-FM	7 WEND-FM	7 WHSL-FM	7 WMAG-FM	7 WHSL-FM
8 WKSI-FM	8 WKSI-FM	8 WMQX-FM	8 WKSI-FM	8 WJMH-FM	8 WKSI-FM
9 WHSL-FM	9 WMQX-FM	9 WHSL-FM	9 WKRR-FM	9 WKSI-FM	9 WKRR-FM
10 WMQX-FM	10 WXRA-FM	10 WKSI-FM	10 WXRA-FM	10 WXRA-FM	10 WPCM-FM



12+ POPULATION: 931,800 (Black: 39.3%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.0	12.9	12.6	14.3	12.8	1	WHRK-FM Urban	97.1 100kw	1	1	1	1	2	6	90	Clear Channel	MGC
8.6	9.3	6.8	9.0	8.0	2	WDIA-AM Urban	1070 50(5)kw	6	7	7	5	4	2	83	Clear Channel	MCG
7.5	5.6	7.1	7.4	7.7	3	WRVR-FM AC	104.5 100kw	3	8	9	4	3	1	75	Sinclair Com.	MMR
7.4	7.5	7.5	7.4	7.1	4	WGKX-FM Country	105.9 100kw	4	10	6	7	5	3	69	Barnstable	D&R
6.3	6.4	6.7	5.2	6.9	5	WEGR-FM ♦ Classic Rock	102.7 100kw	7	12	2	2	1	4	82	Clear Channel	BAN
6.2	5.8	5.8	6.7	6.9	6	WMC-FM ♦ Hot AC	99.7 290kw	2	4	3	3	6	7	63	Ellis	MCG
7.4	6.3	5.8	6.9	6.1	7	KJMS-FM Urban	101.1 100kw	5	2	4	6	7	13	60	Dee Rivers	K&P
4.6	5.0	6.3	4.4	4.8	8	WMC-AM ♦ News/Talk	790 5kw	12	—	15	13	10	5	81	Ellis	MCG
3.8	4.7	5.0	5.4	4.3	9	WLOK-AM Urban/AC	1340 1kw	10	5	11	11	8	10	69	Gilliam	K&P
4.1	3.9	5.6	4.1	3.9	10	WOGY-FM Country	94.1 50kw	9	6	10	8	9	9	61	Sinclair Com.	MMR
3.4	2.7	2.8	3.0	3.1	11	WRXQ-FM ♦ Alternative	95.7 6kw	8	3	8	12	14	19	49	Clear Channel	BAN
2.3	3.9	2.7	2.9	3.1	11	WSRR-FM Classic Hits	98.1 100kw	11	11	12	9	11	8	51	Barnstable	D&R
2.0	3.0	2.4	2.1	2.9	13	WMFS-FM Rock	92.9 6kw	13	9	5	10	13	15	71	Belz	—
3.0	2.9	2.6	3.0	2.1	14	WJCE-AM Urban/Oldies	680 10(5)kw	14	14	14	14	12	11	63	Sinclair Com.	MMR
1.1	1.6	1.7	1.5	2.0	15	WCRV-AM Religious	640 50(.5)kw	15	—	—	15	15	12	64	Bott	—
1.5	1.0	1.4	2.0	1.4	16	WPLX-AM Nostalgia	1170 1kw	22	—	—	27	27	14	136	Pollack	—
1.1	1.2	1.5	1.5	1.0	17	WREC-AM Nostalgia	600 5kw	16	—	22	20	17	16	36	Clear Channel	BAN

♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WHRK-FM	1 WHRK-FM	1 WEGR-FM	1 WHRK-FM	1 WEGR-FM	1 WRVR-FM	URBAN 33.3	
2 WEGR-FM	2 WMC-FM	2 WHRK-FM	2 WMC-FM	2 WHRK-FM	2 WHRK-FM	COUNTRY 11.0	
3 WMFS-FM	3 KJMS-FM	3 WGKX-FM	3 WRVR-FM	3 WGKX-FM	3 WDIA-AM	OLDIES 10.0	
4 WMC-FM	4 WEGR-FM	4 WMC-FM	4 WDIA-AM	4 WRVR-FM	4 WMC-FM	AC 7.7	
5 KJMS-FM	5 WDIA-AM	5 WJMS-FM	5 WEGR-FM	5 WDIA-AM	5 WEGR-FM	NEWS/TALK 4.8	
6 WGKX-FM	6 WRVR-FM	6 WMFS-FM	6 KJMS-FM	6 WMC-AM	6 WGKX-FM	ALTERNATIVE 3.1	
7 WRXQ-FM	7 WLOK-AM	7 WDIA-AM	7 WGKX-FM	7 WMC-FM	7 WLOK-AM	ROCK 2.9	
8 WOGY-FM	8 WOGY-FM	8 WRVR-FM	8 WLOK-AM	8 KJMS-FM	8 WOGY-FM	NOSTALGIA 2.4	
9 WDIA-AM	9 WGKX-FM	9 WRXQ-FM	9 WOGY-FM	9 WMFS-FM	9 KJMS-FM	RELIGIOUS 2.0	
10 WRVR-FM	10 WMFS-FM	10 WMC-AM	10 WSRR-FM	10 WSRR-FM	10 WSRR-FM		

12+ POPULATION: 911,900 (Black: 14.6%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
17.2	14.9	15.3	14.9	16.4	1	1	WSIX-FM Country	97.9 100kw	1	4	1	1	1	1	95	SFX	MCG
10.3	10.0	9.4	10.0	9.8	2		WSM-FM Country	95.5 100kw	2	5	4	3	2	2	78	Gaylord	CHR
5.9	7.0	5.9	5.4	7.7	3		WRVW-FM ¹ CHR/Pop	107.5 58kw	3	3	2	2	4	6	69	SFX	MCG
6.4	6.0	7.4	6.8	6.8	4		WQKQ-FM Urban	92.1 3kw	7	1	6	6	9	10	97	Phoenix	MMR
6.1	6.0	5.6	6.3	6.3	5		WKDF-FM ♦ Rock	103.3 100kw	4	2	3	5	7	13	66	Dick	KATZ
5.2	7.0	5.3	7.0	5.6	6		WGFX-FM ♦ Classic Hits	104.5 49kw	5	6	5	4	3	5	60	Dick	KATZ
4.5	5.5	4.3	6.6	5.1	7		WJXA-FM AC	92.9 97kw	6	11	9	8	6	3	72	South Central	EAST
4.8	3.5	3.4	3.8	3.9	8		WRMX-FM Oldies	96.3 100kw	8	8	14	9	5	4	57	South Central	EAST
4.2	4.1	5.2	3.9	3.8	9		WLAC-FM ♦ AC	105.9 100kw	9	10	7	7	8	7	58	Sinclair Com.	BAN
2.3	2.6	4.2	3.8	3.7	10		WSM-AM Country	650 50kw	12	5	21	16	14	11	79	Gaylord	CHR
3.7	3.2	3.4	4.0	3.6	11		WLAC-AM News/Talk	1510 50kw	10	—	11	12	12	9	67	Sinclair Com.	BAN
2.1	2.4	2.9	3.4	3.3	12		WWTN-FM News/Talk	99.7 100kw	11	—	8	11	10	8	64	Gaylord	CHR
3.4	3.3	3.2	2.7	2.8	13		WJCE-FM Urban	101.1 47kw	13	7	10	10	11	12	72	Sinclair Com.	—
1.5	1.5	1.9	1.4	1.5	14		WAMB-A/F Nostalgia	1160/106.7 50(1)kw/.075kw	16	—	—	24	24	17	74	Great Southern	ROS
2.1	2.1	2.2	1.4	1.4	15		WRLT-FM ♦ Adult Alternative	100.1 3kw	15	—	15	13	13	14	53	Tuned In Br.	ROS
1.2	1.3	1.4	1.5	1.2	16		WMDB-AM Urban	880 2.5kw	20	—	13	15	17	16	86	Bobb	—
0.8	1.1	1.3	1.8	1.1	17		WRLG/WYYB ♦ Alternative	94.1/93.7 3.9kw/6kw	14	9	12	14	15	25	34	Tuned In Br.	ROS
1.4	2.2	1.7	1.4	1.1	17		WVOL-AM Urban/Oldies	1470 5(1)kw	19	—	20	17	16	15	70	Phoenix	MMR

1 Was WYHY-FM until mid-February. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	COUNTRY 29.9
2 WSIX-FM	2 WRVW-FM	2 WKDF-FM	2 WRVW-FM	2 WGFX-FM	2 WSM-FM	URBAN 11.9
3 WGFX-FM	3 WSM-FM	3 WGFX-FM	3 WSM-FM	3 WSM-FM	3 WRVW-FM	OLDIES 9.5
4 WRVW-FM	4 WQKQ-FM	4 WSM-FM	4 WLAC-FM	4 WKDF-FM	4 WJXA-FM	AC 8.9
5 WSM-FM	5 WLAC-FM	5 WRVW-FM	5 WQKQ-FM	5 WWTN-FM	5 WLAC-FM	CHR 7.7
6 WQKQ-FM	6 WKDF-FM	6 WWTN-FM	6 WJXA-FM	6 WRMX-FM	6 WRMX-FM	NEWS/TALK 6.9
7 WWTN-FM	7 WGFX-FM	7 WQKQ-FM	7 WQKQ-FM	7 WRVW-FM	7 WGFX-FM	ROCK 6.3
8 WLAC-AM	8 WJXA-FM	8 WRMX-FM	8 WJCE-FM	8 WQKQ-FM	8 WQKQ-FM	NOSTALGIA 1.5
9 WRLG/WYYB	9 WJCE-FM	9 WLAC-AM	9 WRMX-FM	9 WJXA-FM	9 WJCE-FM	ADULT ALT. 1.4
10 WMDB-AM	10 WLAC-AM	10 WLAC-FM	10 WKDF-FM	10 WLAC-AM	10 WKDF-FM	ALTERNATIVE 1.0

12+ POPULATION: 900,700 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.9	10.6	10.6	11.6	10.6	1	WHAM-AM ♦ News/Talk	1180 50kw	3	—	10	8	5	2	87	Amer. Radio Sys.	MCG
12.7	10.5	11.1	10.3	9.8	2	WBEE-FM ♦ Country	92.5 50kw	5	5	6	3	2	1	90	Heritage Media	KATZ
9.1	7.7	8.1	7.0	8.8	3	WPXY-FM CHR/Pop	97.9 50kw	1	2	1	2	3	7	65	Amer. Radio Sys.	EAST
10.9	9.0	9.0	7.4	8.5	4	WCMF-FM ♦ Rock	96.5 50kw	4	7	2	1	1	5	78	Amer. Radio Sys.	TOR
7.0	7.3	8.6	7.1	7.8	5	WRMM-FM AC	101.3 27kw	2	6	7	4	4	3	64	Amer. Radio Sys.	TOR
5.0	6.8	5.4	5.8	6.3	6	WNVE-FM Alternative	95.1 12kw	6	1	3	5	11	15	63	Great Lake	D&R
6.3	6.1	6.0	5.8	5.7	7	WDKX-FM Urban	103.9 .8kw	9	3	4	6	8	8	99	Monroe	TOR
4.1	5.1	5.0	5.9	5.2	8	WVOR-FM ♦ AC	100.5 50kw	8	8	5	7	6	6	57	Amer. Radio Sys.	MCG
5.8	5.6	5.6	5.1	4.7	9	WKLX-FM Oldies	98.9 37kw	7	4	11	9	7	4	51	Heritage Media	KATZ
2.3	3.7	3.4	3.6	3.3	10	WBBF-AM Nostalgia	950 1kw	12	—	—	22	19	13	91	Heritage Media	KATZ
3.2	2.6	2.1	2.2	2.9	11	WMAX-FM Adult Alternative	106.7 3.5kw	11	10	9	10	9	9	60	Silver Br.	TOR
0.9	1.9	2.3	3.4	2.7	12	WHRR-FM Classic Rock	93.3 4kw	10	—	8	11	10	10	48	Livingstone Com.	MCG
1.6	1.1	0.7	1.0	1.4	13	WJZR-FM NAC	105.9 3kw	13	—	15	12	12	11	56	North Coast Radio	—
0.0	0.0	0.0	0.7	1.2	14	WRCD-FM NAC	107.3 6kw	15	—	22	14	13	12	68	Silver Br.	TOR

♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WPXY-FM	AC	13.0
2 WNVE-FM	2 WDKX-FM	2 WNVE-FM	2 WRMM-FM	2 WBEE-FM	2 WRMM-FM	NEWS/TALK	10.6
3 WPXY-FM	3 WVOR-FM	3 WBEE-FM	3 WVOR-FM	3 WHAM-AM	3 WBEE-FM	COUNTRY	9.8
4 WHRR-FM	4 WCMF-FM	4 WHAM-AM	4 WBEE-FM	4 WPXY-FM	4 WVOR-FM	CHR	8.8
5 WBEE-FM	5 WNVE-FM	5 WPXY-FM	5 WDKX-FM	5 WMAX-FM	5 WCMF-FM	ROCK	8.5
6 WDKX-FM	6 WRMM-FM	6 WHRR-FM	6 WCMF-FM	6 WKLX-FM	6 WKLX-FM	OLDIES	7.4
7 WMAX-FM	7 WBEE-FM	7 WMAX-FM	7 WKLX-FM	7 WNVE-FM	7 WHAM-AM	ALTERNATIVE	6.3
8 WHAM-AM	8 WMAX-FM	8 WDKX-FM	8 WHAM-AM	8 WHRR-FM	8 WDKX-FM	URBAN	5.7
9 WRMM-FM	9 WHRR-FM	9 WKLX-FM	9 WNVE-FM	9 WRMM-FM	9 WHRR-FM	NOSTALGIA	3.3
10 WKLX-FM	10 WKLX-FM	10 WRMM-FM	10 WMAX-FM	10 WVOR-FM	10 WMAX-FM	ADULT ALT.	2.9
						NAC	2.6

12+ POPULATION: 884,300 (Black: N/A; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
2.7	3.9	6.0	1	WKTU-FM ¹ CHR/Rhythmic	103.5 2kw	4	2	1	2	3	13	68	Evergreen Media	EAST
4.6	4.9	6.0	1	WXRK-FM ² Alternative	92.3 6kw	3	10	2	1	1	5	67	CBS Radio	IRS
5.5	3.7	5.4	3	WADB-FM B/EZ	95.9 4kw	13	—	—	21	21	12	101	Northern New Jersey	—
4.5	3.7	5.4	3	WKXW-FM Talk	101.5 19kw	1	—	7	6	5	3	56	Press Br.	MCG
4.0	5.4	4.9	5	WPLJ-FM Hot AC	95.5 6.7kw	2	14	4	3	2	9	55	Cap Cities/ABC	KATZ
3.9	3.3	4.8	6	WAXQ-FM ³ Rock	104.3 7.8kw	8	5	3	4	6	17	74	Viacom	TOR
6.1	5.0	4.8	6	WJLK-FM/WQNJ AC	94.3/98.5 3kw/6kw	7	11	12	5	4	1	69	Nassau Br.	KATZ
3.3	3.5	4.7	8	WOBM-FM AC	92.7 1.4kw	10	7	10	10	10	4	78	North Shore	KATZ
3.4	3.3	4.1	9	WCBS-AM ♦ News	880 50kw	5	—	22	13	13	7	55	CBS Radio	CBS
4.1	5.9	4.0	10	WABC-AM Talk	770 50kw	16	—	27	17	15	8	80	Cap Cities/ABC	BAN
3.1	3.8	4.0	10	WOR-AM ♦ Talk	710 50kw	14	—	29	24	18	14	75	Buckley	MCG
4.1	2.6	4.0	10	WZVU-FM Oldies	107.1 2.3kw	6	9	14	7	7	2	58	Mammoth	BAN
3.3	3.2	3.7	13	WFAN-AM Sports	660 50kw	12	—	6	9	8	6	68	CBS Radio	IRS
3.1	3.2	3.1	14	WRDR-FM Nostalgia	104.9 10kw	21	—	—	—	38	22	113	Rodio Radio Inc.	—
1.9	2.4	2.9	15	WLTW-FM AC	106.7 6kw	15	—	17	12	12	11	56	Viacom	KATZ
2.6	2.1	2.9	15	WNEW-FM ♦ Adult Alternative	102.7 7.8kw	9	—	5	8	9	15	46	CBS Radio	G/W
3.1	3.2	2.2	17	WCBS-FM Oldies	101.1 6.8kw	18	—	25	18	11	10	54	CBS Radio	CBS
2.8	2.7	2.1	18	WOBM-AM AC	1160 5kw	26	—	—	27	26	21	93	North Shore	KATZ
3.3	2.8	2.0	19	WHTZ-FM ♦ CHR/Pop	100.3 6kw	11	1	8	14	20	31	37	Chancellor	KATZ
2.1	3.3	1.9	20	WJRZ-FM AC	100.1 1.6kw	17	8	13	15	17	19	44	Jersey Shore	D&R
1.7	1.6	1.7	21	WHTG-FM Alternative	106.3 3.9kw	25	—	9	11	14	20	65	WHTG Inc.	BAN
1.7	1.8	1.3	22	WMXV-FM Hot AC	105.1 7.8kw	20	12	19	16	16	18	53	Bonneville Int.	SEN
1.6	1.1	1.3	22	WQHT-FM CHR/Rhythmic	97.1 6.7kw	24	3	11	19	29	35	52	Emmis	MMR
1.1	2.2	1.2	24	WQCD-FM ♦ NAC	101.9 6.2kw	23	—	18	20	19	16	48	Tribune	CHR
0.5	1.1	1.1	25	WIOQ-FM CHR/Pop	102.1 27kw	22	4	16	23	24	29	41	Amer. Radio Sys.	BAN

¹ Was WYNY-FM (Country) until February. ² Was Classic Rock until January. ³ Switched to Classic Rock in July. ♦ See Web Site Directory.

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12+ POPULATION: 850,200 (Black: 10.2%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.1	7.7	7.7	7.8	7.7	1	WRMF-FM AC	97.9 100kw	2	13	2	1	1	1	88	Fairbanks	BLAIR
8.2	6.4	9.3	7.2	7.2	2	WEAT-FM ♦ AC	104.3 100kw	1	5	6	2	2	1	81	Amer. Radio Sys.	MMR
6.9	7.2	5.2	6.2	6.9	3	WRLX-FM B/EZ	92.1 7.2kw	5	—	28	18	9	4	93	Fairbanks	TOR
8.5	7.6	8.1	5.9	6.6	4	WIRK-FM ♦ Country	107.9 100kw	3	4	3	3	3	3	86	Amer. Radio Sys.	KATZ
3.3	3.0	3.5	4.0	4.9	5	WPBZ-FM ♦ Alternative	103.1 50kw	4	1	1	4	5	13	65	Palm Beach Radio	CHR
6.7	5.1	6.4	4.8	4.7	6	WJNO-AM News/Talk	1230 1kw	7	—	20	14	8	5	83	Fairbanks	TOR
3.9	4.3	4.4	3.8	4.1	7	WKGR-FM Classic Rock	98.7 100kw	6	7	4	5	4	6	62	Amer. Radio Sys.	KATZ
3.0	3.4	2.6	4.0	3.8	8	WJBW-FM Nostalgia	99.5 3kw	8	—	—	36	32	16	81	Goldsmith	—
2.2	2.3	2.0	2.1	3.4	9	WBZT-AM News/Talk	1290 5kw	11	12	23	26	21	9	83	Amer. Radio Sys.	KATZ
3.3	2.9	3.3	3.6	3.3	10	WEDR-FM Urban	99.1 100kw	12	3	5	6	6	10	82	Evergreen Media	MCG
2.9	3.1	2.9	2.2	2.2	11	WCLB-FM Country	95.5 100kw	9	8	11	9	14	11	49	Ardman	MCG
2.2	2.7	2.9	2.8	2.2	11	WOLL-FM ♦ Oldies	94.3 6kw	14	—	16	11	7	7	55	Amer. Radio Sys.	MMR
1.3	1.3	1.4	2.5	2.2	11	WPOW-FM CHR/Rhythmic	96.5 100kw	10	2	7	13	25	32	51	Beasley	D&R
1.7	1.2	2.2	2.1	2.0	14	WTMI-FM ♦ Classical	93.1 96kw	21	—	—	33	29	15	71	Marlin	CMBS
1.6	1.6	1.0	1.3	1.9	15	WZZR-FM Rock	92.7 50kw	22	—	8	7	11	21	68	Commodore Media	EAST
2.0	1.6	1.6	1.5	1.8	16	WBGG-FM Classic Hits	105.9 100kw	17	—	12	8	10	12	56	Clear Channel	CCRS
2.6	3.1	2.3	2.3	1.7	17	WDBF-AM Nostalgia	1420 5(.5)kw	26	—	—	—	—	35	44	Quality	—
1.9	1.7	1.3	1.2	1.7	17	WKIS-FM ♦ Country	99.9 100kw	25	—	22	20	18	17	64	Beasley	D&R
1.4	1.3	0.8	1.3	1.7	17	WSHE-FM 1 Adult Alternative	103.5 100kw	13	10	9	10	13	29	76	Paxson	TOR
1.1	1.7	1.8	1.4	1.6	20	WEAT-AM ♦ News	850 5(1)kw	15	—	27	30	30	23	42	Amer. Radio Sys.	MMR
2.0	1.7	1.4	1.8	1.5	21	WHQT-FM ♦ Urban/AC	105.1 100kw	19	6	15	17	17	22	48	Cox	CHR
2.0	1.8	2.0	2.0	1.5	21	WLVE-FM NAC	93.9 100kw	23	—	18	16	12	8	58	Paxson	KATZ
1.3	0.8	1.1	1.2	1.5	21	WPOM-AM Urban	1600 5(2.5)kw	32	9	24	25	23	20	120	WPOM Radio	ROS
0.8	1.9	1.6	2.4	1.5	21	WZTA-FM Rock	94.9 100kw	16	11	10	12	16	26	41	Paxson	KATZ
1.6	1.0	1.6	1.8	1.4	25	WIOD-AM ♦ News/Talk	610 10kw	28	—	13	15	15	19	82	Cox	CHR
1.0	2.2	1.4	1.3	1.4	25	WLYF-FM AC	101.5 100kw	24	—	25	22	24	18	54	Jefferson-Pilot	CBS
1.3	1.2	2.2	1.5	1.4	25	WMXJ-FM ♦ Oldies	102.7 100kw	20	—	32	24	19	14	48	Jefferson-Pilot	CBS
1.2	1.0	1.0	1.2	1.0	28	WHYI-FM ♦ CHR/Pop	100.7 100kw	18	—	14	19	22	25	32	Clear Channel	CCRS

1 Changed calls to WPLL-FM in August. ♦ See Web Site Directory.

12+ POPULATION: 847,700 (Black: 8.6; Hispanic: 12.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.8	8.9	10.0	7.9	9.3	1	1	KJUL-FM <i>Nostalgia</i>	104.3 24.5kw	5	13	16	13	11	1	110	Nevada Radio	K&P
8.7	7.8	7.6	8.9	8.3	2	2	KSNE-FM <i>AC</i>	106.5 100kw	2	5	4	1	1	1	89	Regent	—
6.7	6.2	7.6	5.3	7.1	3	3	KLUC-FM <i>CHR/Rhythmic</i>	98.5 100kw	1	1	3	5	8	8	63	Amer. Radio Sys.	MCG
5.6	6.4	6.4	7.3	7.0	4	4	KEDG-FM ♦ <i>Alternative</i>	103.5 100kw	3	3	1	2	5	15	78	Radiovision	TOR
6.7	7.0	5.8	6.7	6.7	5	5	KWNR-FM <i>Country</i>	95.5 100kw	6	4	7	3	2	4	80	Regent	D&R
5.2	5.2	6.1	6.5	5.6	6	6	KMZQ-FM <i>AC</i>	100.5 100kw	7	10	6	4	3	6	70	Amer. Radio Sys.	EAST
5.0	4.8	5.2	5.1	5.2	7	7	KFMS-FM <i>Country</i>	101.9 100kw	9	9	10	10	9	5	82	Regent	KATZ
3.0	5.1	4.8	4.7	4.7	8	8	KQOL-FM ♦ <i>Oldies</i>	105.5 3.7kw	8	12	13	9	4	3	71	Amer. Gen. Media	—
4.8	3.9	4.8	4.7	4.6	9	9	KMXB-FM ¹ <i>Hot AC</i>	94.1 100kw	4	3	5	8	10	9	52	Amer. Radio Sys.	TOR
5.3	5.8	4.3	5.1	4.4	10	10	KOMP-FM ♦ <i>Rock</i>	92.3 100kw	12	7	2	6	7	14	76	Lotus	CHR
4.6	3.7	3.8	3.7	4.1	11	11	KKLZ-FM <i>Classic Rock</i>	96.3 100kw	11	11	8	7	6	7	67	Max Media	SEN
3.9	3.0	2.6	2.2	3.4	12	12	KDWN-AM <i>News/Talk</i>	720 50kw	14	—	15	16	14	12	85	Radio Nevada	ROS
3.7	3.9	4.0	3.7	3.4	12	12	KFBI-FM ² <i>Alternative</i>	107.5 24.5kw	10	8	9	11	12	10	53	Amer. Radio Sys.	EAST
2.9	1.8	2.3	2.5	2.4	14	14	KXPT-FM ♦ <i>Adult Alternative</i>	97.1 100kw	13	—	12	12	13	11	61	Lotus	CHR
0.9	2.1	2.5	2.0	1.8	15	15	KLSQ-AM <i>Spanish</i>	870 10(1)kw	20	6	11	14	16	18	112	Heftel	—
1.9	1.7	1.6	2.0	1.8	15	15	KORK-AM <i>Big Band</i>	920 5(.5)kw	17	—	—	22	22	17	65	Lotus	CHR
3.0	2.3	1.8	1.4	1.4	17	17	KBGO-FM ³ <i>Oldies</i>	93.1 24kw	15	—	17	15	15	13	44	Broadcasting Assoc.	KATZ
1.0	1.7	1.2	1.1	1.3	18	18	KNUU-AM ♦ <i>News/Talk</i>	970 5(.5)kw	16	—	19	19	18	16	49	K-News Broadcasting	—
2.2	1.7	1.2	1.6	1.1	19	19	KDOL-AM <i>Spanish</i>	1280 5(.5)kw	22	—	14	17	17	20	88	S&R Broadcasting	LOTUS
1.1	1.8	0.7	0.9	1.1	19	19	KVEG-AM <i>Sports</i>	840 50(25)kw	19	—	18	18	19	21	60	Amer. Radio Sys.	EAST
0.5	1.1	0.8	0.9	1.0	21	21	KRBO-FM <i>News</i>	105.1 50kw	18	—	20	20	20	19	52	Compass Com.	—

¹ Was **KJMZ-FM** (CHR/Rhythmic) until mid-April. ² Was Classic Rock until mid-April, changed calls to **KXTC** in August.

³ Was **KEYV-FM** (Country) until mid-May. ♦ See Web Site Directory.

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#46

MONMOUTH-OCEAN, NJ



MONMOUTH

Continued from Page 101

12+ POPULATION: 884,300 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRK-FM	1 WKTU-FM	1 WXRK-FM	1 WKTU-FM	1 WXRK-FM	1 WPLJ-FM
2 WAXQ-FM	2 WPLJ-FM	2 WAXQ-FM	2 WPLJ-FM	2 WFAN-AM	2 WJLK/WQNJ
3 WFAN-AM	3 WAXQ-FM	3 WFAN-AM	3 WJLK/WQNJ	3 WAXQ-FM	3 WKTU-FM
4 WKTU-FM	4 WXRK-FM	4 WKTU-FM	4 WOBM-FM	4 WKXW-FM	4 WOBM-FM
5 WNEW-FM	5 WHTZ-FM	5 WNEW-FM	5 WZVU-FM	5 WNEW-FM	5 WZVU-FM
6 WPLJ-FM	6 WJLK/WQNJ	6 WPLJ-FM	6 WKXW-FM	6 WZVU-FM	6 WKXW-FM
7 WHTG-FM	7 WNEW-FM	7 WKXW-FM	7 WLTW-FM	7 WKTU-FM	7 WLTW-FM
8 WKXW-FM	8 WOBM-FM	8 WZVU-FM	8 WXRK-FM	8 WPLJ-FM	8 WXRK-FM
9 WZVU-FM	9 WKXW-FM	9 WHTG-FM	9 WAXQ-FM	9 WCBS-AM	9 WAXQ-FM
10 WJRZ-FM	10 WQHT-FM	10 WCBS-AM	10 WNEW-FM	10 WCBS-FM	10 WNEW-FM

AC	22.6
NEWS/TALK	21.2
CHR	10.4
ALTERNATIVE	7.7
OLDIES	6.2
B/EZ	5.4
ROCK	4.8
NOSTALGIA	3.1
ADULT ALT.	2.9
NAC	1.2

#47

WEST PALM BEACH-BOCA RATON



WEST PALM BEACH

Continued from Page 102

12+ POPULATION: 850,200 (Black: 10.2%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WPBZ-FM	1 WRMF-FM	1 WKGR-FM	1 WRMF-FM	1 WKGR-FM	1 WRMF-FM
2 WKGR-FM	2 WPBZ-FM	2 WPBZ-FM	2 WEAT-FM	2 WRMF-FM	2 WEAT-FM
3 WIRK-FM	3 WEDR-FM	3 WIRK-FM	3 WIRK-FM	3 WIRK-FM	3 WIRK-FM
4 WZZR-FM	4 WEAT-FM	4 WRMF-FM	4 WPBZ-FM	4 WPBZ-FM	4 WPBZ-FM
5 WRMF-FM	5 WIRK-FM	5 WZZR-FM	5 WEDR-FM	5 WEAT-FM	5 WRLX-FM
6 WSHE-FM	6 WCLB-FM	6 WEAT-FM	6 WKGR-FM	6 WZZR-FM	6 WEDR-FM
7 WZTA-FM	7 WPOW-FM	7 WEDR-FM	7 WCLB-FM	7 WBGG-FM	7 WKGR-FM
8 WPOW-FM	8 WKGR-FM	8 WBGG-FM	8 WRLX-FM	8 WJNO-AM	8 WOLL-FM
9 WEDR-FM	9 WSHE-FM	9 WZTA-FM	9 WPOW-FM	9 WEDR-FM	9 WCLB-FM
10 WBGG-FM	10 WYFX-AM	10 WSHE-FM	10 WOLL-FM	10 WOLL-FM	10 WLVE-FM

AC	16.3
NEWS/TALK	11.5
COUNTRY	10.5
OLDIES	9.5
B/EZ	6.9
URBAN	6.3
NOSTALGIA	5.5
ALTERNATIVE	4.9
ROCK	3.4
CHR	3.2
CLASSICAL	2.0
ADULT ALT.	1.7
NAC	1.5

#48

LAS VEGAS



LAS VEGAS

Continued from Page 103

12+ POPULATION: 847,700 (Black: 8.6; Hispanic: 12.1%)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KEDG-FM	1 KLUC-FM	1 KEDG-FM	1 KSNE-FM	1 KEDG-FM	1 KSNE-FM
2 KOMP-FM	2 KJMZ-FM	2 KOMP-FM	2 KWNR-FM	2 KKLZ-FM	2 KWNR-FM
3 KLUC-FM	3 KMZQ-FM	3 KKLZ-FM	3 KMZQ-FM	3 KOMP-FM	3 KMZQ-FM
4 KFBI-FM	4 KSNE-FM	4 KSNE-FM	4 KLUC-FM	4 KQOL-FM	4 KLUC-FM
5 KKLZ-FM	5 KEDG-FM	5 KFBI-FM	5 KJMZ-FM	5 KSNE-FM	5 KFMS-FM
6 KSNE-FM	6 KWNR-FM	6 KLUC-FM	6 KEDG-FM	6 KMZQ-FM	6 KQOL-FM
7 KWNR-FM	7 KOMP-FM	7 KMZQ-FM	7 KFMS-FM	7 KWNR-FM	7 KJMZ-FM
8 KJMZ-FM	8 KFMS-FM	8 KWNR-FM	8 KQOL-FM	8 KFBI-FM	8 KJUL-FM
9 KFMS-FM	9 KKLZ-FM	9 KQOL-FM	9 KXPT-FM	9 KFMS-FM	9 KXPT-FM
10 KLSQ-AM	10 KXPT-FM	10 KJMZ-FM	10 KKLZ-FM	10 KLUC-FM	10 KEDG-FM

AC	18.5
COUNTRY	11.9
NOSTALGIA	11.1
ALTERNATIVE	10.4
OLDIES	10.2
CHR	7.1
NEWS/TALK	6.8
ROCK	4.4
SPANISH	2.9
ADULT ALT.	2.4

12+ POPULATION: 845,900 (Black: 12.4%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.9	12.3	13.5	16.5	14.0	1	WHAS-AM Full Service	840 50kw	1	—	7	4	2	1	73	Clear Channel	CHR
15.8	15.9	14.0	12.7	12.8	2	WAMZ-FM Country	97.5 100kw	2	4	2	1	1	2	79	Clear Channel	CHR
7.0	7.1	6.1	6.5	7.0	3	WDJX-FM CHR/Pop	99.7 24kw	3	2	3	2	3	7	52	Regent	EAST
5.1	5.3	6.0	6.3	6.9	4	WVEZ-FM AC	106.9 24.5kw	7	9	8	7	5	3	63	Regent	MCG
4.4	6.1	5.9	5.3	6.6	5	WGZB-FM Urban	96.5 3kw	6	1	5	6	10	9	82	Blue Chip	MCG
5.7	5.9	6.2	6.1	6.4	5	WTFX-FM Rock	100.5 38kw	4	3	1	3	4	12	63	Prism	MCG
4.7	5.2	4.6	4.0	4.8	7	WQMF-FM ♦ Rock	95.7 28.5kw	5	8	4	5	7	8	57	Otting	KATZ
3.7	3.7	3.0	2.7	4.0	8	WSJW-FM 1 NAC	103.9 1.35kw	10	—	9	8	6	5	71	Regent	EAST
3.9	3.7	4.1	4.1	3.7	9	WSFR-FM 1 Oldies	107.7 8.2kw	9	7	10	9	9	6	60	Regent	EAST
5.3	3.9	3.9	3.8	3.6	10	WRKA-FM ♦ Oldies	103.1 3kw	8	—	12	10	8	4	49	Cox	CHR
3.8	4.2	4.1	3.7	3.2	11	WAVG-AM Oldies	970 5kw	11	—	—	20	19	14	61	Radio 970, Inc.	D&R
2.4	4.2	2.5	2.7	2.4	12	WLRS-FM AC	102.3 3kw	12	—	11	11	11	11	52	BRC Media	EAST
2.9	1.1	1.2	2.1	2.4	12	WXNU-FM Alternative	105.9 3kw	13	6	6	12	13	19	52	Otting	KATZ
3.2	2.4	3.1	2.5	2.3	14	WKJK-FM Religious	98.9 50kw	14	5	14	15	14	13	55	Snowden	CHR
1.8	0.5	1.5	1.6	2.3	14	WLLV-AM Religious	1240 1kw	17	—	15	16	17	15	94	Full Force	K&P
1.9	1.8	1.6	1.4	1.9	16	WMJM-FM 2 Urban/AC	101.3 2kw	18	—	17	13	12	10	91	Louisville Radio	MCG
0.9	0.9	1.1	1.8	1.4	17	WWKY-AM Talk	790 5(1)kw	15	—	16	17	16	16	45	SFX	MCG
0.0	0.0	0.0	1.0	1.3	18	WRVI-FM 3 Rock AC	94.7 3kw	16	—	13	14	15	18	46	Cox	CHR
0.6	0.7	0.4	0.9	1.0	19	WFIA-AM Religious	900 1kw	19	—	—	19	20	17	52	Regent	EAST

1 In late May **WHKW-FM** moved to 98.9 MHz; '70s Oldies **WQLL-FM** moved to 107.7 MHz as **WSFR-FM**, while **WSJW-FM** debuted at 103.9 MHz.

2 Was **WLSY-FM** until April. 3 Was **WAJE-FM** until February. ♦ See Web Site Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WTFX-FM	1 WDJX-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	COUNTRY	16.5
2 WAMZ-FM	2 WAMZ-FM	2 WTFX-FM	2 WDJX-FM	2 WHAS-AM	2 WDJX-FM	NEWS/TALK	15.4
3 WQMF-FM	3 WGZB-FM	3 WHAS-AM	3 WVEZ-FM	3 WTFX-FM	3 WVEZ-FM	ROCK	11.4
4 WDJX-FM	4 WTFX-FM	4 WQMF-FM	4 WGZB-FM	4 WSJW-FM	4 WHAS-AM	OLDIES	10.8
5 WGZB-FM	5 WVEZ-FM	5 WSJW-FM	5 WHAS-AM	5 WQMF-FM	5 WSFR-FM	AC	8.6
6 WHAS-AM	6 WQMF-FM	6 WRKA-FM	6 WSFR-FM	6 WRKA-FM	6 WGZB-FM	URBAN	8.5
7 WXNU-FM	7 WXNU-FM	7 WGZB-FM	7 WQMF-FM	7 WDJX-FM	7 WLRS-FM	CHR	7.0
8 WSJW-FM	8 WSFR-FM	8 WDJX-FM	8 WTFX-FM	8 WSFR-FM	8 WQMF-FM	RELIGIOUS	5.6
9 WSFR-FM	9 WSJW-FM	9 WSFR-FM	9 WLRS-FM	9 WGZB-FM	9 WTFX-FM	ALTERNATIVE	2.4
10 WRKA-FM	10 WLRS-FM	10 WXNU-FM	10 WSJW-FM	10 WXNU-FM	10 WSJW-FM		

12+ POPULATION: 843,600 (Black: 23.2%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.2	8.8	6.8	9.3	8.8	1	WDCG-FM CHR/Pop	105.1 100kw	1	2	1	1	2	7	61	SFX	TOR
8.0	7.7	7.5	7.7	8.5	2	WQOK-FM Urban	97.5 100kw	5	1	2	2	7	9	89	Clear Channel	D&R
5.4	5.9	6.6	5.5	7.7	3	WTRG-FM Oldies	100.7 100kw	4	6	9	4	1	1	78	SFX	—
7.1	7.1	7.8	6.3	6.9	4	WPTF-AM News/Talk	680 50kw	9	—	11	10	8	2	87	Curtis Media	MCG
5.9	5.9	6.1	5.8	6.7	5	WKIX-FM Country	96.1 100kw	3	4	4	3	3	5	66	Alchemy	TOR
6.8	6.8	6.0	7.4	6.6	6	WRAL-FM Hot AC	101.5 96kw	2	5	5	5	5	3	59	Capitol Br. Co.	KATZ
6.3	6.4	7.4	5.9	6.4	7	WQDR-FM Country	94.7 99kw	6	7	6	6	4	6	71	Curtis Media	MCG
5.3	6.0	6.8	5.8	5.5	8	WFXC/WFXK Urban/AC	107.1/104.3 2.6kw/100kw	10	12	8	7	6	4	74	Pinnacle	EAST
5.9	5.7	6.0	5.6	4.3	9	WRDU-FM Classic Rock	106.1 100kw	7	8	3	8	10	10	50	SFX	MMR
3.8	3.8	4.6	4.0	3.8	10	WZZU-FM Classic Rock	93.9 100kw	8	11	7	9	9	8	48	SFX	TOR
1.4	2.0	1.3	1.3	1.8	11	WKTC-FM Country	96.9 100kw	11	9	12	12	15	14	57	Curtis Media	D&R
0.4	0.9	0.8	0.8	1.6	12	WAUG-AM Gospel	750 5kw	21	—	17	14	12	12	109	Santa Augustine College	—
1.8	1.4	1.1	1.3	1.6	12	WJMH-FM CHR/Rhythmic	102.1 100kw	12	3	10	13	18	27	50	Max Media	D&R
0.0	0.8	0.7	1.1	1.6	12	WTCD-FM ¹ NAC	103.9 7.9kw	13	—	16	16	13	13	50	Curtis Media	TOR
2.0	1.7	2.1	2.0	1.4	15	WRBZ-AM News/Talk	850 10(5)kw	14	—	14	11	11	11	50	Ceder LP	EAST
1.2	1.7	1.3	1.3	1.0	16	WLLE-AM Urban	570 .5kw	18	—	—	20	17	15	65	Special Markets Media	—
1.3	1.0	0.4	0.9	1.0	16	WMPM-AM Country	1270 5kw	29	—	—	—	—	19	241	Carolina Br. Service	TNS
1.2	1.9	1.1	1.7	1.0	16	WPCM-FM Country	101.1 100kw	15	—	19	17	16	16	37	Curtis Media	MCG

¹ Was WNND-FM until May.

DEMOGRAPHIC RANKINGS										FORMAT REACH		
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54							
1 WDCG-FM	1 WDCG-FM	1 WDCG-FM	1 WDCF-FM	1 WTRG-FM	1 WKIX-FM						COUNTRY	16.9
2 WRDU-FM	2 WQOK-FM	2 WRDU-FM	2 WQOK-FM	2 WQDR-FM	2 WTRG-FM						OLDIES	15.8
3 WQOK-FM	3 WKIX-FM	3 WZZU-FM	3 WKIX-FM	3 WZZU-FM	3 WRAL-FM						URBAN	15.0
4 WZZU-FM	4 WRAL-FM	4 WQOK-FM	4 WRAL-FM	4 WRDU-FM	4 WDCG-FM						CHR	10.4
5 WQDR-FM	5 WQDR-FM	5 WTRG-FM	5 WFXC/WFXK	5 WDCG-FM	5 WFXC/WFXK						NEWS/TALK	8.5
6 WRAL-FM	6 WFXC/WFXK	6 WQDR-FM	6 WTRG-FM	6 WPTF-AM	6 WQOK-FM						AC	6.6
7 WPTF-AM	7 WRDU-FM	7 WPTF-AM	7 WQDR-FM	7 WQOK-FM	7 WQDR-FM						RELIGIOUS	1.6
8 WJMH-FM	8 WTRG-FM	8 WFXC/WFXK	8 WRDU-FM	8 WFXC/WFXK	8 WPTF-AM						NAC	1.4
9 WKIX-FM	9 WKTC-FM	9 WRAL-FM	9 WZZU-FM	9 WRAL-FM	9 WRDU-FM							
10 WTRG-FM	10 WZZU-FM	10 WKIX-FM	10 WPTF-AM	10 WKIX-FM	10 WZZU-FM							

12+ POPULATION: 836,200 (Black: 10.6%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.4	10.1	9.7	9.4	10.3	1	1	KJYO-FM ♦ <i>CHR/Pop</i>	102.7 98kw	1	1	2	2	5	9	69	Clear Channel	CCRS
9.2	8.9	8.4	10.3	9.6	2	2	KATT-FM ♦ <i>Rock</i>	100.5 97kw	3	3	1	1	4	7	86	Caribou	BAN
10.2	10.8	12.1	8.5	8.9	3	3	KXXY-FM ♦ <i>Country</i>	96.1 98kw	2	6	5	3	1	2	68	Clear Channel	CCRS
5.1	7.2	7.6	7.4	7.4	4	4	KOMA-FM <i>Oldies</i>	92.5 100kw	6	7	14	5	2	1	79	Diamond	—
7.3	5.9	6.8	5.6	6.5	5	5	KRXO-FM <i>Classic Rock</i>	107.7 99kw	5	8	3	4	3	5	69	Diamond	—
7.6	7.1	6.0	6.1	6.4	6	6	KTOK-AM ♦ <i>News/Talk</i>	1000 5kw	8	—	11	11	11	4	77	Clear Channel	CCRS
7.3	5.8	5.0	5.5	5.7	7	7	KEBC-FM 1 ♦ <i>Country</i>	94.7 100kw	4	4	7	10	10	6	59	Clear Channel	CCRS
4.5	5.8	6.1	4.2	5.5	8	8	KTST-FM ♦ <i>Country</i>	101.9 98kw	7	5	4	7	7	8	60	Clear Channel	CCRS
5.7	6.4	6.2	6.7	5.3	9	9	KMGL-FM <i>AC</i>	104.1 99kw	9	9	9	6	6	3	66	Renda	EAST
5.1	5.6	5.0	5.2	5.1	10	10	KVSP-AM <i>Urban</i>	1140 1kw	12	2	8	8	9	10	137	Perry	—

1 Became **KNRX-FM** (Alternative) in July. ♦ See Web Site Directory.

12+ POPULATION: 824,000 (Black: 12.6%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.1	14.9	14.9	13.4	11.1	1	1	WHKO-FM <i>Country</i>	99.1 50kw	1	6	6	2	1	1	78	Cox	D&R
8.5	7.9	6.9	9.2	9.3	2	2	WMMX-FM <i>Hot AC</i>	107.7 50kw	3	5	2	1	2	3	82	Amer. Radio Sys.	EAST
6.9	7.2	7.3	6.4	7.9	3	3	WROU-FM <i>Urban</i>	92.1 .89kw	10	2	5	5	5	4	111	Hawes-Southern	CHR
7.2	6.7	5.6	6.0	7.8	4	4	WGYZ-FM ♦ <i>CHR/Pop</i>	92.9 40kw	2	1	4	4	6	8	61	Great Trails	MCG
5.4	4.3	6.4	6.4	7.3	5	5	WLQT-FM <i>AC</i>	99.9 50kw	5	9	8	7	3	2	86	Palm Beach Radio	KATZ
9.1	8.0	5.7	9.8	6.7	6	6	WTUE-FM ♦ <i>Rock</i>	104.7 50kw	4	4	1	3	4	9	72	Amer. Radio Sys.	EAST
1.8	2.0	5.4	5.0	5.3	7	7	WXEG-FM ♦ <i>Alternative</i>	103.9 1.15kw	7	3	3	6	8	18	68	Tri-City Radio, LP	EAST
5.6	6.2	5.3	7.1	5.1	8	8	WHIO-AM <i>Talk</i>	1290 5kw	6	—	12	12	12	5	66	Cox	D&R
3.7	3.8	2.8	3.8	4.1	9	9	WING-FM <i>Classic Rock</i>	102.9 50kw	8	10	7	8	7	6	57	Capstar	—
4.4	5.9	4.5	3.6	3.8	10	10	WLW-AM <i>Full Service</i>	700 50kw	9	—	9	9	9	7	53	Jacor	EAST

♦ See Web Site Directory.

12+ POPULATION: 823,900 (Black: 18.3%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.7	10.4	9.8	9.3	10.0	1	WQIK-FM ♦ Country	99.1 100kw	1	5	4	2	2	1	86	Jacor	EAST
12.0	9.8	8.9	7.6	8.0	2	WFYV-FM Rock	104.5 100kw	3	6	1	1	1	7	85	SFX	CHR
6.4	6.2	6.9	7.5	7.2	3	WAPE-FM CHR/Pop	95.1 100kw	2	2	2	3	5	10	62	SFX	CHR
7.2	6.5	5.6	7.3	6.3	4	WROO-FM Country	107.3 100kw	5	4	5	6	8	8	72	Paxson	BAN
7.4	7.3	6.9	6.1	6.2	5	WEJZ-FM AC	96.1 100kw	4	9	9	7	4	2	69	Renda	KATZ
5.2	6.1	6.8	5.8	6.1	6	WSOL-FM Urban AC	101.5 100kw	8	7	6	4	6	4	95	Jacor	EAST
1.4	3.1	5.4	5.2	5.1	7	WPLA-FM Alternative	93.3 50kw	10	3	3	8	10	14	90	Paxson	BAN
4.5	3.4	3.8	4.0	5.0	8	WIVY-FM Hot AC	102.9 98kw	6	12	7	5	3	6	82	SFX	MMR
5.5	5.7	4.8	5.9	5.0	8	WJBT-FM CHR/Rhythmic	92.7 6kw	9	1	8	10	13	15	64	Jacor	ROS
5.8	5.2	4.9	5.9	4.5	10	WKQL-FM Oldies	96.9 100kw	7	13	11	9	7	3	58	SFX	MCG

♦ See Web Site Directory.

12+ POPULATION: 821,600 (Black: N/A; Hispanic: 21.1%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.8	13.6	13.7	11.8	12.0	1	KASE-FM Country	100.7 100kw	2	2	2	1	1	1	87	KVET, Br.	KATZ
9.3	9.9	9.1	9.7	9.9	2	KHFI-FM CHR/Pop	96.7 100kw	1	1	1	2	3	8	62	Clear Channel	CHR
6.8	7.0	5.1	5.6	7.3	3	KKMJ-FM AC	95.5 100kw	3	6	6	3	2	3	72	Amataro Group	MMR
6.2	5.5	6.5	6.4	5.7	4	KLBJ-AM ♦ News/Talk	590 5(1)kw	9	—	11	8	6	4	73	LBJ Br. Company	EAST
8.1	6.5	5.9	7.2	5.7	4	KLBJ-FM ♦ Rock	93.7 100kw	4	4	3	4	5	7	59	LBJ Br. Company	EAST
4.6	4.0	6.3	5.8	5.6	6	KEYI-FM Oldies	103.5 100kw	6	8	14	6	4	2	62	Clear Channel	CHR
6.0	7.6	6.0	6.1	5.5	7	KVET-FM Country	98.1 100kw	5	9	10	9	7	5	60	KEVT, Br.	KATZ
2.5	2.6	3.3	2.8	4.3	8	KAMX-FM Hot AC	94.7 97kw	7	7	5	5	9	11	51	Amataro Group	MMR
3.4	3.4	3.5	3.9	3.7	9	KPEZ-FM Rock	102.3 20kw	8	11	7	7	8	9	46	Clear Channel	CHR
0.0	2.9	2.8	3.5	3.5	10	KROX-FM Alternative	101.5 100kw	10	5	4	10	12	22	49	Sinclair Telecable	D&R

♦ See Web Site Directory.

12+ POPULATION: 789,400 (Black: 26.1%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
15.1	10.8	13.8	14.0	13.8	1	WZZK-A/F ♦ Country	610/104.7 5(1)kw/99kw	1	3	1	1	1	2	79	Cox	KATZ
10.5	11.2	9.6	9.7	10.8	2	WENN-FM Urban	107.7 100kw	2	1	2	2	3	14	81	Balton & Willie	D&R
8.7	6.9	8.1	5.5	9.1	3	WMJJ-FM ♦ AC	96.5 100kw	3	7	4	3	2	3	83	Ameron	EAST
5.2	6.0	4.8	5.7	6.9	4	WODL-FM ♦ Oldies	106.9 99kw	4	9	9	5	5	1	74	Cox	KATZ
5.5	8.7	8.1	6.2	6.8	5	WZRR-FM ♦ Classic Rock	99.5 100kw	5	6	3	4	4	6	76	Dick	CHR
6.7	6.6	7.1	8.4	5.8	6	WERC-AM ♦ News/Talk	960 5kw	7	—	15	11	8	5	85	Ameron	EAST
4.8	3.3	2.7	4.7	4.7	7	WAGG-AM Religious	1320 5kw	11	11	8	8	6	7	89	Balton & Willie	D&R
4.4	4.7	5.2	5.3	4.3	8	WMXQ-FM ♦ CHR/Pop	94.5 98kw	6	2	6	7	11	15	49	Dick	CHR
3.9	3.5	3.0	3.4	3.9	9	WTUG-FM Urban	92.9 100kw	9	4	5	6	9	17	89	Radio South Inc.	EAST
3.0	4.0	2.9	3.1	3.3	10	WDJC-FM Religious	93.7 99kw	10	12	12	9	7	8	80	Donald Crawford	CRA

♦ See Web Site Directory.

12+ POPULATION: 775,000 (Black: 29.0%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.4	11.7	13.3	12.9	13.9	1	WKHK-FM Country	95.3 13kw	1	5	2	1	1	1	93	SFX	BAN
10.0	10.9	9.9	11.0	10.4	2	WCDX-FM Urban	92.1 4.5kw	5	1	1	2	3	5	93	Sinclair Telecable	MMR
8.8	8.4	9.6	10.8	9.7	3	WTVR-FM AC	98.1 50kw	2	8	7	3	2	2	77	Clear Channel	KATZ
7.9	8.2	8.6	9.1	8.5	4	WRVA-AM ♦ Full Service	1140 50kw	3	—	13	12	8	3	75	Clear Channel	CCRS
6.9	4.9	5.2	6.5	6.7	5	WPLZ-FM Urban	99.3 6kw	7	4	5	4	5	6	79	Sinclair Telecable	MMR
7.1	7.1	5.4	4.5	6.2	6	WRVQ-FM ♦ CHR/Pop	94.5 200kw	4	2	3	6	7	10	55	Clear Channel	CCRS
5.4	5.8	5.5	5.1	5.9	7	WMXB-FM Hot AC	103.7 20kw	6	—	8	5	4	4	62	SFX	MCG
5.8	6.3	5.8	5.2	5.1	8	WRXL-FM Rock	102.1 20kw	8	6	4	7	6	7	66	Clear Channel	CCRS
2.5	2.7	4.0	3.5	4.2	9	WBZU-FM Alternative	104.7 100kw	9	3	6	8	12	15	57	SFX	—
3.8	4.2	3.3	3.0	3.1	10	WVGO-FM 1 Alternative	106.5 7.6kw	11	7	9	9	9	11	52	SFX	CHR

1 Switched to Oldies in July. ♦ See Web Site Directory.

12+ POPULATION: 736,000 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.2	9.8	11.2	12.9	13.0	1	WGNA-A/F Country	1460/107.7 5kw/12kw	2	5	3	1	1	1	104	SFX	MCG
8.4	9.0	9.1	8.2	9.5	2	WFLY-FM ♦ CHR/Pop	92.3 17kw	1	1	1	2	3	6	66	Albany Br.	TOR
8.6	9.2	9.5	10.0	8.3	3	WGY-AM News/Talk	810 50kw	3	—	11	7	6	3	71	Dame Media	KATZ
6.5	7.6	6.4	6.7	7.5	4	WPYX-FM ♦ Rock	106.5 15.5kw	5	4	2	3	2	4	71	SFX	MCG
8.5	7.2	8.2	7.9	6.9	5	WYJB-FM AC	95.5 12kw	4	8	6	5	4	2	65	Albany Br.	TOR
5.5	3.7	5.5	6.1	6.2	6	WABY-A/F ¹ Nostalgia	1400/94.5 1kw/3kw	8	—	16	17	15	7	101	Dot Com.	CHR
4.0	5.0	6.5	5.6	5.4	7	WQBJ/WQBK-FM Alternative	103.5/103.9 50kw/6kw	6	3	4	4	7	12	59	Radio Enterprises	D&R
6.4	5.9	4.6	5.1	4.7	8	WRVE-FM Rock AC	99.5 14.5kw	7	7	5	6	5	5	53	Dame Media	KATZ
5.7	4.8	4.0	4.6	2.8	9	WKBE/WKLI Hot AC	100.3/100.9 1.45kw/6kw	10	—	8	8	8	9	47	Bendat Com.	BAN
2.2	3.1	2.8	2.1	2.7	10	WZRQ-FM Rock	102.3 4.1kw	9	2	7	9	12	26	45	DJA Media, Inc.	EAST

1 WABY-FM was WEMX-FM until May. ♦ See Web Site Directory.

12+ POPULATION: 732,300 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.8	12.4	10.4	11.0	12.2	1	KIKI-FM CHR/Rhythmic	93.9 100kw	2	1	1	1	3	9	79	Patterson	CHR
10.6	9.9	11.9	12.3	10.4	2	KSSK-FM Hot AC	92.3 100kw	1	5	4	2	1	2	65	Patterson	EAST
6.5	7.4	6.8	7.0	8.4	3	KQMQ-A/F CHR/Rhythmic	690/93.1 10kw/54kw	3	2	2	4	5	6	56	Finova	KATZ
7.9	9.1	7.9	7.5	8.2	4	KSSK-AM AC	590 7.5kw	6	8	11	7	4	1	96	Patterson	EAST
6.3	6.3	5.2	6.7	8.1	5	KULA/KRTR-FM ♦ AC	1460/96.3 5kw/75kw	4	7	5	3	2	4	70	Ohana	KATZ
5.3	3.9	5.3	6.1	7.5	6	KUMU-FM B/EZ	94.7 100kw	8	—	12	9	9	3	100	John Hutton	BAN
7.6	9.1	9.3	7.5	7.1	7	KCCN-FM ♦ Hawaiian	100.3 100kw	5	3	3	5	6	8	73	Diamondhead	BAN
6.0	5.9	4.6	6.3	6.3	8	KINE-FM ♦ Hawaiian/Reggae	105.1 100kw	7	4	9	8	7	5	83	Diamondhead	BAN
5.5	6.3	5.3	4.9	4.4	9	KKLV-FM Oldies	98.5 51kw	9	—	6	6	8	10	63	Patterson	—
3.9	3.3	3.1	3.7	3.7	10	KHVH-AM News/Talk	830 10kw	11	—	17	14	10	7	92	Patterson	CHR

♦ See Web Site Directory.

12+ POPULATION: 704,100 (Black: 16.7%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
17.9	14.3	11.4	14.5	12.3	1	1	WSSL-FM Country	100.5 100kw	1	4	3	3	1	1	81	SFX	MCG
9.8	9.5	10.7	9.5	10.7	2	2	WJMZ-FM ♦ Urban	107.3 100kw	6	2	1	1	2	5	113	Benchmark	MMR
9.1	7.1	11.1	9.9	9.2	3	3	WESC-FM Country	92.5 100kw	2	3	6	6	6	2	77	Benchmark	BAN
8.3	10.5	8.5	9.2	8.9	4	4	WROQ-FM Rock	101.1 100kw	5	6	2	1	3	6	78	SFX	BAN
7.9	7.5	8.3	8.1	7.5	5	5	WMYI-FM Hot AC	102.5 20kw	3	8	5	4	4	4	65	SFX	EAST
6.6	6.7	6.6	7.0	7.2	6	6	WSPA-FM AC	98.9 100kw	7	—	7	5	5	3	79	Spartan	CHR
3.2	5.4	4.7	5.2	6.8	7	7	WFBC-FM CHR/Pop	93.7 100kw	4	1	4	7	7	10	60	Sinclair Com.	KATZ
3.8	2.9	3.9	3.6	3.7	8	8	WFBC/WORD News/Talk	1330/910 5kw/3.6kw	8	—	12	8	8	7	32	Sinclair Com.	KATZ
3.1	2.6	3.6	1.7	1.9	9	9	WMUU-FM B/EZ	94.5 100kw	11	—	—	20	14	12	59	WMUU, Inc.	—
3.7	3.6	3.4	2.9	1.8	10	10	WOLI/WOLT 1 ♦ Oldies	103.9/103.3 6kw/2.7kw	9	—	11	9	9	9	44	Palm Br.	MMR
0.6	1.0	0.9	0.6	1.8	10	10	WRIX-FM Country	103.1 6kw	22	—	—	25	15	13	131	FM 103, Inc.	—

1 Was Alternative until February; in June WXWX-FM changed calls to WOLI-FM; in July WXWZ-FM changed calls to WOLT-FM. ♦ See Web Site Directory.

12+ POPULATION: 641,600 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.8	8.7	9.0	8.7	9.8	1	1	KRMG-AM Full Service	740 50(25)kw	2	—	6	5	4	1	85	Cox	KATZ
11.9	11.5	14.2	12.0	9.4	2	2	KWEN-FM Country	95.5 96kw	1	3	2	1	1	2	68	Cox	KATZ
6.1	6.1	6.4	7.8	6.9	3	3	KMYZ-FM ♦ Alternative	104.5 70kw	4	1	1	4	9	20	69	Shamrock Com.	BAN
7.9	8.4	6.7	6.4	6.6	4	4	KBEZ-FM AC	92.9 100kw	5	8	5	6	5	3	71	Renda	EAST
6.2	5.1	6.7	6.6	6.2	5	5	KJSR-FM Classic Rock	103.3 100kw	3	6	3	3	3	7	54	Cox	—
6.8	6.7	6.9	5.7	6.2	5	5	KMOD-FM ♦ Rock	97.5 96kw	8	7	4	2	2	5	75	Clear Channel	CCRS
4.1	3.0	4.2	4.3	5.4	7	7	KQLL-FM Oldies	106.1 100kw	6	11	14	7	6	4	64	Clear Channel	BAN
5.4	4.7	3.9	3.2	4.7	8	8	KVOO-AM ♦ Country	1170 50kw	13	—	18	18	17	9	31	Great Empire	D&R
5.2	5.5	4.5	5.7	4.5	9	9	KVOO-FM ♦ Country	98.5 100kw	11	—	9	12	10	8	76	Great Empire	D&R
1.2	1.9	4.9	3.5	4.3	10	10	KOAS-FM NAC	92.1 27kw	14	10	13	9	7	6	90	Clear Channel	BAN

♦ See Web Site Directory.

12+ POPULATION: 638,700 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
12.0	11.4	11.9	12.1	12.2	1	WKRF-FM/WKRZ-FM CHR/Pop	107.9/98.5 5.7kw/8.7kw	1	1	1	1	1	2	70	Sinclair Com.	KATZ
9.8	8.8	8.0	9.6	9.7	2	WMGS-FM AC	92.9 5.3kw	3	9	4	2	2	1	96	Susquehanna	EAST
9.0	7.7	8.6	8.4	7.7	3	WGGY-FM ♦ Country	101.3 7kw	2	3	6	4	4	3	72	Sinclair Com.	KATZ
5.2	7.4	4.4	6.7	5.4	4	WEZX-FM Classic Rock	106.9 .8kw	5	6	2	3	3	4	85	Shamrock Com.	CHR
3.9	4.2	3.5	3.2	4.8	5	WBHT-FM CHR/Pop	97.1 .25kw	4	2	3	5	7	15	56	Susquehanna	EAST
3.0	3.6	2.4	4.0	4.3	6	WBAX/WEJL Nostalgia	1240/630 1kw/.5kw	7	—	—	26	25	9	90	Shamrock Com.	CHR
4.8	3.6	5.1	3.9	3.6	7	WARM-AM News/Talk	590 5kw	8	—	23	17	12	5	78	Susquehanna	EAST
2.7	3.6	4.2	3.6	3.5	8	WILK/WPMR News/Talk	980/960 5(1)kw/1kw	9	—	17	11	9	6	80	Sinclair Com.	KATZ
3.6	4.1	3.8	5.3	3.0	9	WNAK-AM Nostalgia	730 1kw	17	—	15	22	21	13	121	Seventy Three	K&P
4.4	4.0	5.4	4.1	2.8	10	WZMT-FM Classic Rock	97.9 26kw	13	—	5	6	5	16	65	4M Broadcasting	K&P

♦ See Web Site Directory.

12+ POPULATION: 628,100 (Black: N/A; Hispanic: 24.6%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
12.4	11.6	16.2	13.6	11.5	1	KIIM-FM Country	99.5 93kw	2	3	2	2	2	1	90	Rex	KATZ
8.6	10.6	11.4	7.4	9.7	2	KMXZ-FM ♦ AC	94.9 100kw	3	6	3	1	1	2	80	Journal Br.	CBS
7.2	7.7	8.5	6.8	7.4	3	KRQQ-FM CHR/Pop	93.7 91kw	1	1	1	4	6	10	57	SFX	BAN
7.8	8.1	6.7	6.3	6.5	4	KLPX-FM ♦ Rock	96.1 100kw	4	5	4	3	4	7	68	Lotus	CHR
0.2	0.8	0.8	8.4	6.1	5	KHYT-FM Classic Hits	107.5 92kw	6	12	5	5	3	4	75	Rex	KATZ
6.4	5.8	4.7	6.2	5.8	6	KNST-AM News/Talk	790 5(.5)kw	8	—	10	10	8	5	87	SFX	BAN
5.7	7.2	5.4	4.8	5.5	7	KWFM-FM Oldies	92.9 90kw	5	8	12	7	5	3	60	SFX	BAN
3.2	4.2	4.0	6.8	5.0	8	KOHT-FM Spanish	98.3 3kw	9	2	8	8	9	8	80	Big Broadcast	LOTUS
6.4	5.5	5.1	4.9	4.7	9	KKHG-FM ♦ Classic Rock	104.1 3kw	7	7	7	6	7	6	70	Journal Br.	CBS
0.0	0.0	2.2	2.5	3.6	10	KFMA-FM w Alternative	92.1 50kw	10	4	6	9	10	14	60	Lotus Com.	CHR

♦ See Web Site Directory.

12+ POPULATION: 611,500 (Black: N/A; Hispanic: 88.9%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.1	8.3	10.9	11.0	13.7	1	1	KGBT-AM Spanish	1530 50(10)kw	4	10	7	6	2	1	105	Heftel	KATZ
12.3	12.6	12.8	12.3	12.2	2	2	KBFM-FM CHR/Pop	104.1 100kw	1	1	2	4	7	6	68	Calendar	D&R
14.3	11.5	11.0	12.4	9.7	3	3	KIWW-FM Spanish	96.1 100kw	2	4	3	1	1	3	59	Heftel	LOTUS
4.6	6.2	7.1	7.0	9.3	4	4	KKPS-FM Spanish	99.5 100kw	3	3	4	2	4	2	62	Sunburst II, Inc.	—
9.2	10.5	7.6	8.7	7.7	5	5	KTEX-FM Country	100.3 100kw	5	8	6	7	5	5	76	Calendar	CHR
5.8	7.0	5.8	4.4	7.6	6	6	KFRQ-FM Rock	94.5 100kw	6	2	1	5	6	7	82	Sunburst II, Inc.	TOR
4.9	4.8	5.3	5.4	7.6	6	6	KVLY-FM ♦ AC	107.9 100kw	7	7	5	3	3	4	84	Sunburst II, Inc.	TOR
6.1	3.8	4.8	5.4	4.7	8	8	KTJN/KTJX Spanish	107.3/105.5 .53kw/3kw	8	5	8	8	8	8	53	La Nueva KBOR	CAB
2.2	1.6	3.3	3.5	2.5	9	9	XAAA-FM B/EZ	93.1 50kw	10	6	9	9	9	13	59	Estrellas Eo Oro	—
2.2	1.5	1.8	2.6	2.0	10	10	KRGE-AM Religious	1290 5kw	16	9	11	11	11	12	102	Christian Ministries	—

♦ See Web Site Directory.

McALLEN

12+ POPULATION: 598,600 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.5	12.0	11.2	12.0	12.7	1	1	WAEB-FM CHR/Pop	104.1 50kw	1	1	2	1	1	3	73	Capstar	KATZ
10.8	11.8	9.6	9.0	9.7	2	2	WLEV-FM AC	96.1 50kw	4	7	3	3	2	2	72	Tele-Media	MCG
9.4	10.3	10.1	11.3	9.7	2	2	WZZO-FM Rock	95.1 30kw	3	2	1	2	4	5	92	Capstar	KATZ
7.5	7.8	7.8	8.2	9.2	4	4	WODE-FM Oldies	99.9 50kw	2	5	4	4	3	1	65	Patterson	EAST
8.7	7.8	8.7	10.6	8.7	5	5	WFMZ-FM AC	100.7 17kw	5	—	7	5	5	4	82	Richard C. Dean	TOR
4.8	3.9	5.1	5.4	4.7	6	6	WAEB-AM News/Talk	790 3.8kw	6	—	16	7	6	6	59	Capstar	KATZ
2.0	1.9	2.7	1.8	3.9	7	7	WRNJ-FM ♦ Country	107.1 3kw	9	—	8	9	9	8	104	Radio New Jersey	—
3.9	4.6	4.2	3.5	3.5	8	8	WKAP-AM Nostalgia	1470 5kw	11	—	—	—	25	7	108	Capstar	KATZ
2.8	3.4	3.4	2.1	2.1	9	9	WXTU-FM Country	92.5 15.5kw	7	—	6	8	7	9	55	Beasley	D&R
2.2	2.1	2.0	2.1	1.8	10	10	WYSP-FM Rock	94.1 16kw	8	8	5	6	8	16	46	CBS Radio	IRS

♦ See Web Site Directory.

ALLENTOWN

12+ POPULATION: 593,800 (Black: N/A; Hispanic: 37.0%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.2	8.6	9.7	8.6	9.8	1	1	KBOS-FM CHR/Rhythmic	94.9 16.5kw	1	1	1	1	3	7	74	Patterson	EAST
10.9	10.2	10.6	11.1	9.5	2	2	KMJ-AM ♦ News/Talk	580 5kw	2	—	15	4	1	1	101	Amer. Radio Sys.	KATZ
5.0	5.3	5.3	5.9	7.5	3	3	KJWL-FM Nostalgia	99.3 5kw	8	—	25	14	8	2	124	JSA Br.	—
0.6	0.7	3.7	7.0	7.4	4	4	KLBN-FM Spanish	105.1 .57kw	7	3	2	2	3	5	112	Lotus Com.	LOTUS
6.0	4.7	4.0	5.0	4.9	5	5	KRZR-FM ♦ Rock	103.7 50kw	5	2	3	3	7	15	66	Patterson	CHR
4.8	4.7	4.5	4.3	4.4	6	6	KEYQ/KFSO 1 Oldies	980/92.9 .5kw/18.5kw	3	8	11	7	5	4	53	Americom	MCG
4.0	2.5	3.1	3.6	4.2	7	7	KEZL-FM NAC	96.7 25kw	14	—	14	8	4	3	110	Americom	MCG
3.0	4.6	4.5	4.1	3.8	8	8	KTHT-FM AC	102.7 50kw	4	6	4	6	9	11	50	Americom	BAN
3.2	2.9	3.8	3.6	3.7	9	9	KJOI-FM AC	98.9 19kw	10	7	9	11	12	6	65	Radio Dinuba Co.	MMR
4.3	4.0	4.8	3.3	3.6	10	10	KOQO-A/F Spanish	790/101.9 5(2.5)kw/2.25kw	9	5	5	10	11	14	63	Amer. Radio Sys.	KT-H

1 KEYQ-AM is being sold to Johnna Hooker. ♦ See Web Site Directory.

12+ POPULATION: 586,600 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.1	9.3	10.1	8.8	10.2	1	1	WBCT-FM ♦ Country	93.7 320kw	3	4	1	1	1	1	93	Clear Channel	CCRS
8.1	9.0	7.3	7.5	7.7	2	2	WOOD-FM ♦ AC	105.7 265kw	1	5	7	4	4	2	66	Clear Channel	KATZ
5.6	7.9	8.3	7.8	7.0	3	3	WLAV-FM ♦ Classic Rock	96.9 50kw	7	7	3	2	2	5	83	Bloomington	—
7.2	6.5	6.8	7.4	6.9	4	4	WOOD-AM ♦ News/Talk	1300 40kw	5	—	10	9	5	6	77	Clear Channel	KATZ
5.6	4.6	5.5	6.9	6.6	5	5	WGRD-A/F ♦ Alternative	1410/97.9 1kw/13kw	4	2	2	3	6	10	61	Patterson	EAST
6.0	6.5	6.4	6.4	6.6	5	5	WLHT-FM AC	95.7 40kw	9	9	6	5	3	3	83	Patterson	EAST
5.0	5.6	5.9	5.4	6.1	7	7	WSNX-FM CHR/Pop	104.5 50kw	2	1	5	7	11	16	54	Goodrich	D&R
9.4	8.9	5.7	3.8	5.0	8	8	WKLQ-FM ♦ Rock	94.5 50kw	6	3	4	6	8	11	59	Bloomington	BAN
4.5	4.4	4.7	4.5	4.5	9	9	WODJ-FM Oldies	107.3 50kw	8	10	15	8	7	4	55	Goodrich	D&R
4.9	3.4	3.4	4.6	3.5	10	10	WCUZ-FM Country	101.3 50kw	10	6	12	11	9	7	55	Clear Channel	CHR

♦ See Web Site Directory.

12+ POPULATION: 568,100 (Black: 9.8%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.2	6.4	5.4	6.2	7.1	1	1	WONE-FM Classic Rock	97.5 12kw	1	7	1	1	1	3	76	Rubber City Radio	CHR
5.2	4.7	5.7	5.2	6.9	2		WMJI-FM Oldies	105.7 16kw	2	—	13	3	2	1	76	Nationwide	KATZ
6.7	7.6	7.2	6.7	6.5	3		WQMX-FM Country	94.9 16kw	7	5	5	4	4	2	86	Rubber City Radio	CHR
5.5	5.4	5.4	5.7	5.8	4		WKDD-FM Hot AC	96.5 50kw	4	6	2	2	3	5	71	Barnstable	EAST
4.3	4.1	6.1	6.7	5.3	5		WDOK-FM AC	102.1 12kw	6	—	12	7	6	4	69	Independent/Cleve.	MMR
4.8	5.1	4.7	4.3	4.9	6		WGAR-FM Country	99.5 50kw	9	13	7	8	7	6	75	Nationwide	MCG
7.4	4.9	5.3	5.7	4.9	6		WNIR-FM Talk	100.1 3kw	13	—	17	15	11	7	88	Media-Com, Inc.	K&P
4.8	4.0	5.1	4.3	4.5	8		WNCX-FM Classic Rock	98.5 16kw	8	12	3	5	5	9	62	Clear Channel	CCRS
3.4	4.1	4.4	3.8	3.9	9		WMMS-FM ♦ Alternative	100.7 34kw	3	1	4	6	14	19	45	Nationwide	KATZ
2.4	3.2	3.5	1.9	3.8	10		WKNR-AM Sports	1220 50kw	5	—	11	9	8	8	49	C.V. Associated	CBS

♦ See Web Site Directory.

12+ POPULATION: 551,600 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.4	10.3	13.0	10.4	10.9	1	1	WNTQ-FM ♦ CHR/Pop	93.1 97kw	1	1	1	2	3	5	61	Pilot Com.	BAN
10.4	8.2	9.5	7.1	9.7	2		WYYY-FM ♦ Hot AC	94.5 100kw	2	6	2	1	1	2	76	Cox	KATZ
9.4	9.8	11.3	12.3	8.4	3		WSYR-AM ♦ News	570 5kw	3	—	11	8	7	3	74	Cox	KATZ
7.5	8.3	7.4	10.3	7.8	4		WBBS-FM ♦ Country	104.7 50kw	5	4	4	4	4	4	83	Cox	KATZ
6.6	5.0	5.0	6.2	6.8	5		WSEN-FM Oldies	92.1 25kw	4	8	8	6	2	1	63	Buckley	MCG
8.0	9.0	6.3	4.6	6.6	6		WAQX-FM ♦ Classic Rock	95.7 25kw	6	5	3	3	6	7	71	Pilot Com.	BAN
3.5	3.8	4.2	4.1	5.5	7		WTKV/WTKW Classic Rock	105.5/99.5 1.8kw/5.7kw	7	—	6	5	5	6	84	Radio Corp.	TOR
5.0	4.2	4.2	3.7	4.9	8		WKRL-FM Alternative	100.9 6kw	8	2	5	7	8	13	79	Radio Corp.	EAST
3.6	4.2	4.1	4.7	3.8	9		WFBL-AM Nostalgia	1050 2.5kw	9	—	—	21	18	9	83	Buckley	MCG
3.6	3.8	2.4	3.1	2.8	10		WHEN-FM 1 ♦ Country	107.9 50kw	11	—	10	10	9	8	72	Cox	EAST

1 Switched to CHR/Pop on June 10. ♦ See Web Site Directory.

12+ POPULATION: 547,400 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
24.8	23.7	24.7	24.2	24.5	1	1	WIVK-FM Country	107.7 91kw	1	2	1	1	1	1	98	Dick	KATZ
10.0	10.3	10.0	10.0	9.0	2	2	WIMZ-FM Classic Rock	103.5 100kw	2	7	2	2	2	4	74	South Central	D&R
5.1	5.1	5.1	4.8	8.6	3	3	WMYU-FM Oldies	102.1 15kw	5	3	7	4	3	2	78	Jacor	EAST
10.6	9.4	9.7	10.4	8.3	4	4	WJXB-FM AC	97.5 100kw	4	8	4	3	4	3	73	South Central	D&R
6.2	6.2	6.0	7.2	7.7	5	5	WWST-FM CHR/Pop	93.1 2.4kw	3	1	3	5	6	9	67	Heritage Media	EAST
7.2	7.2	7.6	5.1	5.4	6	6	WOKI-FM Country	100.3 100kw	6	6	5	6	5	5	61	Radioak Inc.	TOR
5.6	4.8	5.0	4.5	5.3	7	7	WIVK-AM Country	990 10kw	7	—	9	8	7	6	77	Dick	KATZ
5.7	4.7	4.4	4.5	3.8	8	8	WQBB-FM Nostalgia	104.5 2kw	8	—	14	15	12	8	72	Heritage Media	ROS
1.4	1.2	1.3	1.5	2.8	9	9	WNOX-FM Urban	99.1 6kw	11	4	8	7	8	10	86	C-K Inc.	—
3.1	1.9	3.1	2.4	2.3	10	10	WJBZ-FM Religious	96.3 2.9kw	10	—	13	11	10	7	63	M&H Br.	—

12+ POPULATION: 540,600 (Black: N/A; Hispanic: 74.7%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.8	13.6	14.3	14.4	15.2	1	1	KPRR-FM CHR/Rhythmic	102.1 100kw	1	1	2	2	3	4	83	Clear Channel	D&R
13.0	14.4	13.7	14.9	13.8	2	2	KBNA-A/F Spanish	920/97.5 1(.5)kw/100kw	2	4	3	3	1	1	97	Heftel	KT-H
9.7	9.3	11.2	11.8	11.1	3	3	KLAQ-FM Rock	95.5 100kw	3	2	1	1	2	5	85	New Wave	BAN
8.8	8.6	7.2	8.5	7.2	4	4	KTSM-FM AC	99.9 100kw	5	5	6	5	4	2	70	Tri-State Media	CHR
3.3	3.4	4.5	6.2	6.9	5	5	KSII-FM Hot AC	93.1 100kw	4	3	4	4	6	7	65	New Wave	BAN
5.8	5.7	5.4	5.4	6.0	6	6	KOFX-FM Oldies	92.3 100kw	6	6	7	6	5	3	71	ELP	KATZ
8.3	8.4	7.7	5.5	5.4	7	7	KHEY-FM Country	96.3 100kw	8	8	5	7	7	6	68	Clear Channel	D&R
5.1	5.9	5.6	5.2	5.0	8	8	KINT-FM Spanish	93.9 96kw	7	7	8	8	8	8	60	Del Norte	CAB
2.6	2.9	3.0	2.6	2.5	9	9	KTSM-AM News/Talk	1380 5(.5)kw	12	—	—	12	11	9	92	Tri-State Media	CHR
3.3	2.7	2.5	1.8	1.9	10	10	KSET-FM Country	94.7 100kw	10	—	9	9	9	13	54	Magic Media	KATZ

12+ POPULATION: 537,700 (Black: N/A; Hispanic: 37.4%)

SPRING '95	SUMMER '95	FALL '95	SPRING '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
9.3	8.3	10.3	9.0	10.8	1	KRST-FM Country	92.3 22kw	1	5	1	1	1	1	93	Citadel	KATZ
8.7	7.5	8.3	7.8	8.3	2	KKOB-AM Full Service	770 50kw	3	—	14	7	4	2	93	Citadel	MCG
6.2	7.8	6.0	6.4	6.4	3	KKSS-FM CHR/Rhythmic	97.3 100kw	4	1	2	3	10	18	76	Sungroup	D&R
6.7	5.4	6.7	4.4	6.2	4	KKOB-FM Hot AC	93.3 21.5kw	2	3	4	2	2	4	61	Citadel	MCG
4.3	3.6	4.5	3.4	5.0	5	KIVA-AM Nostalgia	1310 5(.5)kw	14	—	—	30	23	9	119	Simmons Family	CHR
6.2	4.6	5.0	4.8	4.9	6	KMGA-FM AC	99.5 22.5kw	7	7	7	6	3	5	72	Citadel	CHR
3.5	4.9	3.7	4.4	4.5	7	KZKL-A/F Oldies	1580/101.7 5kw/5.8kw	10	8	12	5	5	3	75	Simmons Family	CHR
3.6	3.4	3.2	4.0	4.5	7	KZSS/KZRR ♦ Rock	610/94.1 5kw/22.5kw	6	4	3	4	6	14	62	Trumper Com.	EAST
4.0	4.0	5.0	4.7	4.3	9	KHFM-FM Classical	96.3 20kw	9	—	15	13	12	6	70	Citadel	CMBS
5.4	4.6	3.8	5.7	3.6	10	KTEG-FM Alternative	107.9 22.5kw	5	2	5	12	16	20	47	Trumper Com.	BAN

♦ See Web Site Directory.

ALBUQUERQUE

12+ POPULATION: 520,100 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
8.0	7.1	8.6	8.7	9.0	1	KXKT-FM Country	103.7 100kw	3	3	3	2	1	3	80	Triathlon	BAN
9.6	8.3	5.8	7.9	8.7	2	KQKQ-FM CHR/Pop	98.5 100kw	1	1	2	3	6	11	57	Mitchell	KATZ
6.1	7.2	11.1	9.8	8.0	3	KFAB-AM News/Talk	1110 50kw	2	—	13	10	8	2	64	Amer. Radio Sys.	CHR
6.6	8.7	8.0	8.3	8.0	3	KGOR-FM Oldies	99.9 115kw	4	6	9	5	2	1	77	Amer. Radio Sys.	CHR
7.6	8.1	7.1	8.2	7.2	5	KEZO-FM ♦ Rock	92.3 100kw	6	8	1	1	4	12	76	Journal Br.	TOR
6.8	6.8	5.7	7.8	6.5	6	KEFM-FM AC	96.1 100kw	5	4	6	6	5	5	65	Webster	MCG
5.3	5.2	4.4	5.2	6.5	6	KKCD-FM Classic Rock	105.9 50kw	7	7	4	4	3	4	74	Journal Br.	EAST
8.5	7.6	10.1	7.7	5.8	8	WOW-FM ♦ Country	94.1 100kw	10	9	7	7	7	6	80	Great Empire	TOR
4.3	4.6	3.7	4.7	4.7	9	KKAR-AM News/Talk	1290 5kw	9	—	12	12	9	7	66	Mitchell Br. Com.	KATZ
5.6	4.8	3.4	3.6	3.9	10	KGDE-FM Alternative	101.9 100kw	8	2	5	8	13	18	47	Mitchell Br. Com.	KATZ

♦ See Web Site Directory.

OMAHA

12+ POPULATION: 518,600 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.1	10.2	10.5	13.0	12.3	1	WNNK-FM CHR/Pop	104.1 22.5kw	1	1	1	1	1	2	81	Calendar	MCG
9.1	8.1	9.7	7.0	9.6	2	WRKZ-FM Country	106.7 14kw	3	6	3	3	2	1	105	Tele-Media	TOR
7.2	8.5	8.9	10.0	8.4	3	WHP-AM Talk	580 5kw	2	—	8	8	6	4	84	Dame Media	MMR
10.5	8.5	7.8	8.9	7.1	4	WRVV-FM Rock AC	97.3 17kw	4	—	4	2	3	3	80	Dame Media	MMR
6.1	7.6	8.5	7.8	5.9	5	WTPA-FM Classic Rock	93.5 1.25kw	5	3	2	4	4	8	70	Quaker State	BAN
6.4	6.1	5.5	4.3	4.3	6	WWKL-FM Oldies	99.3 6kw	6	5	11	5	5	5	55	Barnstable	D&R
3.3	3.3	3.3	2.6	3.8	7	WHYL-AM Nostalgia	960 5kw	11	—	—	25	21	13	91	Zeve	—
1.9	3.9	2.7	3.7	3.6	8	WQXA-FM Alternative	105.7 25kw	7	2	5	6	10	20	48	Tele-Media	TOR
3.0	2.4	3.4	3.6	3.5	9	WYMJ-FM CHR/Pop	94.9 25kw	9	—	9	7	7	6	61	Barnstable	D&R
3.7	3.9	3.2	3.5	3.1	10	WROZ-FM AC	101.3 6.9kw	8	—	10	10	9	7	50	Hall	D&R

12+ POPULATION: 506,900 (Black: 14.6%; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ 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	10.6	11.0	1	WJBR-FM ♦ AC	99.5 50kw	1	5	4	1	1	1	80	Capstar	KATZ
9.8	8.8	7.9	2	WSTW-FM ♦ CHR/Pop	93.7 50kw	2	4	1	2	2	3	69	Steinman Stations	EAST
5.1	6.7	6.5	3	WUSL-FM Urban	98.9 18kw	3	1	3	4	8	14	94	Amer. Radio Sys.	BAN
3.1	4.4	4.8	4	WYSP-FM Rock	94.1 16kw	4	7	2	3	5	13	63	CBS Radio	IRS
2.4	2.6	4.6	5	WOGL-FM Oldies	98.1 12.5kw	5	—	17	6	3	2	73	CBS Radio	CBS
3.5	4.2	4.2	6	WDSD-FM Country	94.7 50kw	6	8	7	9	6	4	75	Benchmark	TOR
5.6	4.7	3.9	7	WPLY-FM CHR/Pop	100.3 35kw	7	3	5	7	12	23	42	Greater Media Br.	TOR
4.3	4.6	3.8	8	WDAS-FM Urban/AC	105.3 16.5kw	8	—	7	8	7	5	89	Beasley	MCG
2.4	2.1	3.7	9	WMGK-FM Classic Hits	102.9 8.5kw	9	—	6	5	4	6	70	Greater Media Inc.	MMR
2.4	1.9	3.2	10	WXCX-FM Country	103.7 50kw	10	6	14	10	9	7	83	Prettyman Br.	D&R

♦ See Web Site Directory.

12+ POPULATION: 502,900 (Black: 11.0%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ 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	10.4	11.2	11.6	14.2	1	1	WKKO-FM Country	99.9 50kw	2	4	2	1	1	1	105	Fritz	KATZ
9.2	10.1	12.9	10.2	11.5	2	2	WVKS-FM ♦ CHR/Pop	92.5 50kw	1	1	1	2	2	5	76	Jacor	MCG
7.0	6.7	9.4	8.8	7.9	3	3	WRVF-FM AC	101.5 19kw	3	8	5	4	4	2	69	Jacor	MCG
7.3	7.7	6.3	6.2	6.9	4	4	WIOT-FM Rock	104.7 50kw	4	6	3	3	3	7	71	Jacor	EAST
6.5	5.7	5.2	7.1	6.2	5	5	WSPD-AM News/Talk	1370 5kw	8	—	14	9	9	6	82	Jacor	MCG
8.5	7.2	5.6	5.1	5.3	6	6	WWWFM-FM ♦ AC	105.5 4.3kw	7	—	7	6	5	3	66	Jacor	D&R
4.7	4.8	5.0	5.8	5.2	7	7	WBUZ-FM Rock	106.5 3kw	5	2	4	5	8	14	61	Toledo Radio	TOR
5.4	5.6	5.2	4.5	4.5	8	8	WRQN-FM Oldies	93.5 4.1kw	6	9	11	8	7	4	54	ABS	KATZ
1.6	1.6	1.4	1.9	4.2	9	9	WIMX-FM ¹ Urban/AC	95.7 3.5kw	11	7	6	7	6	8	95	Fritz	KATZ
4.2	3.5	4.0	3.6	3.3	10	10	WJR-AM ♦ Talk	760 50kw	9	—	17	12	11	9	60	Cap Cities/ABC	KATZ

¹ Was WYHK-FM (Country) until mid-March. ♦ See Web Site Directory.

12+ POPULATION: 495,600 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.3	10.1	10.1	9.6	10.5	1	1	WPKX-FM Country	97.9 2.2kw	3	5	4	3	2	1	94	SFX	D&R
7.6	7.6	7.2	9.5	9.6	2	2	WMAS-FM AC	94.7 50kw	2	2	2	2	4	3	83	Lappin	MCG
7.8	10.4	8.1	7.9	8.5	3	3	WAQY-A/F ♦ Classic Rock	1600/102.1 2.5kw/17kw	1	6	1	1	1	5	72	Saga	KATZ
8.1	7.4	8.4	6.7	7.7	4	4	WHYN-FM ♦ AC	93.1 8.9kw	4	9	6	4	3	2	72	Clear Channel	MCG
6.1	5.9	7.4	6.9	6.4	5	5	WHYN-AM ♦ Full Service	560 5(1)kw	6	10	12	10	5	4	73	Clear Channel	MCG
4.8	4.5	4.5	4.8	5.0	6	6	WTIC-FM ♦ CHR/Pop	96.5 20kw	5	1	5	5	7	8	50	Amer. Radio Sys.	G/W
5.3	5.7	4.2	4.8	4.7	7	7	WMAS-AM Nostalgia	1450 1kw	11	—	—	26	15	9	105	Lappin	MCG
4.4	3.9	3.8	4.4	3.8	8	8	WAAF-FM ♦ Rock	107.3 18.5kw	8	4	3	6	8	26	64	Amer. Radio Sys.	D&R
2.3	2.2	2.8	2.8	3.4	9	9	WDRC-FM Oldies	102.9 19.5kw	9	—	17	8	6	6	64	Buckley	MCG
1.7	2.3	3.0	2.6	3.1	10	10	WKSS-FM ♦ CHR/Pop	95.7 16.5kw	7	3	7	7	14	16	44	SFX	MMR

♦ See Web Site Directory.

12+ POPULATION: 487,900 (Black: N/A; Hispanic: 7.7%)

SPRING '95	FALL '95	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.6	13.1	13.1	1	1	WAVV-FM B/EZ	101.1 100kw	1	—	13	12	8	2	103	Alpine Br.	BAN
4.7	6.9	10.3	2		WXKB-FM ♦ CHR/Pop	103.9 100kw	2	1	1	1	1	7	91	Beasley	D&R
8.6	8.8	8.3	3		WINK-FM AC	96.9 100kw	3	5	3	2	1	1	89	Fort Myers Br.	MCG
10.3	11.5	7.9	4		WCKT-FM ♦ Country	107.1 25.5kw	4	2	2	3	3	3	95	Clear Channel	BAN
4.7	5.1	5.6	5		WWGR-FM Country	101.9 100kw	5	4	6	6	5	6	75	Renda	—
4.4	5.0	5.2	6		WINK-AM News/Talk	1240 1kw	9	—	3	14	12	8	109	Fort Myers Br.	MCG
7.4	4.7	4.7	7		WARO-FM Classic Rock	94.5 100kw	6	—	7	4	4	4	73	Meridan	CHR
3.4	4.2	4.0	8		WOLZ-FM Oldies	95.3 79kw	7	7	12	7	6	5	62	Capstar	KATZ
6.0	4.9	3.7	9		WRXK-FM Rock	96.1 100kw	8	—	4	5	7	9	64	Beasley	D&R
2.4	3.1	2.8	10		WNOG-FM Talk	93.5 3kw	11	—	15	16	14	10	77	Meridan	CHR

♦ See Web Site Directory.

12+ POPULATION: 478,400 (Black: N/A; Hispanic: 28.8%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
6.8	6.0	8.1	7.9	7.9	1	1	KGO-AM News/Talk	810 50kw	2	—	21	7	3	1	91	Cap Cities/ABC	BAN
5.6	4.9	5.1	4.0	7.3	2		KDON-FM CHR/Rhythmic	102.5 18.5kw	1	1	1	1	2	9	72	Henry	CHR
5.7	5.4	6.1	4.7	6.2	3		KTOM-A/F Country	1380/100.7 5kw/1.4kw	4	8	4	4	5	3	80	Magic	KATZ
2.5	4.0	6.7	5.4	4.9	4		KOCN-FM Oldies	105.1 1.8kw	3	6	10	2	1	2	62	C.R. Pasquier Prop.	TOR
4.1	4.9	5.1	4.7	4.4	5		KLOK-FM Spanish	99.5 30kw	7	4	2	3	6	10	91	EXCL Com.	CAB
3.4	2.8	3.0	3.0	4.1	6		KIDD-AM Rock	630 1kw	17	—	29	31	22	13	124	Buckley	D&R
4.5	3.6	4.3	3.4	3.7	7		KBOQ-FM Classical	95.5 1.7kw	8	—	26	14	12	6	77	J&M Br.	CMBS
5.2	4.9	3.2	4.7	3.7	7		KWAV-FM AC	96.9 18kw	5	10	5	6	7	7	60	Buckley	D&R
4.3	4.1	2.8	3.2	3.2	9		KPIG-FM ♦ Adult Alternative	107.5 2.85kw	12	—	18	5	4	5	83	Elettra Br.	MMR
1.9	1.1	2.8	1.9	3.2	9		KXDC-FM NAC	101.7 2.35kw	18	—	23	10	8	5	102	Elettra Br.	—

♦ See Web Site Directory.

12+ POPULATION: 467,600 (Black: N/A; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
16.8	14.6	14.5	1	WDUV-FM B/EZ	103.5 100kw	1	—	—	15	8	2	101	Jacor	EAST
4.5	4.7	5.8	2	WFLZ-FM ♦ CHR/Pop	93.3 100kw	2	1	2	3	6	13	65	Jacor	EAST
7.0	6.8	5.8	2	WYNF-FM Rock	107.9 46kw	3	3	1	1	1	8	85	Jacor	EAST
3.4	4.1	5.6	4	WRBQ-FM Country	104.7 100kw	6	2	3	4	4	3	93	Clear Channel	CCRS
6.1	5.7	5.0	5	WFLA-AM ♦ News/Talk	970 5kw	5	—	18	16	13	5	81	Jacor	EAST
2.9	3.6	4.6	6	WSRZ-FM Oldies	106.3 3.6kw	8	—	13	5	3	1	86	Jacor	EAST
7.6	7.9	4.5	7	WHPT-FM Adult Alternative	102.5 100kw	4	—	5	2	1	6	70	Paxson	BAN
4.4	3.3	4.0	8	WCTQ-FM Country	92.1 6kw	9	4	4	6	7	10	87	Jacor	K&P
5.3	3.7	3.9	9	WWRM-FM AC	94.9 100kw	7	6	8	7	5	4	70	Cox	CHR
1.5	1.5	2.4	10	WGUL-A/F MOR	860/96.1 2(1.5)kw/2.75kw	17	—	—	—	—	19	99	Gulf Atlantic	K&P

♦ See Web Site Directory.

12+ POPULATION: 455,300 (Black: 25.7%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
20.4	15.2	19.8	21.1	19.2	1	WRNS-A/F Country	960/95.1 5(1)kw/100kw	1	3	1	1	1	1	117	Pinnacle	MCG
13.3	16.0	16.0	15.4	13.5	2	WIKS-FM Urban	101.9 100kw	2	1	2	2	2	2	107	Beasley	D&R
7.7	9.8	9.9	7.5	6.9	3	WSFL-FM Rock	106.5 100kw	3	9	3	3	3	5	75	Beasley	D&R
7.0	5.4	4.3	5.5	5.1	4	WCBZ/WRHT-FM CHR/Pop	103.7/96.3 100kw/100kw	4	2	5	5	9	15	59	Eastern Carolina	—
3.9	5.0	2.9	4.2	4.5	5	WKJA/WKOO Oldies	101.1/98.7 31kw/100kw	5	6	18	7	4	3	70	Nautical Br.	D&R
4.1	3.8	4.3	3.0	4.4	6	WNCT-FM B/EZ	107.9 100kw	7	8	9	8	5	4	69	Beasley	MMR
1.9	1.7	0.0	0.7	4.4	6	WXNR-FM Alternative	99.5 16.5kw	8	5	4	4	10	20	71	Beasley	KATZ
3.7	4.2	4.5	4.8	4.0	8	WERO-FM Classic Hits	93.3 100kw	6	—	6	6	6	6	59	Pinnacle	KATZ
1.5	1.2	1.2	2.8	2.7	9	WQSL-FM Hot AC	92.3 22.5kw	9	4	7	9	15	—	62	HVS Partners	BAN
1.1	0.8	1.0	0.6	2.2	10	WOOW-AM Gospel	1340 1kw	18	10	17	14	14	10	114	Minority Voice, Inc.	—
1.5	0.8	2.2	2.7	2.2	10	WTRG-FM Oldies	100.7 99kw	10	—	16	12	8	7	56	HMW Com.	D&R

#81

BATON ROUGE



BATON ROUGE

12+ POPULATION: 453,200 (Black: 29.3%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.8	12.3	10.2	11.8	11.9	1	1	KQXL-FM Urban	106.5 50kw	2	1	1	1	2	3	98	Citywide	BAN
15.9	10.5	12.6	10.6	11.9	1	1	WYNK-FM Country	101.5 100kw	1	8	2	2	1	1	87	Gulfstar	TOR
9.5	8.5	7.5	7.6	8.3	3	3	WXOK-AM Urban/AC	1460 5(1)kw	5	5	6	3	5	2	84	Citywide	BAN
7.0	5.5	5.7	6.7	6.7	4	4	KRVE-FM ♦ AC	96.1 43kw	4	9	7	4	3	4	66	McForhun, Inc.	KATZ
3.7	5.5	8.5	7.9	5.8	5	5	WGGZ-FM Oldies	98.1 100kw	6	—	4	5	4	6	63	Guaranty	KATZ
5.1	4.7	4.9	4.4	5.7	6	6	WJBO-AM ♦ News/Talk	1150 5kw	8	—	14	9	6	5	69	Gulfstar	CHR
6.6	7.4	5.7	4.5	5.1	7	7	WFMF-FM 1 ♦ CHR/Pop	102.5 100kw	3	4	3	6	8	12	49	Gulfstar	CHR
4.3	5.8	5.7	4.4	4.8	8	8	WTGE-FM 2 ♦ Alternative	100.7 100kw	7	3	5	7	10	13	58	Guaranty	EAST
4.8	3.4	4.0	3.8	3.5	9	9	WKJN-FM Country	103.3 100kw	9	7	13	11	9	7	49	Southern Com.	EAST
0.4	1.1	1.2	1.3	3.0	10	10	KHOM-FM CHR/Pop	104.1 100kw	10	1	11	12	15	16	50	KHOM, Assoc.	TOR
3.7	4.7	2.5	3.5	3.0	10	10	WCKW-FM Classic Rock	92.3 100kw	11	—	8	8	7	10	52	222 Corp.	CHR

1 Changed calls to WLSS-FM in August. 2 Switched to Country in August. ♦ See Web Site Directory.

#82

LITTLE ROCK



LITTLE ROCK

12+ POPULATION: 446,800 (Black: 18.7%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.2	13.1	12.2	14.7	12.8	1	1	KSSN-FM Country	95.7 92kw	1	3	4	3	1	1	79	Triathlon	KATZ
8.6	9.3	10.1	9.0	10.4	2	2	KURB-FM ♦ Hot AC	98.5 99kw	2	2	2	2	3	2	71	GHB Radio Group	D&R
9.2	8.3	9.8	8.5	9.3	3	3	KIPR-FM Urban	92.3 100kw	5	1	3	4	5	10	95	Cornerstone	BAN
7.9	6.7	7.8	9.1	9.1	4	4	KMJX-FM Rock	105.1 79kw	3	6	1	1	2	8	79	Clear Channel	MCG
7.0	5.8	6.3	6.0	6.2	5	5	KDDK-FM Country	100.3 44.2kw	4	5	7	6	6	3	62	Clear Channel	MCG
7.3	7.6	7.0	6.5	5.7	6	6	KARN-AM News/Talk	920 5kw	8	—	11	8	8	5	75	Snider	KATZ
3.9	4.4	5.7	4.0	5.4	7	7	KKPT-FM Oldies	94.1 100kw	6	—	5	5	4	6	66	Signal Media	CHR
4.9	4.5	4.6	5.0	4.0	8	8	KOLL-FM Oldies	94.9 96kw	7	8	13	9	7	4	52	Triathlon	D&R
3.3	2.9	2.6	4.0	3.6	9	9	KVLO-FM 1 AC	102.9 50kw	9	—	12	11	10	7	56	GHB Radio Group	D&R
3.6	4.4	4.6	4.6	3.4	10	10	KYFX-FM Urban/AC	99.5 3kw	11	9	10	7	9	9	73	Nameloc	K&P

1 Was KEZQ-FM until April. ♦ See Web Site Directory.

12+ POPULATION: 427,500 (Black: N/A; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.4	6.1	8.0	1	WHJY-FM Rock	94.1 50kw	3	6	1	1	1	5	88	SFX	G/W
7.1	7.8	6.4	2	WWLI-FM AC	105.1 50kw	2	—	13	3	2	1	68	Tele-Media	TOR
4.8	5.0	6.0	3	WCTK-FM Country	98.1 47kw	9	—	7	6	4	2	102	Hall	D&R
5.1	3.9	4.9	4	WFHN-FM CHR/Pop	107.1 3kw	6	3	2	4	6	15	71	Springs Br.	MCG
3.3	5.8	4.8	5	WSNE-FM Hot AC	93.3 30kw	4	—	5	2	3	3	55	SFX	G/W
6.9	7.2	4.3	6	WPRO-FM CHR/Pop	92.3 39kw	1	4	3	5	8	14	42	Tele-Media	MCG
4.4	4.3	4.2	7	WWBB-FM ♦ Oldies	101.5 13.5kw	5	—	9	7	5	4	44	Clear Channel	BAN
2.9	3.7	3.6	8	WLKW-AM Nostalgia	790 5kw	21	—	—	26	24	16	116	Tele-Media	TOR
2.7	2.7	2.8	9	WJMN-FM CHR/Rhythmic	94.5 11.5kw	7	2	6	12	16	31	43	Evergreen Media	KATZ
3.7	3.8	2.6	10	WBZ-AM News	1030 50kw	10	—	22	21	19	9	48	CBS Radio	G/W
2.5	3.5	2.6	10	WWRX-FM ♦ Classic Rock	103.7 50kw	11	1	14	19	31	—	41	Clear Channel	BAN

♦ See Web Site Directory.

12+ POPULATION: 425,200 (Black: 25.5%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.8	13.0	10.5	9.4	10.9	1	WKSJ-A/F Country	1270/94.9 5kw/100kw	1	5	5	1	1	1	81	Capitol Br. Co. LLC	BAN
0.0	1.3	5.3	7.8	7.6	2	WYOK-FM Urban	104.9 33kw	4	1	2	4	10	15	87	Roberds Br.	TOR
15.0	13.6	12.5	8.3	6.8	3	WBLX-FM Urban	92.9 100kw	3	3	1	2	3	10	65	Calendar	KATZ
6.8	6.1	5.9	6.4	6.2	4	WABB-FM CHR/Pop	97.5 100kw	2	2	3	3	8	11	51	Dittman Group	CHR
5.5	7.1	6.3	6.5	6.1	5	WGOK-AM Religious	900 1(.5)kw	11	9	14	9	4	4	118	Roberds Br.	TOR
4.4	5.1	4.6	5.6	5.9	6	WDLT-FM Urban/AC	98.3 40kw	8	7	10	7	2	3	92	United	TOR
5.7	4.8	5.3	4.8	5.4	7	WNTM-AM News/Talk	710 1kw	9	—	12	13	9	5	86	Capitol Br. Co. LLC	BAN
3.4	4.3	3.7	4.5	4.8	8	WAVH-FM Oldies	106.5 50kw	13	—	20	8	5	2	96	Baldwin Br.	MCG
5.7	4.8	5.7	5.4	4.5	9	WWRO-FM Oldies	100.7 100kw	5	—	4	5	6	7	53	Capitol Br. Co. LLC	KATZ
5.2	3.0	5.2	5.4	4.4	10	WMXC-FM Hot AC	99.9 100kw	6	8	8	6	7	6	55	Capitol Br. Co. LLC	BAN

12+ POPULATION: 420,400 (Black: N/A; Hispanic: 24.6%)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
13.1	11.2	11.8	1	KATM-FM Country	103.3 50kw	1	2	1	1	1	1	90	Citadel	MCG
6.0	6.6	7.9	2	KWIN-FM CHR/Pop	97.7 3kw	2	1	2	3	4	13	69	Front Line	MMR
6.9	6.6	5.8	3	KHOP/KROW-FM Rock	103.9/104.1 .071kw/50kw	3	10	3	2	2	3	68	Citadel	MCG
9.1	6.8	4.3	4	KQOD-FM Oldies	100.1 6kw	4	8	17	6	3	2	63	Carson Group	EAST
3.2	5.6	4.0	5	KOSO-FM Hot AC	93.1 2.95kw	6	6	4	4	5	14	61	Spacecom	KATZ
3.9	3.5	3.9	6	KNBR-AM Full Service	680 50kw	7	—	13	10	9	4	60	Susquehanna	EAST
3.2	2.1	3.7	7	KDJK-FM Alternative	95.1 29.5kw	5	3	5	5	6	15	55	Photosphere	BAN
2.5	2.1	2.8	8	KCBS-AM News	740 50kw	8	—	18	15	11	6	55	CBS Radio	CBS
0.5	2.1	2.8	8	KTRB-AM Spanish	860 50(10)kw	10	—	6	7	8	17	75	Pete Pappas Co.	CAB
2.4	2.3	2.4	10	KBEE-AM Nostalgia	970 1kw	16	—	—	32	30	8	97	Citadel	MCG
1.9	1.2	2.4	10	KGO-AM News/Talk	810 50kw	13	—	15	16	17	16	80	Cap Cities/ABC	BAN
2.8	1.7	2.4	10	KVFX-FM Classic Rock	96.7 3kw	9	—	14	8	7	5	61	Community Pacific Br.	—

12+ POPULATION: 417,200 (Black: N/A; Hispanic: 31.7%)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
15.6	12.4	12.5	12.6	13.6	1	KUZZ-FM Country	107.9 5.8kw	1	6	1	1	1	1	99	Buck Owens	KATZ
6.1	6.7	6.2	8.1	7.6	2	KRAB-FM ♦ Rock	106.1 25kw	3	2	2	2	4	12	82	Atmosphere Br.	BAN
10.4	9.5	11.8	9.6	7.5	3	KKXX-FM ♦ CHR/Rhythmic	105.3 35kw	2	1	3	3	5	7	71	Atmosphere Br.	BAN
4.6	3.8	5.7	4.9	5.9	4	KGFM-FM AC	101.5 4.8kw	4	8	5	4	2	3	73	Lagniappe	CHR
4.4	6.3	3.3	6.7	5.5	5	KIWI-FM Spanish	92.1 6kw	7	3	4	6	9	11	100	KMAP Inc.	CMBS
6.7	6.4	7.4	7.2	5.2	6	KERN-AM News/Talk	1410 1kw	6	—	8	9	7	4	70	Amer. Gen. Media	CHR
5.4	5.4	5.4	5.1	4.6	7	KERN-FM Oldies	94.1 4.5kw	5	7	10	7	6	2	62	Amer. Gen. Media	CHR
2.9	2.6	3.5	4.5	4.2	8	KKBB-FM Classic Rock	99.3 1.2kw	9	—	6	5	3	6	86	Buckley	D&R
2.0	2.6	3.3	3.1	3.8	9	KSUV-FM Spanish	102.9 20.5kw	11	5	7	10	10	8	95	Caballero Radio West	CAB
2.8	3.1	3.6	4.5	3.6	10	KLLY-FM AC	95.3 12.5kw	8	—	9	8	8	5	67	Buckley	D&R

♦ See Web Site Directory.

12+ POPULATION: 413,700 (Black: 29.0%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.2	12.6	11.2	11.2	11.7	1	WWWZ-FM ♦ Urban	93.3 50kw	1	1	1	1	1	6	98	Wicks Radio LP	D&R
11.4	9.8	8.9	8.3	9.3	2	WEZL-FM Country	103.5 100kw	2	6	4	2	2	1	83	Regent	BAN
8.7	8.9	9.0	8.7	7.5	3	WAVF-FM ♦ Rock	96.1 100kw	4	2	2	3	6	11	75	Pritchard & Co.	CHR
4.4	4.7	7.4	7.0	6.5	4	WSSX-FM CHR/Pop	95.1 100kw	3	3	3	4	4	13	64	Wicks Radio LP	KATZ
7.0	5.1	5.8	6.7	6.0	5	WBUB-FM Country	107.5 100kw	5	4	6	7	7	5	68	South Wind Br. Inc.	TOR
4.5	4.4	5.2	3.9	5.6	6	WSUY-FM AC	100.5 17.5kw	7	—	8	5	5	4	83	Wicks Radio LP	KATZ
4.8	4.8	4.8	4.4	5.4	7	WXLY-FM Oldies	102.5 100kw	6	—	15	6	3	2	71	Regent	BAN
5.1	7.0	7.7	6.0	4.4	8	WTMA-AM News/Talk	1250 5(1)kw	8	—	16	13	11	7	72	Wicks Radio LP	KATZ
3.2	3.8	2.9	3.7	4.3	9	WSSP-FM Nostalgia	94.3 6kw	14	—	—	19	19	9	108	South Wind Br. Inc.	MCG
3.5	2.5	1.4	2.0	4.0	10	WJZK-FM 1 NAC	96.9 100kw	9	—	11	17	10	3	70	South Wind Br. Inc.	TOR

1 Was WXTC-FM (AC) until April. ♦ See Web Site Directory.

12+ POPULATION: 412,300 (Black: 30.0%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
17.6	20.1	19.0	15.8	20.3	1	WVDM-FM ♦ Urban	101.3 100kw	1	1	1	1	1	1	141	Clear Channel	D&R
11.9	9.9	9.2	12.1	10.5	2	WCOS-FM Country	97.5 100kw	3	4	4	3	2	2	90	Benchmark	MCG
9.1	8.0	7.3	7.9	8.5	3	WNOK-FM ♦ CHR/Pop	104.7 100kw	2	3	2	2	5	10	69	Emerald City	MCG
4.3	5.1	4.8	6.6	7.3	4	WMFX-FM Classic Rock	102.3 6kw	4	7	3	4	3	5	84	Emerald City	D&R
7.4	6.8	7.8	7.5	6.6	5	WTCB-FM AC	106.7 100kw	6	—	6	5	4	3	86	Bloomington	CHR
6.7	5.7	6.9	6.3	6.0	6	WSCQ-FM Nostalgia	100.1 5.9kw	8	—	13	11	12	6	93	Congaree	EAST
4.2	4.2	3.6	4.6	5.1	7	WOMG-FM Oldies	103.1 3kw	7	—	10	8	6	4	73	Bloomington	—
4.6	7.3	6.2	5.6	4.5	8	WARQ-FM ♦ Rock	93.5 2.8kw	5	2	5	6	8	13	54	Clear Channel	BAN
5.6	5.6	5.5	7.2	4.2	9	WFMV-FM Religious	95.3 3kw	10	5	7	7	7	7	72	Glory	—
4.8	3.9	6.1	4.3	3.9	10	WVOC-AM News/Talk	560 5kw	9	—	9	10	9	8	63	Benchmark	BAN

♦ See Web Site Directory.

12+ POPULATION: 410,400 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.9	10.1	12.5	12.4	11.3	1	KJFY-FM ♦ Country	92.5 41kw	5	2	4	4	3	2	90	Barnstable	MCG
0.0	1.2	7.5	7.5	10.9	2	KKDM-FM ♦ Alternative	107.5 100kw	3	1	1	2	7	13	79	Midwest Radio Inc.	ROS
14.1	13.0	13.9	13.2	10.7	3	WHO-AM News/Talk	1040 50kw	1	—	11	9	5	1	72	Palmer	CHR
17.3	14.9	11.6	11.9	9.6	4	KGGO-FM ♦ Rock	94.9 100kw	4	6	2	1	1	5	72	Community Pacific	EAST
6.0	6.7	5.7	5.5	7.9	5	KLYF-FM AC	100.3 100kw	7	4	7	3	2	3	87	Palmer	CHR
7.4	8.4	6.9	6.5	7.5	6	KSTZ-FM Hot AC	102.5 100kw	2	3	3	5	4	8	54	Saga	KATZ
6.3	7.2	6.1	9.1	5.9	7	KIOA-A/F Oldies	940/93.3 10(5)kw/100kw	6	5	10	8	6	4	50	Saga	KATZ
3.1	4.3	2.3	3.1	5.0	8	KRKQ-FM 1 Classic Rock	98.3 50kw	8	8	6	6	8	7	67	Fuller Jeffrey	MCG
4.8	5.5	4.4	4.1	4.9	9	KRNT-AM Nostalgia	1350 5kw	11	—	14	14	13	10	78	Saga	KATZ
6.9	4.5	3.4	2.8	4.1	10	KFMG-FM 2 ♦ Adult Alternative	103.3 100kw	9	—	5	7	9	9	60	Saga	—

1 Was KRUU-FM (Country) until January. 2 Became KAZR-FM (Rock) in July. ♦ See Web Site Directory.

12+ POPULATION: 410,100 (Black: 10.8%; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.4	10.5	11.7	1	WKBN-AM Talk	570 5kw	3	—	9	8	8	5	113	WKBN Inc.	KATZ
12.5	12.8	11.7	1	WQXK-FM Country	105.1 88kw	2	4	3	2	1	1	94	Reach Radio	BAN
11.0	10.9	10.7	3	WHOT-FM CHR/Pop	101.1 25kw	1	1	2	1	3	4	68	Connoisseur	CHR
6.8	7.7	7.5	4	WKBN-FM AC	98.9 5.9kw	5	—	6	5	4	3	77	WKBN Inc.	KATZ
9.2	7.6	7.3	5	WBBG-FM Oldies	93.3 50kw	4	6	8	6	2	2	72	Connoisseur	CHR
6.7	6.3	6.4	6	WNCD-FM Rock	106.1 3kw	6	2	1	3	6	8	67	WN Br.	TOR
3.9	4.6	5.8	7	WYFM-FM AC	102.9 44kw	7	7	4	4	5	6	70	Regional Group	EAST
4.3	5.7	5.5	8	WRBP-FM Urban	101.9 3kw	8	8	5	7	7	7	113	Stop 26/Riverbend	EAST
2.8	3.4	3.0	9	WNIO-AM Nostalgia	1540 .5kw	14	—	—	27	27	11	131	WN Br.	EAST
3.5	2.8	2.7	10	WSOM-AM Nostalgia	600 1kw	10	—	—	26	24	13	77	Lincoln Group	BAN

12+ POPULATION: 410,000 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.0	9.0	9.3	9.2	9.8	1	1	KFDI-FM ♦ Country	101.3 100kw	1	4	4	1	1	2	77	Southern Skies	KATZ
11.0	12.1	11.6	10.3	9.1	2		KZSN-FM Country	102.1 100kw	3	8	11	10	4	1	75	Triathlon	TOR
10.3	9.3	8.2	7.0	7.7	3		KEYN-FM Oldies	103.7 100kw	2	2	3	4	6	6	62	Price	D&R
4.7	5.6	5.9	6.0	7.5	4		KKRD-FM ♦ CHR/Pop	107.3 100kw	5	1	1	3	7	16	85	SFX	MCG
6.7	5.7	5.3	7.0	6.6	5		KRZZ-FM ♦ Rock	96.3 50kw	4	6	2	2	2	7	69	SFX	D&R
5.4	6.3	5.4	5.7	6.0	6		KFDI-AM Country	1070 10(1)kw	10	—	19	18	15	4	106	Great Empire	TOR
6.2	4.3	5.3	6.3	6.0	6		KICT-FM ♦ Alternative	95.1 100kw	7	10	5	5	3	5	90	Marathon	CHR
4.4	3.9	5.4	4.6	4.6	8		KRBB-FM ♦ AC	97.9 100kw	12	3	6	7	8	9	88	Gary Violet	—
7.5	6.3	4.8	4.9	4.3	9		KDGS-FM Urban	93.9 25kw	6	7	16	6	5	3	54	Pourtales	EAST
4.2	3.1	3.6	3.6	4.2	10		KNSS-AM ♦ News/Talk	1240 1kw	11	—	18	17	13	8	73	SFX	—

1 Was KDLE-FM until November. ♦ See Web Site Directory.

WICHITA

12+ POPULATION: 407,300 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.9	8.4	8.3	7.1	9.5	1	1	KZZU-FM ♦ CHR/Rhythmic	92.9 85kw	1	1	1	1	4	10	86	Morgan Murphy	CHR
10.5	9.0	11.2	8.5	8.0	2		KDRK-FM Country	93.7 56kw	2	5	4	5	7	5	75	Citadel	MCG
9.3	7.9	7.4	11.0	7.7	3		KKZX-FM Classic Rock	98.9 100kw	7	3	5	2	1	2	86	Triathlon	MMR
6.7	5.7	6.9	7.3	7.4	4		KISC-FM AC	98.1 94kw	6	9	3	3	2	6	79	Triathlon	MMR
4.1	5.1	6.6	4.8	7.1	5		KXLY-AM News/Talk	920 5kw	4	—	14	8	11	7	74	Morgan Murphy	EAST
4.3	6.6	4.5	7.1	6.8	6		KNFR-FM Country	96.1 56kw	8	—	2	4	3	8	77	Triathlon	MMR
7.4	9.7	6.4	6.5	6.4	7		KEYF-A/F Oldies	1050/101.1 5kw/100kw	3	8	13	7	5	1	65	Triathlon	MMR
6.4	6.2	5.9	7.1	6.2	8		KXLY-FM AC	99.9 37kw	5	—	8	8	6	3	66	Morgan Murphy	TOR
6.1	6.4	3.8	5.7	5.2	9		KAQQ-AM Nostalgia	590 5kw	12	—	—	18	15	9	96	Triathlon	MMR
4.3	5.1	4.8	4.9	5.0	10		KGA-AM News/Talk	1510 50kw	10	—	12	10	8	4	80	Citadel	MCG

♦ See Web Site Directory.

SPOKANE

12+ POPULATION: 390,300 (Black: 7.5%; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
9.7	9.5	9.2	1	WMGF-FM AC	107.7 100kw	2	—	5	3	2	2	87	Paxson	BAN
6.6	9.8	8.9	2	WGNE-FM ♦ Country	98.1 100kw	1	4	1	1	3	3	78	Paxson	BAN
5.3	5.4	7.8	3	WROD-AM Nostalgia	1340 1kw	12	—	—	—	20	7	152	LaPaz	REG
5.9	4.6	5.5	4	WJHM-FM Urban	101.9 28kw	9	1	2	7	10	17	90	Chancellor	D&R
7.0	5.5	5.5	4	WOCL-FM Oldies	105.9 100kw	3	—	15	5	1	1	64	Chancellor	CHR
2.5	2.9	5.5	4	WSBB-AM Nostalgia	1230 1kw	13	—	—	20	21	15	108	TK	—
5.5	6.9	5.0	7	WWKA-FM Country	92.3 100kw	8	8	10	10	7	6	71	Cox	KATZ
3.1	4.9	4.4	8	WHTQ-FM Classic Rock	96.5 100kw	5	—	7	2	4	4	60	Cox	EAST
5.5	3.8	4.2	9	WOMX-FM Hot AC	105.1 100kw	7	6	8	4	5	5	59	Chancellor	MCG
4.1	4.6	3.4	10	WFKS-FM ♦ CHR/Pop	99.9 100kw	4	—	6	6	6	10	45	Renda	MCG

♦ See Web Site Directory.

12+ POPULATION: 389,300 (Black: N/A; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
31.0	31.5	28.0	1	WXBQ-FM Country	96.9 67kw	1	1	1	1	1	1	93	Nininger	CHR
12.6	7.8	12.9	2	WQUT-FM ♦ Classic Rock	101.5 100kw	2	3	2	2	2	2	79	Bloomington	KATZ
11.4	9.3	9.3	3	WTFM-FM AC	98.5 74kw	3	—	3	3	3	3	63	Holston Valley	EAST
6.0	4.2	4.2	4	WAEZ-FM AC	99.3 3.8kw	4	—	5	5	4	5	48	Tri-City Br.	—
3.6	4.5	4.2	4	WKOS-FM ♦ Oldies	104.9 2.75kw	5	6	9	4	5	4	57	Bloomington	KATZ
4.1	4.8	3.6	6	WJCW-AM ♦ Talk	910 5(1)kw	6	—	14	7	6	6	51	Bloomington	KATZ
2.9	1.0	3.3	7	WIMZ-FM Classic Rock	103.5 100kw	7	4	6	6	7	7	61	South Central	D&R
0.3	1.8	2.8	8	WXIS-FM CHR/Pop	103.9 3kw	8	2	4	8	14	—	51	WEMB, Inc.	—
1.0	2.5	2.6	9	WGOC-AM Country	640 10kw	9	—	15	12	11	9	62	J.T. Parker Br.	TNS
2.8	3.0	2.6	9	WKPT-AM Nostalgia	1400 1kw	10	—	—	—	17	13	66	Holston Valley	EAST

♦ See Web Site Directory.

12+ POPULATION: 389,300 (Black: 12.6%; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.1	6.7	8.7	1	WPLR-FM Rock	99.1 14.1kw	2	8	1	1	1	3	86	SFX	D&R
6.9	5.8	8.4	2	WKCI-FM CHR/Pop	101.3 10kw	1	2	2	2	2	4	65	Clear Channel	CCRS
5.8	5.4	6.3	3	WELI-AM News/Talk	960 5kw	3	—	—	15	14	6	70	Clear Channel	CCRS
6.9	6.1	5.4	4	WEZN-FM AC	99.9 27.5kw	4	6	6	5	4	2	68	Cox	KATZ
5.5	4.4	4.7	5	WDRC-FM Oldies	102.9 19.5kw	7	—	17	6	3	1	67	Buckley	MCG
4.1	3.1	4.6	6	WMRQ-FM Alternative	104.1 18kw	6	1	3	4	11	24	62	SFX	MCG
5.0	4.4	4.6	6	WYBC-FM ¹ Urban/AC	94.3 1.7kw	11	7	4	3	5	11	86	Yale Br.	D&R
4.1	7.2	3.8	8	WWYZ-FM Country	92.5 17kw	9	—	7	11	10	8	65	WWYZ, Inc.	BAN
5.1	4.6	3.6	9	WFAN-AM Sports	660 50kw	8	—	12	9	6	5	52	CBS Radio	IRS
2.6	2.8	3.6	9	WNHC-AM Urban	1340 1kw	15	5	11	12	9	10	97	Larry B. Wardlaw	D&R

¹ Operates under a joint selling agreement with WPLR-FM.

12+ POPULATION: 385,300 (Black: N/A; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.4	9.8	9.3	1	WMMB-AM Nostalgia	1240 1kw	5	—	—	16	15	4	109	City Br.	TOR
5.7	3.9	7.8	2	WAOA-FM ♦ CHR/Pop	107.1 100kw	1	1	2	2	3	2	74	Gem Broadcasting	TOR
9.9	8.2	7.0	3	WWKA-FM Country	92.3 100kw	4	4	5	6	5	3	79	Cox	KATZ
6.5	5.2	6.9	4	WJRR-FM ♦ Rock	101.1 100kw	3	2	1	1	7	13	72	Paxson	BAN
4.7	5.1	6.2	5	WOMX-FM AC	105.1 100kw	2	6	4	3	1	1	65	Chancellor	MCG
4.9	5.7	5.4	6	WHTQ-FM Classic Rock	96.5 100kw	6	—	3	4	2	7	69	Cox	EAST
3.9	4.2	5.2	7	WTKS-FM Talk	104.1 100kw	8	—	6	5	4	6	73	Paxson	MCG
6.0	5.5	4.7	8	WLRQ-FM AC	99.3 50kw	7	—	8	7	6	5	64	Superior	EAST
4.5	4.9	3.8	9	WHKR-FM Country	102.7 50kw	10	8	10	9	9	9	66	Roper	EAST
3.2	3.4	3.3	10	WMGF-FM AC	107.7 100kw	11	—	13	12	10	8	65	Paxson	BAN

♦ See Web Site Directory.

12+ POPULATION: 384,000 (Black: 25.9%; Hispanic: N/A)

SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.6	10.2	10.3	1	KSMB-FM ♦ <i>CHR/Pop</i>	94.5 100kw	1	1	1	1	2	9	77	Media Properties	BAN
13.8	11.0	10.0	2	KXKC-FM ♦ <i>Country</i>	99.1 100kw	2	3	2	2	1	1	91	Donald Bonin	KATZ
5.7	6.9	6.9	3	KMDL-FM <i>Country</i>	97.3 42kw	3	6	5	3	3	2	70	M.A. Broadcasting	BAN
6.9	6.7	5.3	4	KTDY-FM <i>AC</i>	99.9 100kw	4	9	4	4	4	6	75	Com. Corp.	CHR
5.8	6.0	5.1	5	KJCB-AM <i>Urban</i>	770 1(.5)kw	11	7	12	7	6	3	105	R&M Broadcasting	K&P
4.2	5.5	4.6	6	KNEK-FM <i>Urban</i>	104.7 25kw	5	4	7	6	10	13	70	Dee Br.	K&P
3.5	3.7	4.6	6	KPEL-A/F <i>News/Talk</i>	1420/107.7 1(.75)kw/6kw	13	—	14	15	9	5	108	Com. Corp.	CHR
2.5	3.1	4.3	8	KFTE-FM <i>Classic Hits</i>	96.5 22.5kw	9	—	3	5	5	12	90	Schilling Media	BAN
6.3	5.5	3.9	9	KFXZ-FM <i>Urban</i>	106.3 2.6kw	8	8	9	8	7	10	76	Citywide	D&R
0.0	0.0	3.9	9	KRRQ-FM <i>Urban</i>	95.5 50kw	14	2	8	10	16	19	100	Citywide	D&R

♦ See Web Site Directory.

12+ POPULATION: 382,400 (Black: N/A; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ 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	8.0	8.4	8.6	10.8	1	KKMG-FM <i>CHR/Pop</i>	98.9 70kw	1	1	2	2	4	9	70	Citadel	CHR
9.7	8.2	8.6	9.4	9.4	2	KKFM-FM <i>Classic Rock</i>	98.1 71kw	2	7	1	1	1	3	79	Citadel	MCG
12.0	9.1	12.2	9.4	8.9	3	KKCS-A/F <i>Country</i>	1460/101.9 5(.5)kw/79kw	3	6	4	4	2	1	82	Walton Stations	TOR
5.6	8.0	6.1	7.8	8.2	4	KILO-FM <i>Rock</i>	94.3 83kw	5	2	3	3	3	10	87	Bahakel	EAST
5.6	6.2	5.2	6.2	6.5	5	KSPZ-FM <i>Oldies</i>	92.9 72kw	4	5	8	5	5	2	63	Triathlon	KATZ
5.1	4.6	5.9	5.9	6.1	6	KKLI-FM ♦ <i>AC</i>	106.3 96kw	7	—	6	7	6	4	77	Citadel	D&R
6.9	6.6	5.9	4.8	6.1	6	KVOR-AM <i>News/Talk</i>	1300 5(1)kw	8	—	13	12	12	5	77	Triathlon	KATZ
5.1	4.1	5.9	3.8	4.9	8	KVUU-FM <i>Hot AC</i>	99.9 68kw	6	3	5	6	7	8	53	Triathlon	KATZ
3.6	4.6	4.2	4.0	4.0	9	KOA-AM <i>Talk</i>	850 50kw	9	—	11	11	11	6	59	Jacor	EAST
3.6	3.0	3.5	3.2	3.8	10	KRDO-FM <i>AC</i>	95.1 96kw	11	4	10	9	8	7	64	Pikes Peak Br.	D&R

♦ See Web Site Directory.

12+ POPULATION: 381,800 (Black: N/A; Hispanic: N/A)

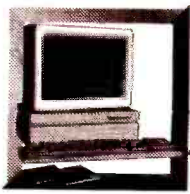
SPRING '95	FALL '95	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
11.5	7.0	10.7	1	WJFI-FM ♦ AC	95.1 39kw	1	5	3	1	1	1	78	Sarkes Tarzian	KATZ
10.1	13.1	9.7	2	WQHK-FM Country	105.1 13.5kw	2	4	4	4	3	4	82	Federated Media	CHR
7.2	4.1	8.5	3	WFWI-FM Classic Rock	92.3 2.7kw	3	—	2	2	2	3	72	Pathfinder	TOR
7.0	8.7	6.9	4	WBYS-FM ♦ Rock	98.9 50kw	4	6	1	3	5	7	67	Pathfinder	EAST
6.3	8.2	6.7	5	WBTU-FM Country	93.3 50kw	7	7	6	6	6	6	72	Starboard Com.	EAST
5.4	4.9	6.4	6	WLDE-FM ♦ Oldies	101.7 3kw	9	9	10	5	4	2	72	Taylor	KATZ
5.4	7.0	5.2	7	WOWO-AM Full Service	1190 50kw	5	—	12	13	12	8	52	Federated Media	KATZ
1.7	5.2	5.0	8	WEJE-FM Alternative	96.3 6.7kw	8	2	5	7	8	16	55	Kovas Com.	—
1.5	0.5	4.7	9	WHWD-AM 1 Nostalgia	1380 5kw	12	—	—	14	13	5	106	Federated Media	CHR
5.0	3.5	4.7	9	WMEE-FM CHR/Pop	97.3 26kw	6	8	7	8	7	9	49	Federated Media	CHR

1 Was WQHK-AM (Country) until late March. ♦ See Web Site Directory.

12+ POPULATION: 380,600 (Black: 12.7%; Hispanic: N/A)

SPRING '95	SUMMER '95	FALL '95	WINTER '96	SPRING '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
20.2	19.5	22.8	21.1	17.5	1	WUSY-FM Country	100.7 100kw	1	2	1	1	1	1	96	Colonial	KATZ
9.2	9.9	7.6	7.8	8.9	2	WSKZ-FM Rock	106.5 100kw	2	5	2	2	2	2	75	Bloomington	CHR
9.6	10.4	10.4	8.0	7.3	3	WDEF-FM AC	92.3 100kw	3	—	6	4	4	3	67	Bahakel	EAST
5.8	6.9	7.1	7.3	6.8	4	WJTT-FM ♦ Urban	94.3 3kw	9	3	3	3	5	8	109	Brewer	MCG
4.1	4.3	4.0	3.4	5.1	5	WDOD-FM Country	96.5 100kw	5	6	5	5	6	6	66	Bahakel	BAN
5.3	3.8	5.0	4.1	5.1	5	WZST-FM CHR/Pop	98.1 1kw	4	1	4	6	14	16	55	Wicks Radio Group	—
2.7	4.0	2.5	3.6	4.6	7	WGOW-AM ♦ News/Talk	1150 5(1)kw	11	—	12	12	7	5	100	Bloomington	CHR
2.4	3.3	3.3	3.4	4.6	7	WOGT-FM ♦ Oldies	107.9 2.85kw	7	8	15	7	3	4	71	Radio Chattanooga	CHR
3.1	3.5	3.6	2.9	4.0	9	WNOO-AM Religious	1260 5kw	15	—	13	13	10	7	139	RA-AD of Trenton	BAN
3.8	2.1	3.0	3.1	3.3	10	WDOD-AM Country	1310 5kw	13	—	—	17	17	12	100	Bahakel	BAN

♦ See Web Site Directory.



Computer Software

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Group Owners

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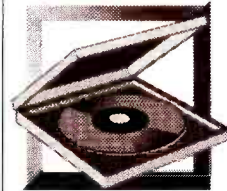
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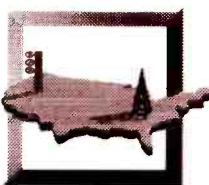
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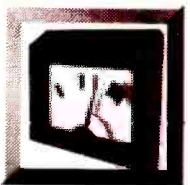
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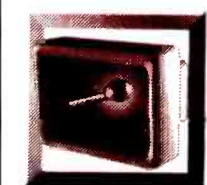
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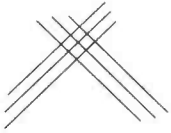


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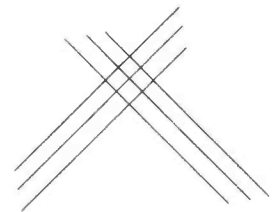
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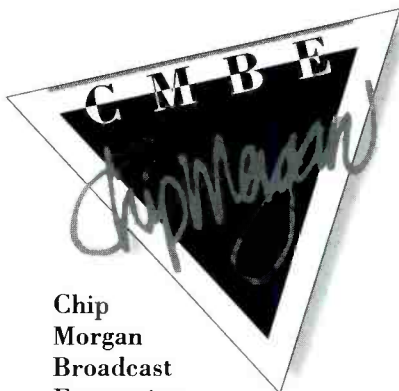
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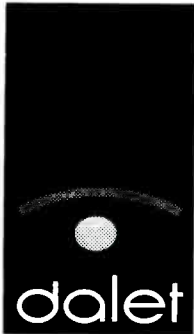
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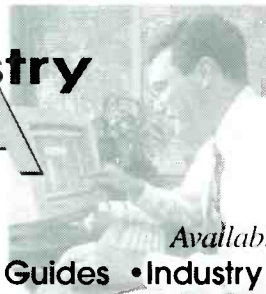
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E = Events
L = Online Services
G = Graphic Design
ML = Mailing Lists
MP = Media Placement
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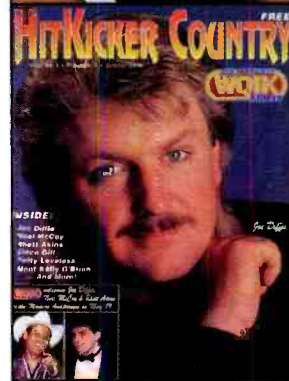
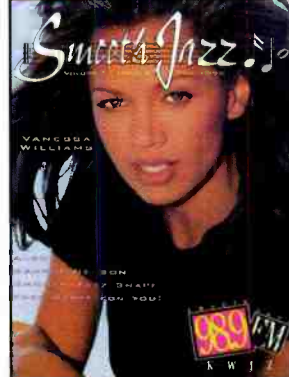
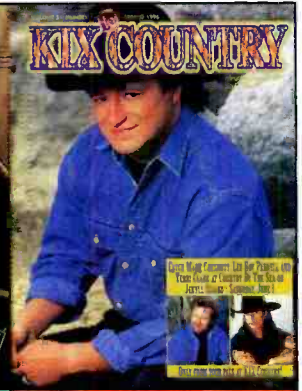
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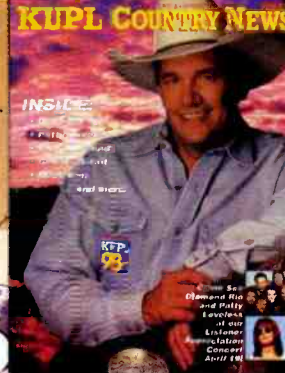
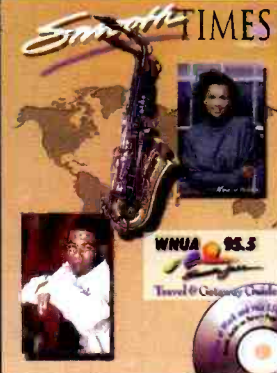
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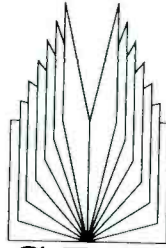
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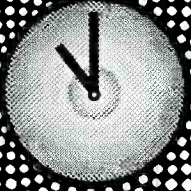
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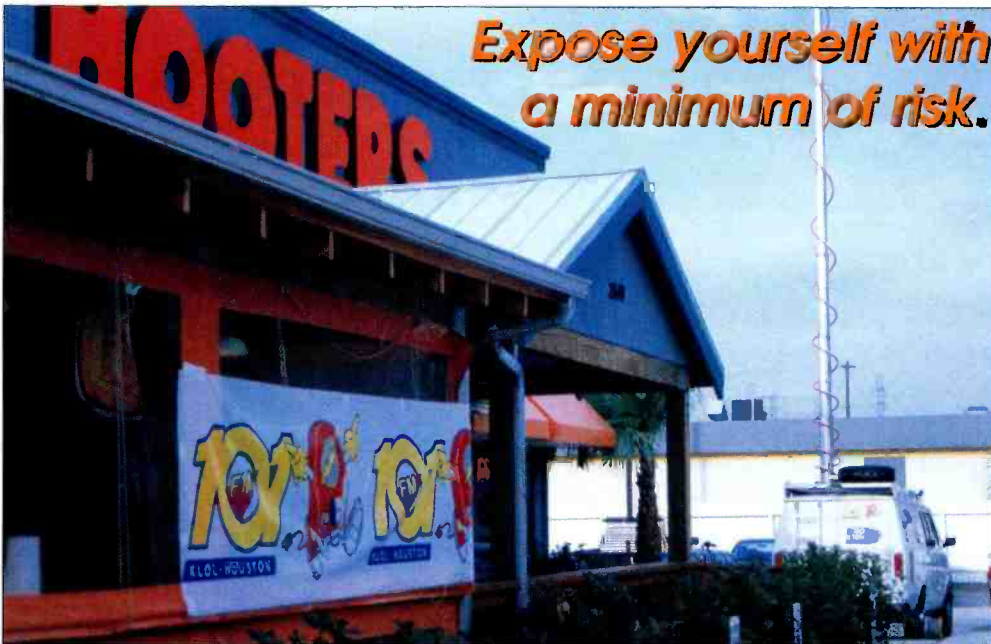
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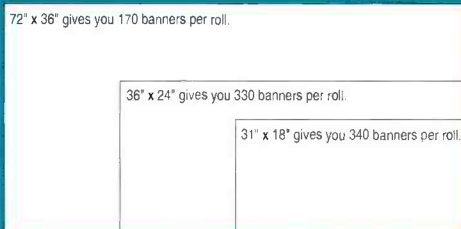
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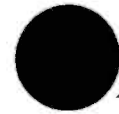
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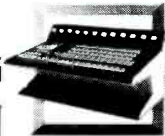
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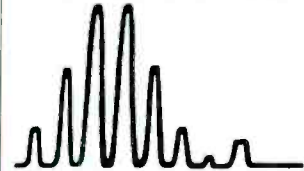
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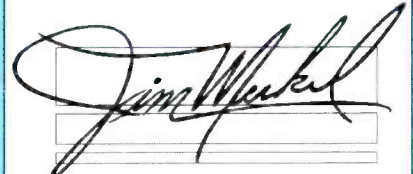
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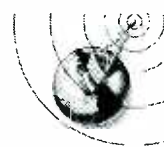
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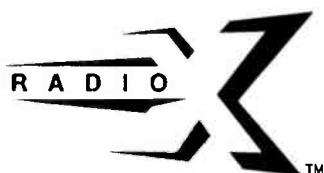
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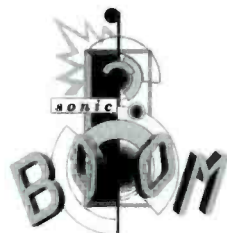
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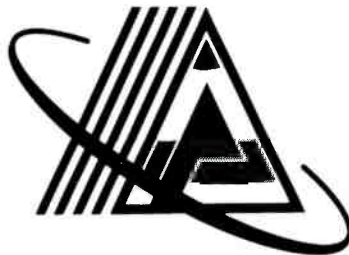
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E-MAIL: mofi@mofi.com
Herbert Belkin, President

Modern Records

8295 Sunset Boulevard
Los Angeles, CA 90046
(213) 658-7600
FAX: (213) 656-9532
Paul Fishkin, President/CEO

MoJazz Records

5750 Wilshire Boulevard
Suite 300
Los Angeles, CA 90036
(213) 634-3521
FAX: (213) 461-4853
James Cochran, Sr. VP/R&B Promotion
Bruce Walker, GM
Doc Remer, Dir./Nat'l Promotion & Marketing
Eric Talbert, Associate Director

Moonshine Music

8525 Santa Monica Boulevard
West Hollywood, CA 90069
(310) 652-8145
FAX: (310) 652-8146
E-MAIL: mail@moonshine.com
Jonathan Levy, CEO
Stephen Levy, President
Jeremy Brown, Dir./Nat'l Promotion
Sandy Skeeter, Dir./Nat'l Sales
Sheri Kaplan, Mgr./College Promotion



Motown

(distributed by PGD)
825 8th Avenue
New York, NY 10019
(212) 603-7800

WEB SITE: www.musicbase.co.uk/music/motown

Clarence Avant, Chairman
Andre Harrell, President/CEO
Steve Corbin, Executive VP/GM
James Cochran, Sr. VP/R&B Promotion
Barbara Seltzer, Sr. VP/Pop Promotion

Mute

140 West 22nd Street
10th Floor
New York, NY 10011
(212) 255-7670
FAX: (212) 255-6056
Mark Fotiadis, VP/GM

N

Narada Media

(incl. Sona Gaia)
(distributed by UNI)
4650 North Port Washington Road
Milwaukee, WI 53212
(414) 961-8350
FAX: (414) 961-8351
E-MAIL: radio@narada.com;
kdamian@narada.com

Nesak International

21000 Boca Rio Road
Suite A15
Boca Raton, FL 33433
(407) 477-6422
FAX: (407) 477-3120
Martin Kasen, President

N

New Alliance

(distributed by SST)
PO Box 1389
Lawndale, CA 90260
(310) 590-8900
FAX: (310) 590-8513
Greg Ginn, Owner

New Faces

5948 Little Brook Way
Columbus, OH 43232
(614) 755-9565, (614) 755-9996
FAX: (614) 866-2636
Eddie Powell, Owner
Dave Segel, Owner

Next Plateau Records Inc.

536 Broadway
New York, NY 10012
(212) 274-7500
FAX: (212) 941-0509
Eddie O'Loughlin, President
Dale Roadcap, Executive VP/GM

NMC Records

PO Box 725188
Atlanta, GA 31139
(770) 427-1318
FAX: (770) 427-6032
E-MAIL: nmcrec@aol.com
Nina Easton, President
Bruce Negrin, Dir./Nat'l Radio Promotion

Noteworthy Records

25825 104th Avenue SE
Suite 258
Kent, WA 98031
(206) 292-0989
FAX: (206) 292-0988
Kathy Monahan

November Records Inc.

1040 Avenue Of The Americas
20th Floor
New York, NY 10018
(212) 302-7018
FAX: (212) 302-6933
E-MAIL: novrec@aol.com
Ken Fehskens, President
Nigel Morgan, CFO
Al Wester, VP/GM

NYC Records

275 West 10th Street
New York, NY 10014
(212) 627-9426
FAX: (212) 633-9773
Mike Mainieri, President
Andy Sarnow, Managing Dir.
Shana Mathur, Promotions

O

Omaha

(incl. Creative Energy Prods, Tuff Stuff, Skuddur)
PO Box 4187
Omaha, NE 68104
(402) 551-0123
FAX: (000) 000-0000
Tony Pflug, President

Orchard Lane Music

10400 Yellow Circle Drive
Minneapolis, MN 55343-9134
(612) 931-8455
FAX: (612) 931-8177
Jeanne Oberstar, Production Coordinator

Original Sound

(incl. Now)
7120 Sunset Boulevard
Los Angeles, CA 90046
(800) 225-4487, (213) 851-2500
FAX: (213) 851-8162
**Joanna L. Morones, Executive Assistant/
Sales & Promotions**

P

Pandisc Music Corp.

6157 NW 167th Street
Suite F-9
Miami, FL 33015
(305) 557-1914
FAX: (305) 557-9262
E-MAIL: pandisc@quadzone.com
Bo Crane, President
Nat Rew, VP/GM
Sheldon Goldberg, CFO/Business Affairs
Hadassa Fyfe, Urban Promotion

PDS

(incl. Universal Jazz, Paradigm, Pryme
Tyme, PDS Associated, ADJ's House)
PO Box 191
New York, NY 10116-0191
(800) 413-0207
FAX: (800) 408-7910
Peter Coldhouse, VP/GM
Derrick Shivers, Dir./Nat'l Promotion

**Pendulum Records**

122 East 25th Street
New York, NY 10010
(212) 529-6003
FAX: (212) 529-1320
Ruben Rodriguez
Deborah Sherron

Penthouse Music

6728 Eton Avenue
Canoga Park, CA 91303
(818) 992-4777
FAX: (818) 992-4979
Toni Biggs Andrews, President

**Perspective Records**

(distributed by A&M/PGD)
1416 North La Brea Avenue
Hollywood, CA 90028
(213) 856-2717
FAX: (213) 856-2640
Gwen Irby, GM
Eric Thrasher, Sr. VP/Promotion
**Rodney Shealey, Dir./Nat'l
Promotion**

PM

(incl. Plug)
176 Irving Place
Basking Ridge, NJ 07920-3082
(908) 604-6275
FAX: (908) 604-6298
E-MAIL: gperla@ccinyc.com
Gene Perla, President

**Polydor Records**

1416 North La Brea Avenue
Hollywood, CA 90028
(213) 856-6600
FAX: (213) 856-6610
Nick Gatfield, President
**Dave Darus, VP/Promotion &
Marketing**
825 Eighth Avenue
New York, NY 10019
(212) 603-3905
FAX: (212) 603-3919
**Denis McNamara, VP/
International A&R**

Positive Music

PO Box 1521
Columbia, MD 21044
(410) 750-3813
FAX: (410) 750-1897
E-MAIL: posmusic@dgs.dgsys.com
Ken Navarro, President
Kristin Leonhard, VP

P

PRA Records
1543 7th Street
3rd Floor
Santa Monica, CA 90401
(310) 393-8283
FAX: (310) 393-9053
E-MAIL: pra@prarecords.com
Patrick Rains, President
Ted Joseph, Marketing & Promotion

**PRIORITY
RECORDS**

Priority
(incl. Basura!, Rap-A-Lot,
Rhythm Safari, Scarface, Metal
Blade, Rhyme Syndicate)
6430 Sunset Boulevard
Suite 900
Hollywood, CA 90028
(213) 467-0151
FAX: (213) 856-0150
Bryan Turner, President/CEO
Mark Cerami, President/Sales
Art Jaeger, Executive VP/GM
Marc Benesch, Sr. VP/
Promotion & Marketing
Sean Lynch, VP/Promotion
Scott Baird, Dir./Urban
Promotion



Private Music
(distributed by BMG)
8750 Wilshire Boulevard
Beverly Hills, CA 90211
(310) 358-4589
FAX: (310) 358-4520
E-MAIL:
tomgorman@promo@pmla
Tom Gorman, VP/Promotion

Profile Entertainment

740 Broadway
7th Floor
New York, NY 10003
(212) 529-2600
FAX: (212) 420-8216
Steve Plotnicki, President
Fred Feldman, VP/Promotion & Marketing
Hazel Zaleta, Mgr./CHR Promotion
Mei Plowden, Mgr./Urban Radio Promotion
Jim Mahoney, Pop Promotion Coordinator

Pyramid Records Group Inc.

1208 Lula Lake Road
Lookout Mountain, TN 37350
(423) 821-2667, (706) 820-2356
FAX: (706) 820-0539
Scott MacIellan

Q

Quality

(incl. Pump)
15260 Ventura Boulevard
Suite 980
Sherman Oaks, CA 91403
(818) 905-9250
FAX: (818) 905-7533
Russ Regan, President/COO
Tom Yamamoto, VP/GM
Steve Allison, Nat'l Promotion
Joe LaChance, Nat'l Promotion

Quark

(incl. Outer Limits)
PO Box 7320
FDR Station
New York, NY 10150
(212) 838-6775
FAX: (212) 838-6775
E-MAIL: quarkent@aol.com
Curtis Urbina, President



Qwest
(distributed by Warner Bros.)

3800 Barham Boulevard
Suite 503
Los Angeles, CA 90068
(213) 874-7770
FAX: (213) 874-2299
Joann Tominaga, GM

R

Radioactive

8570 Hedges Place
Los Angeles, CA 90069
(310) 659-6598
FAX: (310) 659-1679
WEB SITE: <http://radioactive.net>
Kerry Marsico, Promotion

Razor & Tie Entertainment

214 Sullivan Street, Suite 4A
New York, NY 10012
(212) 473-9173
FAX: (212) 473-9174
Liz Opoka, Dir./Radio Promotion
Marc Fenton, Dir./Publicity
Edith Bellinghausen, Marketing Coordinator



RCA

(incl. Rendezvous, Novus,
Bluebird)
(distributed by BMG)
1540 Broadway
Times Square
New York, NY 10036
(212) 930-4000
FAX: (212) 930-4512
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Butch Waugh, Sr. VP/Nat'l
Promotion
Geary Tanner, VP/Nat'l
Promotion
Bonnie Goldner, VP/Nat'l
Promotion
Ron Poore, VP/Alternative
Promotion
Michael Johnson, VP/Urban
Promotion
Dave Loncao, VP/Rock
Promotion
8750 Wilshire Boulevard
Beverly Hills, CA 90211
(310) 358-4000
FAX: (310) 358-4031
Kevin Evans, Sr. VP/Black
Music
1 Music Circle North
Nashville, TN 37203
(615) 664-1200
FAX: (615) 664-1276
Promotion FAX: (212) 930-4546
Promotion FAX: (213) 468-4031
Joe Galante, Chairman/RLG
Randy Goodman, Sr. VP/RLG
Dale Turner, VP/Promotion RLG
Mike Wilson, VP/Promotion

R

Real Music

85 Libertyship Way
Suite 207
Sausalito, CA 94965
(415) 331-8273
FAX: (415) 331-8278
E-MAIL: realmuse@aol.com

Relativity

79 Fifth Avenue
16th Floor
New York, NY 10003
(212) 337-5300
FAX: (212) 337-5353
Sal Licata, President
Kevin Carroll, VP/Promotion

Restless

(incl. *Twin/Tone*, *Medium Cool*, *Spanish Fly*,
On-U Sound)
(distributed by *Alternative Distribution Alliance*)
1616 Vista Del Mar
Hollywood, CA 90028
(213) 957-4357
FAX: (213) 957-4355
Rich Schmidt, VP/Marketing

Revolution

(distributed by *WEA*)
8900 Wilshire Boulevard
Suite 200
Beverly Hills, CA 90211
(310) 289-5500
FAX: (310) 289-5501
Irving Azoff, Owner
Missy Worth, Sr. Creative Executive
Gary Poole, Rock Promotion
Gary Richards, Alternative Promotion
Jean Johnson, Top 40/AAA Promotion
Ray Carlton, Promotion

Visit R&R's Web Site:
<http://www.rronline.com>

**Reprise**

(incl. *American Recordings*, *4AD*,
Maverick, *Qwest*, *Sire*, *Slash*, *Tommy Boy*,
Earthbeat!)
(distributed by *WEA*)
3300 Warner Boulevard
Burbank, CA 91505
(818) 846-9090 FAX: (818) 953-3712
WEB SITE: <http://repriserec.com/>

Howie Klein, President
Rich Fitzgerald, Exec. VP/GM
Steve Tipp, Sr. VP/Promotion
Craig Kostich, VP/Marketing &
A&R

Michael Linehan, VP/Rock &
AAA

Marc Ratner, VP/Promotion
Rich Garcia, Dir./AAA Promotion
Bob Weil, Dir./Singles Promotion

Jann Hendry, Dir./Rock
Promotion

Jay Harding, Mgr./College/
Alternative Promotion

Sergio Goncalves, Mgr./Special
Market Promotion

Irene Vargas, Mgr./AC
Promotion

Ann Heslen, Mgr./Singles
Promotion

Phyllis Palmetto, Mgr./Nat'l
Promotion

Gary Bianchi, Mgr./Nat'l
Promotion

75 Rockefeller Plaza
New York, NY 10019
(212) 275-4500

FAX: (212) 275-4595

Bob Divney, Dir./Alternative
Promotion

Jennifer Henry, Dir./AC
Promotion

Tom Cunningham, Mgr./Singles
Promotion

20 Music Square East
Nashville, TN 37203

(615) 748-8000

FAX: (615) 327-4252

Jim Ed Norman, Chairman
Eddie Reeves, Sr. VP/GM

Bill Mayne, Sr. VP/Nat'l
Promotion, Nashville

Jack Purcell, Dir./Nat'l
Promotion

RGB Records

PO Box 31321
San Francisco, CA 94131
(415) 242-8888
FAX: (415) 759-1166
E-MAIL: info@hos.com

Casey Conroy, Mgr./Sales & Marketing
Audrey Howe, Mgr./Radio Promotions &
Advertising

Shawn Bates, Mgr./Press & Publicity

Cynthia Kravetz, Retail Promotion

Jennifer Daunt, Radio Promotion

Rhino

(incl. *Word Beat*, *Tomato*, *Forward*, *Kid Rhino*,
Skiless, *Avenue*, *Pyramid*)
(distributed by *WEA*)

10635 Santa Monica Boulevard
Los Angeles, CA 90025-4900
(310) 474-4778

FAX: (310) 441-6575

WEB SITE: <http://www.w2.com/rhinocatalog.html>

Richard Foss, President

Harold Bronson, Managing Director

Jim Neill, Sr. Dir./Nat'l Promotion

Rhythm Safari

(distributed by *Priority*)

6430 Sunset Boulevard
Hollywood, CA 90028

(213) 467-0151

FAX: (213) 856-4204

Hilton Rosenthal, President

Magda Summerfield, Dir./Nat'l Promotion

R

R



RISING TIDE

Rising Tide Records

48 Music Square East
Nashville, TN 37203
(615) 254-5050

FAX: (615) 313-3000,
(615) 313-3700

Ken Levitan, President

Tim Murphy, VP/Promotion

Rick Moxley, Dir./Nat'l Promotion

River North Jazz

610 North Fairbanks Court
Chicago, IL 60611
(312) 944-1107
FAX: (312) 944-1810
Lynette Brockett

**RIVER
NORTH
RECORDS**

River North Nashville

1207 17th Avenue South
Suite 103

Nashville, TN 37212

(615) 327-0770

FAX: (615) 327-0011

Eddie Mascolo, VP/GM

Kevin Herring, VP/Field
Promotion

Roadrunner Records

536 Broadway
4th Floor
New York, NY 10012
(212) 274-7500
FAX: (212) 219-0301

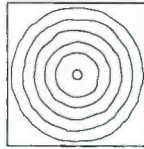
Jeb Hart, Sr. VP/GM, Marketing

Billy Cox, VP/Promotion

Mark Abramson, Nat'l Dir./Rock Promotion

Marco Navarra, Nat'l Dir./Crossover & Top 40

Sean Knight, Nat'l Dir./Modern & AAA
Promotion



ROUNDER

Rounder

(incl. *Bohemia Beat*, *Dead Reckoning*, *Philo*, *Heartbeat*, *Flying Fish*, *Black Top*, *Bullseye Blues*)

1 Camp Street
Cambridge, MA 02140

(617) 354-0700

FAX: (617) 491-1970

E-MAIL: info@rounder.com

Brad Paul, VP/Nat'l Promotion

Rykodisc

(incl. *Hannibal*, *Gramavision*)
Shetland Park
27 Congress Street
Salem, MA 01970
(508) 744-7678

FAX: (508) 741-4506

E-MAIL: promo@rykodisc.com

Don Rose, President

Mike Marrone, Dir./Promotion

Jamie Canfield, Mgr./Nat'l Promotion

S

Satellites Records

400 West 43rd Street
Room 15D
New York, NY 10036
(212) 736-4202
FAX: (212) 268-3115

Ryo Kawasaki

Sea Breeze

(incl. *Night Life*, *Walrus*)
PO Box 11267
Glendale, CA 91226
(818) 242-2093

Danny Beher, Owner

Select

(distributed by Red Distribution)
16 West 22nd Street, 10th Floor
New York, NY 10010
(212) 691-1200

FAX: (212) 691-3375

Fred Munao, President

Visit R&R's Web Site:
<http://www.rronline.com>

Serenity

180 West 25th Street
Upland, CA 91784
(909) 981-2318
FAX: (909) 981-6986
Jim Moeller, Owner

Shanachie Entertainment

(incl. *Yazoo*, *Cachet*)
(distributed by Koch International)
37 East Clinton Street
Newton, NJ 07860
(201) 579-7763
FAX: (201) 579-7083

Richard Nevins, President/CEO

Randall Grass, GM

R. Wayne Martin, Executive VP

Lee Goldstein, Nat'l Dir./Marketing

Juli Kryslur, Nat'l Marketing Mgr.

13 Laight Street
6th Floor
New York, NY 10019
(212) 334-0284

FAX: (212) 334-5207

4207 York Boulevard

Los Angeles, CA 90065

(213) 258-3817

FAX: (213) 258-3875

Claudia Navarro, Nat'l Dir./Promotion

Sheffield Lab Recordings

408 Bryant Circle
Suite C
Ojai, CA 93023-4210
(800) 576-4745
FAX: (800) 576-5640

Tom Volpe

Shotput Records

3155 Roswell Road
Suite 330
Atlanta, GA 30305
(404) 237-5757
FAX: (404) 237-5739

Mala Sharma, GM

Steve Rubin, Nat'l Dir./Sales & Marketing

William Marion, Nat'l Dir./Promotion &
Special Projects

Silver Wave Records Inc.

PO Box 7943
Boulder, CO 80306
(303) 443-5617

FAX: (303) 443-0877

E-MAIL: info@silverwave.com

James Marienthal, President

S



Silvertone Records
 137-139 West 25th Street
 11th Floor
 New York, NY 10001
 (212) 727-0016
 FAX: (212) 645-3783
John Butler, Assoc. Dir./
 Promotion
Michael Tedesco, Dir./Silvertone
 North America
David Goldfarb, Product
 Management
Jill Reymer, Retail Promotion

Sin-Drome Records Ltd.
 (incl. CGR Productions, Vie Records)
 18344 Oxnard ST #101
 Tarzana, CA 91356
 (818) 344-8880
 FAX: (818) 344-8882
Henry Marx, President
Mark Lampe, Nat'l Sales Manager
Bruce Jones, Nat'l Dir./Promotion



SIRE
 Sire
 (distributed by WEA)
 75 Rockefeller Plaza
 21st Floor
 New York, NY 10019
 (212) 275-4560
 FAX: (212) 581-6416
Joe McEwen, Sr. VP/A&R

Six-One-Five
 PO Box 110829
 Nashville, TN 37222
 (615) 776-2060
 FAX: (615) 776-2181
Bill Wence, President

Slash
 (distributed by ADA, WEA)
 7381 Beverly Boulevard
 Los Angeles, CA 90036
 (213) 937-4660
 FAX: (213) 933-7277
Bob Biggs, President
Mark Trilling, Executive VP
Michelle Zichella, Dir./Marketing & Promotions
Kerry Murphy, Nat'l Radio Promotion

Solar Records
 (distributed by J. Hines Co.)
 1635 North Cahuenga Boulevard
 Los Angeles, CA 90028
 (213) 461-0390
 FAX: (213) 461-9032
Dick Griffey, Chairman
Virgil Roberts, President

Sonic Images
 PO Box 691626
 West Hollywood, CA 90069
 (213) 650-1000, (213) 650-4000
 FAX: (213) 650-1016
 E-MAIL: sonicimages@sonicimages.com
Christopher Franke, President
Brad Pressman, Dir./A&R
Roger Lifeset, Radio Promotion
Jonathan Platt, Business Affairs



Sony 550 Music
 550 Madison Avenue
 New York, NY 10022-3211
 (212) 833-8000
 FAX: (212) 833-5441
 WEB SITE: <http://www.sony.com>

Polly Anthony, President
John Doelp, Executive VP
Vince Bannon, Sr. VP/Artist
 Development
Michael Caplan, Sr. VP/A&R
Hilary Shaev, VP/Promotion
Jeff Appleton, VP/Rock Promotion
Vivian Scott, VP/Black Music
Tom Bracamontes, VP/Black
 Music Promotion
Desiree Schuon, Dir./Pop
 Promotion
Jo Hodge, Dir./Alternative
 Promotion
Randy Franklin, Dir./Black
 Music Promotion

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

Neda Leppard Tobin, Sr. Dir./
 Pop Promotion
Brian Corona, Dir./Alternative
 Promotion



SOR
 1300 Division Street
 3rd Floor
 Nashville, TN 37203
 (800) 264-2054, (615) 255-3009
 FAX: (615) 255-6282

Ray Pennington, President
Buzz Ledford, Dir./Nat'l
 Promotion

S.O.S. Worldwide Productions Inc.
 20416 NE 10th Court Road
 PO Box 800555
 Miami, FL 33280
 (305) 653-5321
 FAX: (305) 654-8082
 E-MAIL: 76402.1537@compuserve.com
Sylvia Ozner Segal, President
Amiel Moskona-France, Music Director

Sound Wave
 (distributed by WEA)
 333 Washington Boulevard
 Suite 101
 Marina Del Rey, CA 90292
 (310) 306-5105
 FAX: (310) 822-1122
Rick Laudati, President

Sovereign
 1501 Broadway
 Suite 1310
 New York, NY 10036
 (212) 730-4848
 FAX: (212) 730-4858
Ruby Fisher, President

Sparrow Communications Group
 (incl. Sparrow Records, Vireo)
 101 Winners Circle
 PO Box 5010
 Brentwood, TN 37024-5010
 (800) 347-4777, (615) 371-6800
 FAX: (615) 371-6997
 E-MAIL: sprpromo@edge.net
Kyle Fenton, Mgr./Nat'l Promotion — West
Jim Houser, Mgr./Nat'l Promotion — East

S

S

Sub Pop Records

1932 1st Avenue, Suite 1103
Seattle, WA 98101
(206) 441-8441
FAX: (206) 441-8245
E-MAIL: susiet@subpop.com

Susie Tennant, Nat'l Dir./Promotion
Monica Mylod, East Coast Dir./Promotion
Cheryl Kovalichik, West Coast Dir./Promotion

Sugar Hill

(incl. Pamlico Sound)
(distributed by Koch International, Record Depot)
PO Box 55300
Durham, NC 27717-5300
(919) 489-4349
FAX: (919) 489-6080
Barry Poss, President
Bev Paul, Dir./Marketing & Sales
Rebekah Radisch, Publicist
Gail High, Radio Coordinator

Sugo Music

790 Main Street
Half Moon Bay, CA 94019
(415) 726-0696
FAX: (415) 726-0698
E-MAIL: cddirect@sugomusic.com
Jeremy Hale, President
Scott Kellner, VP/Marketing

T

Tabu

(distributed by Motown/PGD)
6255 Sunset Boulevard
17th Floor
Los Angeles, CA 90028
(213) 468-1923
FAX: (213) 466-5584
Rochelle Epps, Dir./Marketing & Promotion



TAG Recordings

14 East 60th Street
New York, NY 10022
(212) 508-5450
FAX: (212) 527-0950

9229 Sunset Boulevard, 8th Floor
Los Angeles, CA 90069
(310) 205-5731
FAX: (310) 205-7407
Gary Spivak, Sr. Dir./Nat'l Promotion
Damon Grossman, Promotion Coordinator

Telarc International

23307 Commerce Park Road
Cleveland, OH 44122-5804
(216) 464-2313
FAX: (216) 360-9663, (216) 464-4108
E-MAIL: telarc@ix.netcom.com
Kathleen DeJohn, Dir./Sales & Marketing

Third Stone Records

5555 Melrose Avenue
The Lewis Building
Los Angeles, CA 90038
(213) 956-3066
FAX: (213) 956-1177
Richard Rudolph, President
Karen Kloack, Manager/Operations

Tommy Boy Music Inc.

902 Broadway, 13th Floor
New York, NY 10010
(212) 388-8300
FAX: (212) 388-8400
Tom Silverman, Chairman
Monica Lynch, President
Dan Hoffman, Sr. VP
Mike Becce, Dir./Nat'l CHR Promotion
Stacy Scott LaCroix, Dir./Urban Promotion

T.O.N. Records

6201 Sunset Boulevard, Suite 077
Hollywood, CA 90028
(213) 467-1970
FAX: (213) 467-7737
E-MAIL: tonrecords@aol.com
R.J. Vasquez, President
Carlos Ordenez, VP
Cesar Vasquez, Dir./Nat'l Sales
Mike Wilson, Radio Promotion/Publicity

TopNotch Entertainment Corp.

(incl. TopNotch Records)
(Distributed by MS Distribution)
PO Box 1515
Sanibel Island, FL 33957-1515
(941) 982-1515
FAX: (941) 472-5033
Vincent M. Wolanin, President/CEO
Dick Sherman, National Sales
David Cordrey, A&R

Trauma Records

15206 Ventura Boulevard, Suite 200
Sherman Oaks, CA 91403
(818) 382-2515
FAX: (818) 990-2038
E-MAIL: debbtrauma@aol.com
Danny Ostrow, Promotion
Debra Burley, Publicity

Triloka Records/Worldly Music

(distributed by Navarre)
306 Catron
Sante Fe, NM 87501
(505) 820-2833
FAX: (505) 820-2834
E-MAIL: triloka@roadrunner.com
Mitchell Markus, President
Hillel Kaplan, Dir./Marketing & Sales
Carlos Ruis, Dir./Promotion
K.D. Kagel, VP/A&R

TriStar Music

79 Fifth Avenue
New York, NY 10003
(212) 337-5400
FAX: (212) 337-5433
E-MAIL: howard_gabriel@sonymusic.com
Sal Licata, President
Howie Gabriel, VP/GM

TSR

18653 Ventura Boulevard, Suite 513
Tarzana, CA 91356
(818) 705-3512
FAX: (818) 705-3403
Tom Hayden, President



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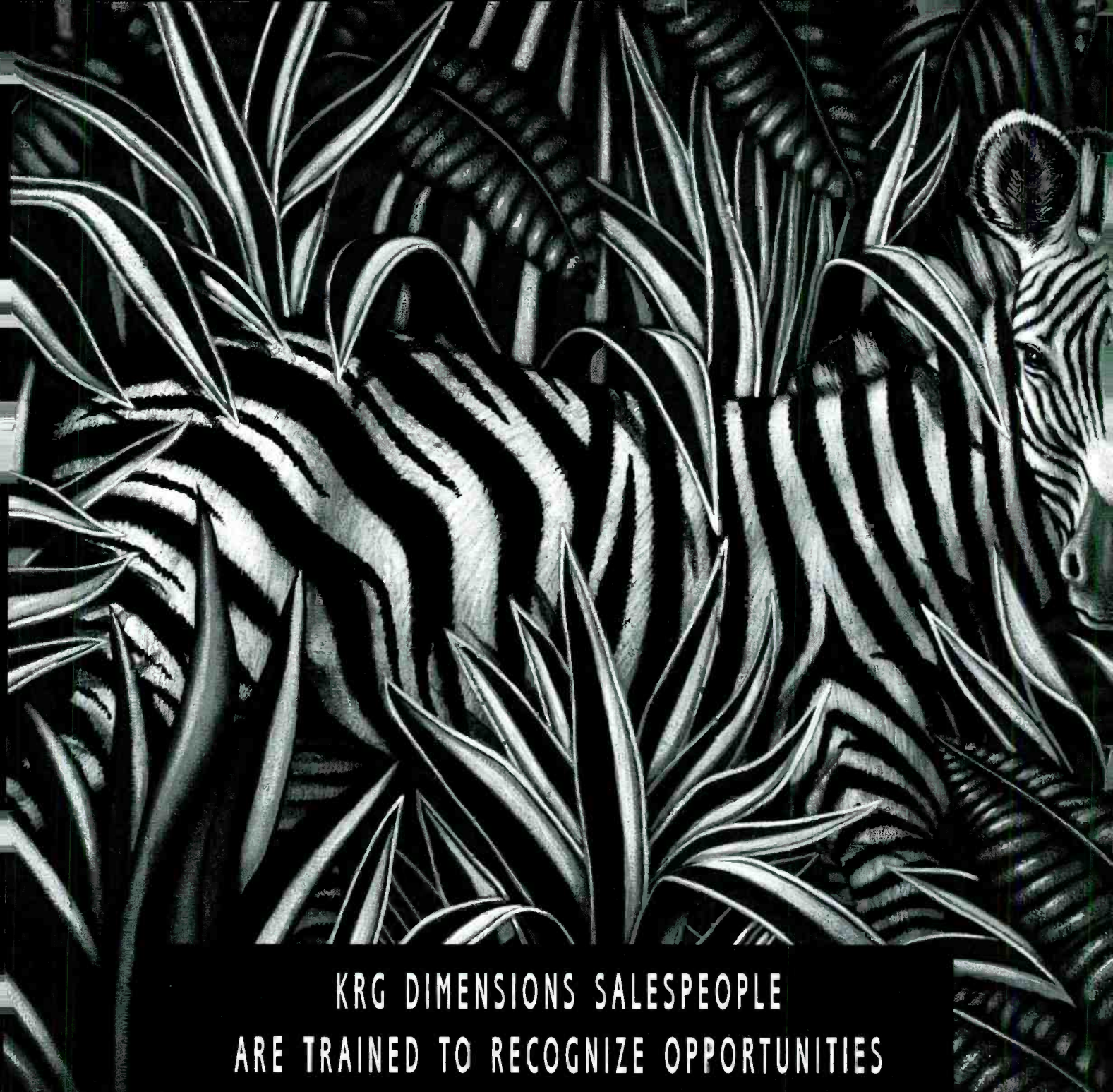
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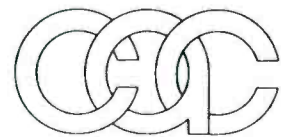
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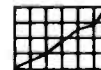


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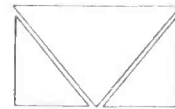
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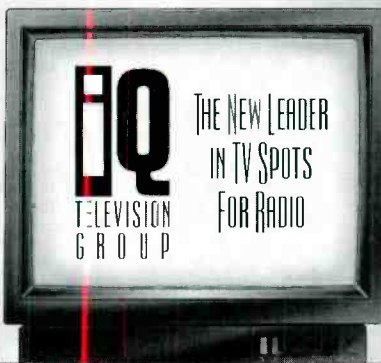
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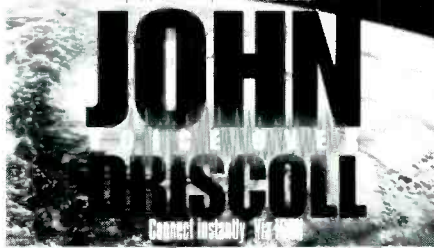
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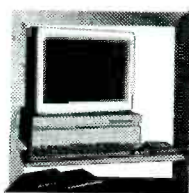
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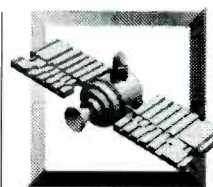
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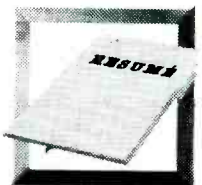
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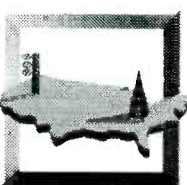
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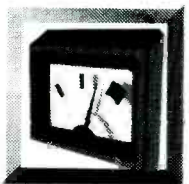
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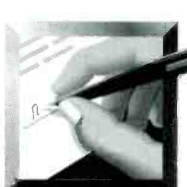
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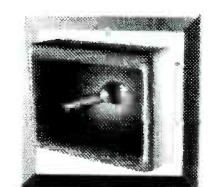
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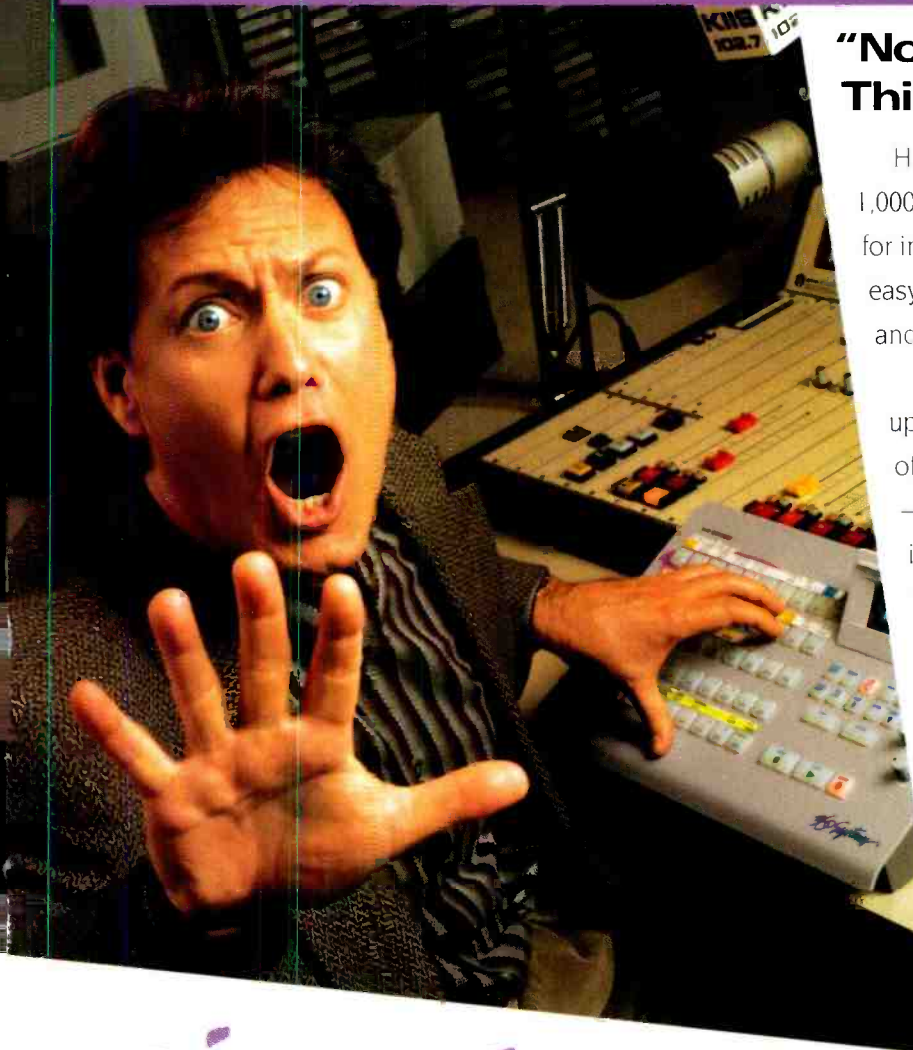
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