

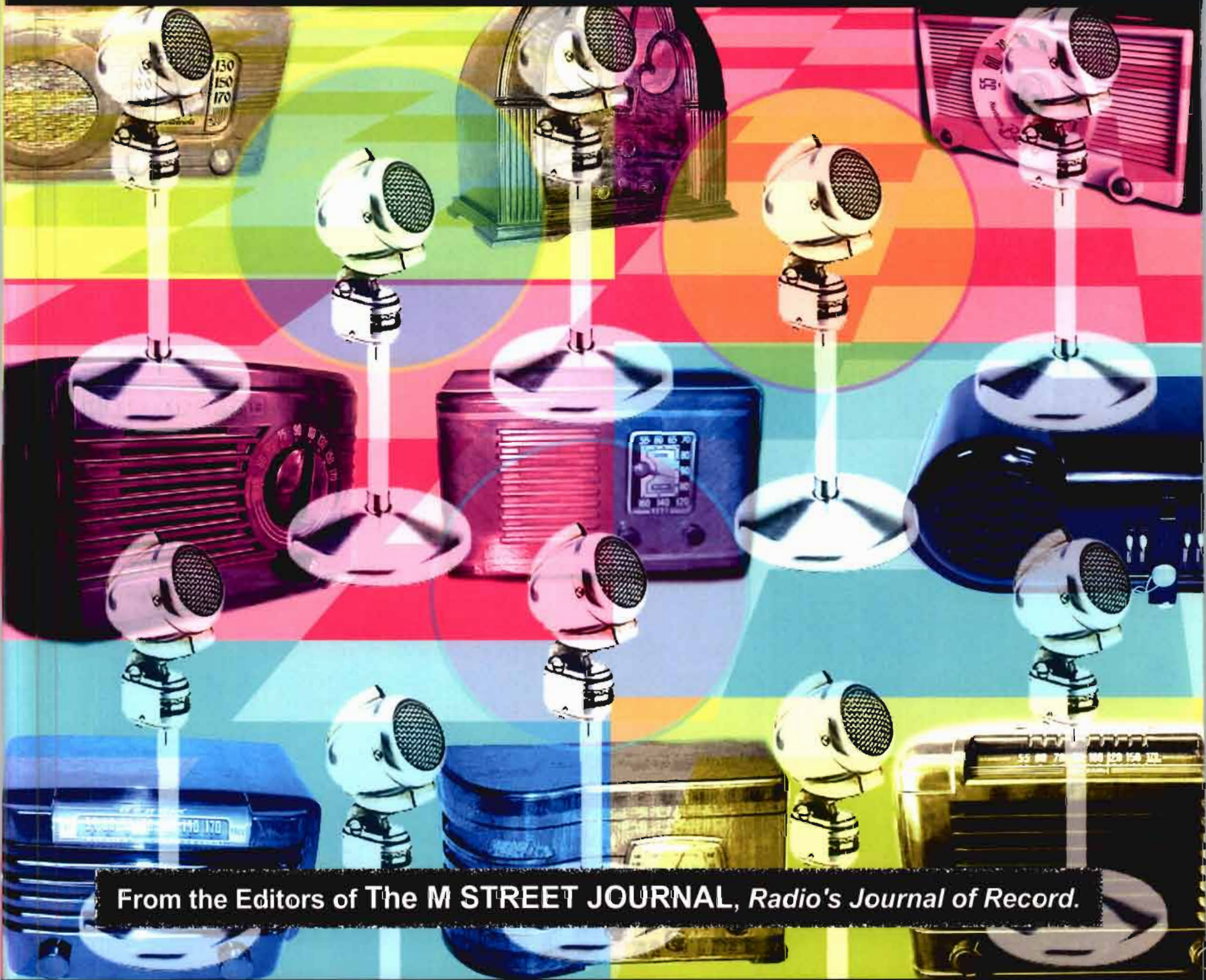
M Street Radio Directory



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STATION WEBSITES!

Tenth Edition



From the Editors of The M STREET JOURNAL, *Radio's Journal of Record.*

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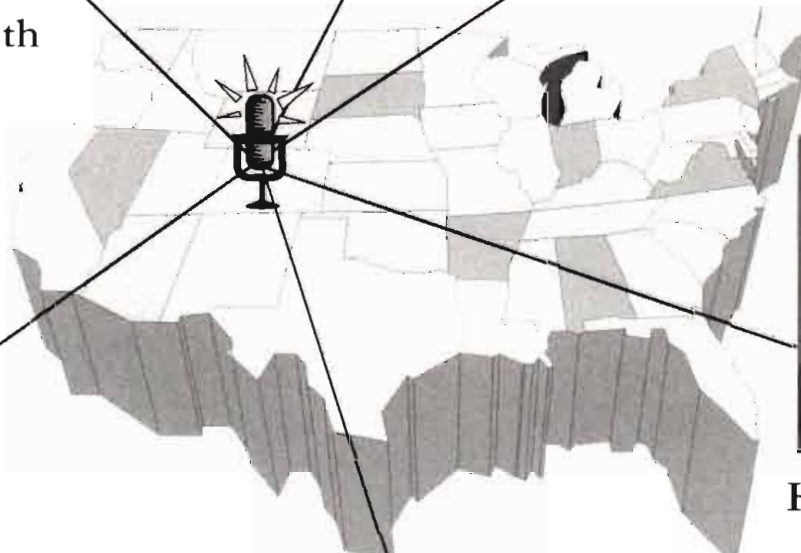
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The M Street Radio Directory



10th EDITION

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Edited by: Steve Apel, Cathy Devine

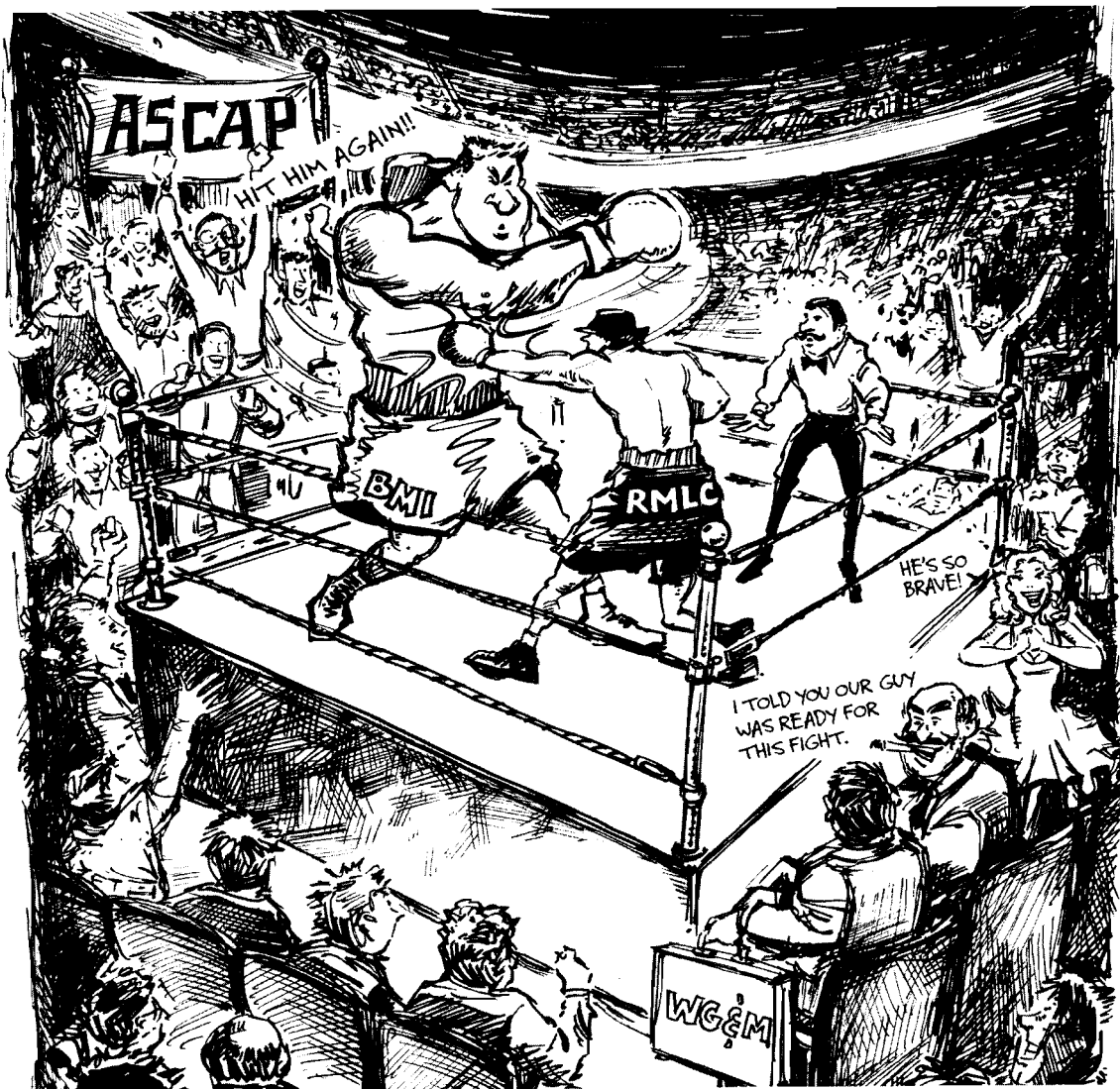
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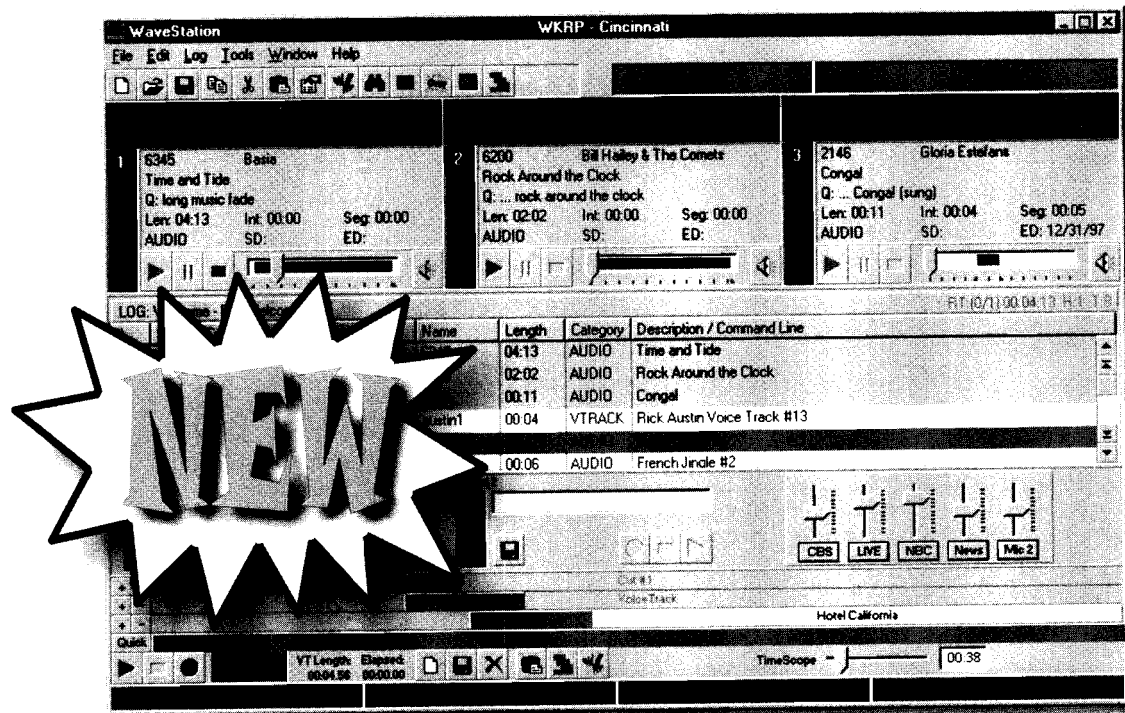


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FOREWARD

This year's M Street Radio Directory brings us to another milestone—our 10th Edition. Each year, we try to make improvements that will increase your utility and ease of use.

Because of the sheer volume of data that needed to be included within each station's listing, we had to go to a larger size. We simply maxed out our ability to add any more pages at the old size.

We've also added station website information this year. We're pleased to be able to provide this information for the majority of stations that have a website—more than half of the stations listed in this book.

You'll find new format codes this year. We've gone to a three letter coding system in order to combine some of the old two letter codes. We've created some new codes, as well. For example, stations running news-talk under the old code would be listed as "NX-TK." This year, you'll find these stations in their own category—"NTK."

In addition to including Arbitron's new radio markets since the last Directory, we've added a few of our own. You'll find them in the Radio Market section towards the back of the book, along with station ratings and rankings.

In addition to the editorial changes, we've done lots of "tweaking" to try to make the book more functional and easier to read. We've put a lot of effort into the "little things"—from fonts and type sizes to the headers at the top of the page.

Last but not least, our advertisers make the publication of this book possible. I'm grateful for their support, and hope that you'll acknowledge them, too.

We think you'll find the 10th Edition of the M Street Radio Directory continues to lead the industry as radio's most accurate and comprehensive desk reference and research tool. Your feedback and comments are always welcome. Please email me directly at patm@mstreet.net.

Pat McCrummen, Publisher
August 2001

Grove City

WICT Country
95.1 19000wh 17000wv 804ft DA
 Youngstown Radio License, LLC
 Pending to: Clear Channel Communications
 Managed by: Concord Media Group, Inc.
 Sister to: WPAO
 JSA with: Clear Channel Communications
 330-448-5050 fax: 330-448-5055
 6874 Strimbu Dr. Brookfield OH 44403
 GM Mark Jorgenson PD John Thomas
 CE John Clarke
 www.wictfm.com
 Youngstown Arbitron 1.6 Shr 1000 AQH

Stations are listed under their legal **city of license**, in frequency order. AM stations first, then FM.

Call letters as issued by the FCC, and are listed above the frequency in the left margin. If a station has changed call letters within the past five years, see the **FORMER CALL LETTERS** section for a cross-reference to the current call letters.

The **AM Band** extends from 530 KHz to 1700 KHz. The **FM Band** extends from 88.1 MHz to 107.9 MHz. The frequencies from 88.1 MHz to 91.9 MHz are reserved from non-commercial use. However, non-commercial stations may also occupy commercial allocations.

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 www.wictfm.com
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Programming information is followed by the M Street's **format** codes in square brackets. Please see the section **FORMAT CLASSIFICATIONS** for a complete explanation of our format classifications and their codes.

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Current **power** and **facilities** as well as any changes applies for, or **construction permits** granted, are shown.

For AM stations, the day power is listed first, then the night power if any, followed by the antenna configuration:

- ND non-directional, full time
- ND-D non-directional, daytime only
- DA-D directional, daytime only
- DA-N directional, nighttime only
- DA-1 same directional pattern day and night
- DA-2 different directional patterns day and night
- DA-3 different directional patterns day, critical hours, and night

FM stations list their effective radiated power (ERP) followed by the antenna height above average terrain (HAAT). FM stations whose ERP or HAAT is different for horizontal and vertical polarizations list the figures as (h) and (v). "DA" indicates a directional antenna is use.

Grove City

WICT Country
95.1 19000wh 17000wv 804ft DA
cp 10000/5000 DA-N app 10000/7500 ND
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 CE John Clarke
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 Youngstown Arbitron 1.6 Shr 1000 AQH

Both AM and FM stations show a "=" to indicate a station that shares time with another station on the same frequency.

Applications (app) filed with the FCC which have not yet been granted or dismissed.

This is an example of a **granted construction permit** (cp) for 10,000 watts day, 5,000 watts night, directional antenna night. See the power and facilities section on page _ for a complete list of codes used for the power and antennas.

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CE John Clarke
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The **owner** of the station(s).

A "+" preceding the owner indicates the company has an ownership interest in the stations in other markets. For most major pending station sales, the organization buying the station will be listed as "Pending to:".

If the station is being **managed** by a company or person other than the owner, the organization or person will be listed here. The organization that manages the stations may or may not own other radio stations. If they own other stations in the same market areas, those stations will be listed in the sister station information on the next line.

An AM or FM affiliated **sister station(s)** in the same market area is shown following the ownership information.

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6874 Strimbu Dr. Brookfield OH 44403
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CE John Clarke
www.wictfm.com
Youngstown Arbitron 1.6 Shr 1000 AQH

The entity that is listed as the **JSA** (Joint Sales Agreement) is the one that is selling time for the station.

The **phone number** given is for the station's business office. This is followed by the **fax number**.

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CE John Clarke
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Up to two **addresses** are shown. The mailing address is listed first, followed by the shipping address. The city and state are the city and state of license unless otherwise listed.

The names of **key management personnel** are listed for the following positions: General Manager (GM), Program Director (PD), and Sales Manager (SM), Chief Engineer (CE).

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The **website** listing refers to the group owned official website or the individual station officially operated website. If the station does not have an official website, there will be not be one listed. The URL for the station "http" is omitted for the purpose of ease. To visit any website, open your browser, begin with the prefix: "http://".

The **market** area or areas served by the station are listed here. The station's primary market area appears on the first line. Its secondary market, if any, appears on the next line. If ratings are available in the market listed, they are shown here. See **ABOUT RATINGS** for a detailed explanation of the ratings information provided.

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The most complete resource for Radio addresses, phone numbers, personnel, format listing, facilities, ownership (current and pending), markets, Arbitron ratings and M Street rankings for more than 15,000 stations and nearly 400 radio markets across the U.S. and Canada. This is the industry bible! Easy to read alphabetical listings by state with frequency, market, call sign, and past call sign indexes.

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The M Street Database Format Codes

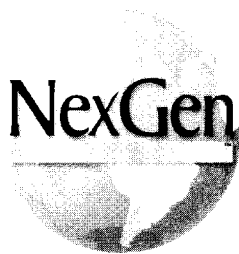
As the broadcast industry itself evolves, so do radio station formats. Classifications and definitions are amended from time to time to reflect current trends. Here is the current set of format classifications.

AAA	Adult Alternative An eclectic playlist based on rock music but with some other forms of music such as blues, folk and jazz included. The target audience is generally from ages 25 to 54.	CWT	Traditional Country The Traditional Country station aims for a sound that reflects country music before it was made contemporary" through the addition of drums and non-stringed instruments in the 70's. Traditional Country stations play music that's in current release that has this "traditional" sound along with older music with a "traditional" sound.
ACW	AC & Country Just what it says. A near 50/50 blend of music from the two formats.	DNC	Rhythmic-CHR A contemporary hit radio station that focuses on rhythmic music.
ADC	Adult Contemporary An adult oriented pop/rock station. The Adult Contemporary station will play many of the same records as are currently heard on mainstream CHR stations or were part of mainstream CHR in the 80's and 90's but will leave out those that are at the extremes of rock, rhythmic and rap. The target audience runs from 25 to 54 and may skew	EIT	80's Hits A blend of rock and pop music of the late 70's through early 90's with an emphasis on rock and a total absence of any of the dance music that was part of pop music in this period.
AMR	Americana A blending of the rock music played on the AAA station with country and folk music.	ETH	Ethnic Programs primarily in languages other than English and/or directed to groups of specific national origin. These stations often utilize block programming in which programs in one language or of one national group target are followed by programs of a different language or national group target.
BGS	Black Gospel Gospel music and spirituals of the type heard in predominantly black churches. The format may also include teaching and ministry programs of varying lengths programmed throughout the broadcast day.	EZY	Easy Listening This format is distinguished by the programming of "lush" orchestral arrangements of standards and popular songs. Recordings of vocal performances of standards and soft sounding pop tunes may also be included in the programming.
BIZ	Business News An all-news or news-talk station focusing on business and financial issues. This can be in the form of news blocks that cover current events in the business world and/or talk shows that dispense financial advice.	FLK	Folk A station whose playlist focuses on Folk music. Some traditional sounding country music and softer rock music may also be included in the programming.
BLG	Bluegrass A station whose playlist focuses on Bluegrass music. Some traditional sounding country music may be included in the programming as well.	FNA	Format Not Available This applies to a station that is involved in program stunting as part of a change to new format.
BLU	Blues A station whose playlist focuses on Blues music. Some older rhythm & blues or soul music may also be included.	FRM	Farm A station that focuses on providing agricultural or agri-business news and information. This could be accomplished through news-blocks, talk shows or information that's interspersed with the airplay of country music.
CCN	Contemporary Christian A station that sounds very much like an ADC-adult contemporary, CHR-contemporary hit radio or HAC-hot adult contemporary station with the significant difference that the records played are all of a religious rather than secular nature. This format includes sub-genres such as Christian rock and Christian dance. The format may also include teaching and ministry programs of varying lengths programmed throughout the broadcast day.	GOS	Gospel Music Traditional gospel music and spirituals. The code may also be used as a "catch all" for a station that mixes both black gospel and southern gospel. The format may also include teaching and ministry programs of varying lengths programmed throughout the broadcast day.
CHR	CHR A format that focuses on current popular music, often encompassing a variety of styles from rock through dance, that appears on the mainstream music charts in music industry trade publications such as Billboard and Radio & Records.	HAC	Hot AC Adult CHR might be another way of looking at this format. The Hot Adult Contemporary station plays much of the same music as the CHR station but avoids music that appeals only to the younger CHR listeners.
CLA	Classical Airplay of orchestral music, chamber music, opera and other forms of non-contemporary vocal music.	INF	Surveillance/ Weather/Traffic These are fully licensed radio stations that provide programming that is more commonly associated with Traveler's Information Service (TIS) radio stations. Their programming consists solely of one or more types of information with no other entertainment programming
CLR	Classic Rock Mainstream rock of the 60's, 70's and 80's with little or no current rock music included.	JAZ	Jazz A station that programs music either traditional jazz or smooth jazz or some blend of the two.
CLX	Classic Hits A blend of rock and pop music of the late 60's through early 80's with an emphasis on rock and a total absence of any of the dance music that was part of pop music in this period.	KID	Pre-Teen Although we call this Pre-teen this station can appeal to children ages six through 16. The format is generally manifest as a very young skewing CHR station with high energy disc jockeys, call-ins and a large proportion of novelty records.
CPN	cp-new Assigned to a new station that has been authorized to build its transmitting facility but has never been on the air.	MAC	Modern AC Somewhat analogous to the Hot Adult Contemporary stations in that they take the music that is part of a younger skewing format and make it attractive to an older audience. The Modern AC station takes the current modern rock music at the core of Modern Rock stations and blends it with older modern rock music.
CTY	Country A station playing a variety of country music styles. Although this station will play music currently listed in music industry trade publication charts in Billboard and Radio & Records, usic, the amount of older country music played on the station may vary greatly between 25% and 75% of the playlist.	MOD	Modern Rock A contemporary hit radio station that focuses on modern rock music.
CWO	Classic Country This station plays no country music that's currently on the country charts in music industry trade publications. Exactly how old the music played on the Classic Country station is can vary. Some stations could reach back to the 30's while others might play only selections from the 70's and on.	NTK	News/Talk A talk station with a heavy news and information orientation. The News/Talk station has a news block in one or more dayparts.

FORMAT CLASSIFICATIONS

NWS	News This station broadcasts continuous news and information for all of the hours its on the air.	QRL	French Religion The French language equivalent of the English language Religion format with teaching and ministry programs in the French language. Applies only to Canadian stations.
OFF	Silent The term "silent" applies to a station that had been operating with a regular format but is now off-the-air. This could be due to a number of circumstances ranging from technical problems through financial difficulties and complexities arising from the sale of the station.	QQQ	French Variety The QQQ code is a catch-all for French language stations whose format we're unable to classify and for those French language stations employing Variety programming wherein three or more format types are being programmed either simultaneously or in blocks. Applies only to Canadian stations.
OLD	Oldies Popular music of the 50's, 60's and 70's. Current popular music is played in only rare exceptions.	QSA	French Soft Adult Contemporary The French language equivalent of the English language Soft Adult Contemporary format blends English and French language records of this genre.
RCK	Rock Mainstream rock as defined by the artists that appear and have appeared on the "rock" charts in music industry trade publications such as Billboard and Radio & Records.	QTK	French Talk The French language equivalent of the English language Talk format. Applies only to Canadian stations.
REA	Reading Service This is a radio reading service aimed at the blind and visually handicapped. It consists of announcers who read aloud from periodicals and books.	SAC	Soft AC An Adult Contemporary station that plays only the softest contemporary pop recordings and leans very heavily on airplay of soft-sounding pop records from the 60's and 70's.
REL	Religious Teaching Long form religious teaching or ministry programs. The station may use black gospel, contemporary Christian, gospel or southern gospel music as filler between programs	SGS	Southern Gospel Gospel music and spirituals that have a country music base. The format may also include teaching and ministry programs of varying lengths programmed throughout the broadcast day.
RCL	Rhythmic Oldies Soul and dance music records of the 60's and 70's that received airplay on the CHR stations of those decades.	SPT	Sports Talk shows focusing on sports. Play-by-play coverage of sports is not included in this format
QAC	French Adult Contemporary This format blends English and French language pop music with adult appeal. Announcing is in French. Applies only to Canadian stations.	STD	Adult Standards American popular standards mixed with soft popular music, mainly vocal.
QAH	French Hot Adult Contemporary Similar to Hot AC, with the key difference that the announcing is in French and French language pop music that appeals to a younger adult audience than is the target for the French Adult Contemporary station is blended with compatible English language music. The announcing is in French. Applies only to Canadian stations.	TLK	Talk Talk shows of general interest or varied topics. The talk shows can be of both the call-in and straight interview type.
QAA	French Adult Alternative The French language equivalent of the English language Adult Alternative format. Applies only to Canadian stations.	TVL	Travel Information Stations that carry continuous advertisements and features for tourist destinations.
QAR	French Rock The French language equivalent of the English language Rock format. Applies only to Canadian stations.	UAC	Urban AC These stations play the softest contemporary rhythm & blues music mixed with soft rhythm & blues and soul music of previous years. Generally, the station's playlist favors older music over records that are on the current urban charts of music industry trade publications.
QCH	French CHR The French language equivalent of the English language CHR format blends both French and English language pop records that are current hits. Applies only to Canadian stations.	UOL	R&B Oldies Soul and R&B records of the 60's and 70's that received airplay on the black oriented stations of those decades.
QCL	French Classical French language announcing built around orchestral and operatic vocal music. Applies only to Canadian stations.	URB	Urban Contemporary A blend of the current R&B, rap, hip-hop and dance music that appears on the R&B and urban music charts in music industry trade publications such as Billboard and Radio & Records.
QCW	French Country The French language equivalent of the English language Country format blends both French and English language Country music records. Applies only to Canadian stations.	VTY	Variety A station that incorporates three or more distinct formats, either block programmed or simultaneously.
QCX	French Classic Hits The French language equivalent of the English language Classic Hits format blends both French and English language rock based music of the 1970's and 1980's. Applies only to Canadian stations.	XAA	Spanish Adult Alternative The Spanish language equivalent of the English language Adult Alternative format.
QNT	French News-talk The French language equivalent of the English language News-talk format. Applies only to Canadian stations.	XAC	Spanish Hits Also known as Spanish International, this format contains Spanish language announcing (predominantly) and a blend of contemporary Spanish musical styles including (but not exclusively) Ballada, Cumbia, Merengue, Regional Mexican, Romantica, Salsa and Tropical.
QNW	French All-news Continuous news anchored in French. Applies only to Canadian stations.	XCC	Spanish Contemporary Christian The Spanish language equivalent of the English language Contemporary Christian format. The format may also include teaching and ministry programs of varying lengths programmed throughout the broadcast day.
COL	French Oldies The French language equivalent of the English language Oldies format blends French and English language records that were hits in the station's market in the 1950's, 1960's and 1970's. Applies only to Canadian stations.	XCH	Spanish CHR A station that focuses on current Latino popular music (although it may also program some English language dance music), and can often encompass a variety of musical styles determined by whatever is popular in the Latino community. Announcing may be bi-lingual.

XCL	Spanish Classical Like the English language Classical station this is a station playing orchestral music, chamber music, opera and other forms of non-contemporary vocal music. The difference is, the announcing's in Spanish.	XRA	Ranchero Ranchero is Mexico's country music. Stations with this format play this music to the virtual exclusion of all other forms.
XCZ	Spanish Classic Hits Like the English language Classic Hits station this station concentrates its airplay on the music of the late 1960's through early 1980's only in this case the music is predominantly Latin.	XRE	Spanish Religious A station that offers Spanish language long form religious teaching or ministry programs. The station may use some music as filler between programs
XDP	Spanish Sports Sports talk programming in Spanish.	XRO	Romantica This is the Spanish equivalent of soft AC in the English world. Romantica music is at the heart of this format but soft examples of other Latino music forms may also be included as well as soft English language adult contemporary records.
XEZ	Spanish Easy Listening This format is distinguished by the programming of "lush" orchestral arrangements of standards and popular songs. Recordings of vocal performances of Spanish language standards and romantica music may also be included in the programming.	XSP	Spanish The XSP code is a catch-all for Spanish language stations whose format we're unable to classify and for those Spanish language stations employing Variety programming wherein three or more format types are being programmed either simultaneously or in blocks.
XJZ	Spanish Jazz A station that programs music from within the full spectrum of jazz although there may be an emphasis on Latin jazz. Announcing is in Spanish.	XST	Spanish Standards Spanish and Latin popular standards mixed with soft Spanish and Latin popular music, mainly vocal.
XXM	Regional Mexican A blend of contemporary Mexican musical styles. Some English language music may be blended in as well. Announcing is primarily in Spanish.	XTJ	Tejano Stations playing Tex-Mex music predominantly but some Regional Mexican music may also be programmed. The announcing is generally in English or is bi-lingual and often a flow between Spanish and English known as "Spanglish" is heard.
XNT	Spanish News-Talk A Spanish language talk station with a heavy news and information orientation. The Spanish News/Talk station has a news block in one or more dayparts.	XTK	Span. Talk Spanish language talk shows of general interest or varied topics. The talk shows can be of both the call-in and straight interview type.
XNW	Spanish News Continuous news and information in Spanish for all of the hours the station is on the air.	XTP	Tropical This is a format of mainly Caribbean Latin music. While Tropical is at the center of the format, other Caribbean forms such as Cumbia, Merengue and Salsa may be incorporated.
XOL	Spanish Oldies Popular Latin music of the 50's, 60's and 70's. To varying degrees, English pop music of the same period may be incorporated. Current popular is played with only rare exceptions. Announcing is predominantly in Spanish.		



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M Street format data produces the following format information:

June 2001

PrimaryFormat	Total	Commercial	Non-Comm	% AM	% FM	Simulcast		Network	
1 Country	2200	2190	10	31	69	247	11	600	27
2 News/Talk	1697	1139	558	64	36	322	19	985	58
3 Oldies	791	786	5	37	63	62	8	271	34
4 Religion (Teaching, Variety)	734	356	378	48	52	97	13	86	12
5 Adult Contemporary	718	709	9	17	83	45	6	175	24
6 Spanish	659	574	85	56	44	118	18	79	12
7 Contemporary Christian	587	164	423	13	87	73	12	233	40
8 Adult Standards	579	569	10	86	14	43	7	355	61
9 Top 40	504	468	36	3	97	32	6	9	2
10 Variety	445	39	406	11	89	23	5	6	1
11 Soft Adult Contemporary	379	375	4	23	77	22	6	122	32
12 Hot AC	373	369	4	3	97	17	5	101	27
13 Alternative Rock	353	92	261	3	97	12	3	3	1
14 Classic Rock	340	338	2	2	98	22	6	60	18
15 Sports	338	338		95	5	30	9	293	87
16 Southern Gospel	309	255	54	68	32	22	7	93	30
17 Rock	294	282	12	1	99	11	4	2	1
18 Black Gospel	279	264	15	85	15	20	7	74	27
19 Classic Hits	267	265	2	6	94	23	9	34	13
20 R&B	203	183	20	14	86	8	4	2	1
21 Jazz	150	81	69	9	91	9	6	21	14
22 Modern Rock	149	140	9	2	98	14	9	8	5
23 Classical	146	34	112	4	96	34	23	24	16
24 Urban AC	118	118		23	77	6	5	44	37
25 R&B Adult/Oldies	108	107	1	31	69	9	8	26	24
26 Ethnic	103	93	10	76	24	8	8		
27 Gospel	79	40	39	48	52	13	16	3	4
28 Modern AC	63	63		2	98	6	10	1	2
29 Pre-Teen	55	55		96	4	4	7	42	76
30 Easy Listening	35	27	8	26	74	2	6		
31 Format Not Available	3	3		0	100				
Total Operating Stations	13058	10516	2542			1354		3752	
Stations off the air	127	(84 AM and 43 FM)		66	34				
Construction Permits	329	(35 AM and 290 FM)		11	89				
Total Stations and CPs	13514	(4864 AM and 8646 FM)		36	64				

Stations are counted in their primary format only.

Simulcast and Network totals are for stations with a primary Simulcast or Network programming source.

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M Street format counts for AM & FM stations

June 2001

AM				FM			
	PrimaryFormat	AM	%		PrimaryFormat	FM	%
1	News/Talk	1091	22.4	1	Country	1508	17.4
2	Country	692	14.2	2	News/Talk	606	7.0
3	Adult Standards	496	10.2	3	Adult Contemporary	596	6.9
4	Spanish	370	7.6	4	Contemporary Christian	512	5.9
5	Religion (Teaching, Variety)	350	7.2	5	Oldies	499	5.8
6	Sports	320	6.6	6	Top 40	491	5.7
7	Oldies	292	6.0	7	Variety	394	4.6
8	Black Gospel	236	4.9	8	Religion (Teaching, Variety)	384	4.4
9	Southern Gospel	210	4.3	9	Hot AC	361	4.2
10	Adult Contemporary	122	2.5	10	Alternative Rock	344	4.0
11	Soft Adult Contemporary	89	1.8	11	Classic Rock	333	3.9
12	Ethnic	78	1.6	12	Rock	291	3.4
13	Contemporary Christian	75	1.5	13	Soft Adult Contemporary	290	3.4
14	Pre-Teen	53	1.1	14	Spanish	289	3.3
15	Variety	51	1.0	15	Classic Hits	252	2.9
16	Gospel	38	0.8	16	R&B	174	2.0
17	R&B Adult/Oldies	34	0.7	17	Modern Rock	146	1.7
18	R&B	29	0.6	18	Classical	140	1.6
19	Urban AC	27	0.6	19	Jazz	136	1.6
20	Classic Hits	15	0.3	20	Southern Gospel	99	1.1
21	Jazz	14	0.3	21	Urban AC	91	1.1
22	Top 40	13	0.3	22	Adult Standards	83	1.0
23	Hot AC	12	0.2	23	R&B Adult/Oldies	74	0.9
24	Alternative Rock	9	0.2	24	Modern AC	62	0.7
25	Easy Listening	9	0.2	25	Black Gospel	43	0.5
26	Classic Rock	7	0.1	26	Gospel	41	0.5
27	Classical	6	0.1	27	Easy Listening	26	0.3
28	Rock	3	0.1	28	Ethnic	25	0.3
29	Modern Rock	3	0.1	29	Sports	18	0.2
30	Modern AC	1	0.0	30	Format Not Available	3	0.0
31	Format Not Available			31	Pre-Teen	2	0.0
	Total Operating Stations	4745	97.5			8313	96.3
	Stations off the air	84	1.7		Stations off the air	43	0.5
	Construction Permits	35	0.7		Construction Permits	290	3.4
		4864	100			8646	100

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FORMAT STATISTICS

M Street format data produces the following format information For commercial stations:

June 2001

PrimaryFormat	1992	1993	1994	1995	1996	1997	1998	1999	2001
Country	2552	2612	2642	2613	2525	2491	2368	2306	2190
News/Talk	648	841	1197	1036	1116	1111	1131	1159	1139
Oldies	730	734	714	710	738	755	799	766	786
Adult Contemporary	1648	1563	923	1052	952	902	844	775	709
Spanish	331	361	401	427	463	474	493	536	574
Adult Standards	412	421	435	470	499	551	561	595	569
Top 40	578	441	358	318	333	358	379	401	468
Soft Adult Contemporary	315	332	345	347	337	346	368	382	375
Hot AC			242	256	283	260	281	325	369
0 Religion (Teaching, Variety)	459	429	426	418	424	404	356	363	356
1 Classic Rock	201	218	264	306	349	240	282	314	338
1 Sports			196	148	156	220	251	256	338
3 Rock	316	317	309	301	273	262	266	280	282
4 Classic Hits						172	192	222	265
5 Black Gospel	96	111	122	147	166	208	238	257	264
6 Southern Gospel	108	191	204	239	248	255	273	269	255
7 R&B	212	213	203	184	183	169	171	166	183
8 Contemporary Christian	124	139	125	132	142	159	164	167	164
9 Modern Rock			54	141	147	137	145	136	140
10 Urban AC	101	108	86	116	121	134	127	112	118
11 R&B Adult/Oldies			39	47	44	46	56	127	107
12 Ethnic	54	60	69	67	64	75	77	82	93
13 Alternative Rock	75	108	94	80	110	94	96	95	92
14 Jazz	52	45	43	80	89	92	88	72	81
15 Modern AC						70	79	74	63
16 Pre-Teen	3	13	19	28	33	40	37	51	55
17 Gospel	50	45	49	45	40	37	45	42	40
18 Variety	72	68	63	62	54	50	43	39	39
19 Classical	48	45	44	39	41	44	40	38	34
20 Easy Listening	171	116	106	61	57	49	39	34	27
21 Format Not Available	15	14	6	19	4	2	3	3	3
Total Operating Stations	9,371	9,545	9,778	9,889	9,991	10,207	10,292	10,444	10,516
Stations off the air	352	345	309	308	279	143	102	96	113

Stations are counted in their primary format only.

M Street format data produces the following format information For non-commercial stations:

June 2001

	PrimaryFormat	1992	1993	1994	1995	1996	1997	1998	1999	2001
1	News/Talk	151	190	245	272	410	456	490	536	558
2	Contemporary Christian	56	75	91	122	161	230	299	362	423
3	Variety	386	384	381	380	377	376	393	397	406
4	Religion (Teaching, Variety)	318	337	358	366	363	335	326	340	378
5	Alternative Rock	267	274	276	281	276	272	270	266	261
6	Classical	275	267	239	230	130	117	112	108	112
7	Spanish	29	30	32	36	39	42	58	64	85
8	Jazz	72	75	76	79	78	69	67	67	69
9	Southern Gospel	8	9	12	12	19	30	40	44	54
10	Gospel	7	7	10	10	9	23	32	37	39
11	Top 40	66	65	57	51	41	43	39	38	36
12	R&B	34	35	31	33	29	27	22	20	20
13	Black Gospel	3	3	2	4	4	10	12	14	15
14	Rock	10	9	10	10	9	10	10	9	12
15	Country	8	6	6	9	12	14	14	14	10
16	Adult Standards	0	1	2	3	4	7	8	7	10
17	Ethnic	9	9	10	9	8	7	8	10	10
18	Adult Contemporary	19	20	18	20	16	15	9	9	9
19	Modern Rock	0	0	0	0	0	0	0	0	9
20	Easy Listening	11	10	9	9	8	8	8	8	8
21	Oldies	1	1	2	1	4	5	4	5	5
22	Soft Adult Contemporary	2	1	1	2	2	3	3	4	4
23	Hot AC			1	2	2	2	4	4	4
24	Classic Rock	1	2	3	3	2	2	1	1	2
25	Classic Hits						1	1	1	2
26	R&B Adult/Oldies	0	0	0	0	0	0	0	0	1
27	Sports	0	0	0	0	0	0	0	0	0
28	Urban AC	1	1	1	1	1	0	0	0	0
29	Modern AC						0	0	0	0
30	Pre-Teen	0	0	0	0	0	0	0		0
31	Format Not Available	12	15	4	7	1	2	6	1	0
Total Operating Stations		1,746	1,826	1,877	1,952	2,005	2,106	2,236	2,366	2,542
Stations off the air		23	23	40	34	29	26	11	7	14

Stations are counted in their primary format only.

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FORMAT STATISTICS

M Street Format Trends For Commercial Stations from 1992 to 2001

June 2001

Format	Stations by primary format			Commercial						92/01
	1992	1993	1994	1995	1996	1997	1998	1999	2001	
Country	2552	2612	2642	2613	2525	2491	2368	2306	2190	-362
News/Talk	648	841	1197	1036	1116	1111	1131	1159	1139	491
Oldies	730	734	714	710	738	755	799	766	786	56
Adult Contemporary	1648	1563	923	1052	952	902	844	775	709	-939
Spanish	331	361	401	427	463	474	493	536	574	243
Adult Standards	412	421	435	470	499	551	561	595	569	157
Top 40	578	441	358	318	333	358	379	401	468	-110
Soft Adult Contemporary	315	332	345	347	337	346	368	382	375	60
Hot AC			242	256	283	260	281	325	369	
Religion (Teaching, Variety)	459	429	426	418	424	404	356	363	356	-103
Classic Rock	201	218	264	306	349	240	282	314	338	137
Sports			196	148	156	220	251	256	338	
Rock	316	317	309	301	273	262	266	280	282	-34
Classic Hits						172	192	222	265	
Black Gospel	96	111	122	147	166	208	238	257	264	168
Southern Gospel	108	191	204	239	248	255	273	269	255	147
R&B	212	213	203	184	183	169	171	166	183	-29
Contemporary Christian	124	139	125	132	142	159	164	167	164	40
Modern Rock			54	141	147	137	145	136	140	
Urban AC	101	108	86	116	121	134	127	112	118	17
R&B Adult/Oldies			39	47	44	46	56	127	107	
Ethnic	54	60	69	67	64	75	77	82	93	39
Alternative Rock	75	108	94	80	110	94	96	95	92	17
Jazz	52	45	43	80	89	92	88	72	81	29
Modern AC						70	79	74	63	
Pre-Teen	3	13	19	28	33	40	37	51	55	52
Gospel	50	45	49	45	40	37	45	42	40	-10
Variety	72	68	63	62	54	50	43	39	39	-33
Classical	48	45	44	39	41	44	40	38	34	-14
Easy Listening	171	116	106	61	57	49	39	34	27	-144
Format Not Available	15	14	6	19	4	2	3	3	3	-12
Stations off the air	352	345	309	308	279	143	102	96	113	-239
Total Stations	9,723	9,890	10,087	10,197	10,270	10,350	10,394	10,540	10,629	906

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M Street Format Trends For Non-Commercial Stations from 1992 to 2001

June 2001

Format	Stations by primary format					Non-Commercial				92/01
	1992	1993	1994	1995	1996	1997	1998	1999	2001	+/-
Country	8	6	6	9	12	14	14	14	10	2
News/Talk	151	190	245	272	410	456	490	536	558	407
Oldies	1	1	2	1	4	5	4	5	5	4
Adult Contemporary	19	20	18	20	16	15	9	9	9	-10
Spanish	29	30	32	36	39	42	58	64	85	56
Adult Standards	0	1	2	3	4	7	8	7	10	10
Top 40	66	65	57	51	41	43	39	38	36	-30
Soft Adult Contemporary	2	1	1	2	2	3	3	4	4	2
Hot AC			1	2	2	2	4	4	4	
Religion (Teaching, Variety)	318	337	358	366	363	335	326	340	378	60
Classic Rock	1	2	3	3	2	2	1	1	2	1
Sports	0	0	0	0	0	0	0	0	0	0
Rock	10	9	10	10	9	10	10	9	12	2
Classic Hits						1	1	1	2	
Black Gospel	3	3	2	4	4	10	12	14	15	12
Southern Gospel	8	9	12	12	19	30	40	44	54	46
R&B	34	35	31	33	29	27	22	20	20	-14
Contemporary Christian	56	75	91	122	161	230	299	362	423	367
Modern Rock	0	0	0	0	0	0	0	0	9	9
Urban AC	1	1	1	1	1	0	0	0	0	-1
R&B Adult/Oldies	0	0	0	0	0	0	0	0	1	1
Ethnic	9	9	10	9	8	7	8	10	10	1
Alternative Rock	267	274	276	281	276	272	270	266	261	-6
Jazz	72	75	76	79	78	69	67	67	69	-3
Modern AC						0	0	0	0	
Pre-Teen	0	0	0	0	0	0	0		0	0
Gospel	7	7	10	10	9	23	32	37	39	32
Variety	386	384	381	380	377	376	393	397	406	20
Classical	275	267	239	230	130	117	112	108	112	-163
Easy Listening	11	10	9	9	8	8	8	8	8	-3
Format Not Available	12	15	4	7	1	2	6	1	0	-12
Stations off the air	23	23	40	34	29	26	11	7	14	-9
Total Stations	1769	1849	1917	1986	2034	2132	2247	2373	2556	787

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FORMAT STATISTICS

M Street commercial station format data produces the following information: Large Markets vs Small Markets

June 2001

	PrimaryFormat	Total	Arbitron	%	%	Not
1	News/Talk	1139	741	44	23	398
2	Country	2190	643	29	70	1,547
3	Spanish	574	462	70	17	112
4	Oldies	786	336	42	57	450
5	Top 40	468	329	65	28	139
6	Adult Standards	569	297	51	47	272
7	Religion (Teaching, Variety)	356	266	36	12	90
8	Sports	338	254	75	25	84
9	Adult Contemporary	709	241	34	65	468
10	Rock	282	204	69	27	78
11	Black Gospel	264	186	67	28	78
12	Classic Rock	338	171	50	49	167
13	Soft Adult Contemporary	375	170	45	54	205
14	Classic Hits	265	149	56	43	116
15	Hot AC	369	135	36	63	234
16	R&B	183	128	63	27	55
17	Contemporary Christian	164	100	17	11	64
18	Southern Gospel	255	97	31	51	158
19	Modern Rock	140	96	64	30	44
20	Urban AC	118	86	73	27	32
21	R&B Adult/Oldies	107	83	77	22	24
22	Ethnic	93	73	71	19	20
23	Jazz	81	63	42	12	18
24	Pre-Teen	55	52	95	5	3
25	Modern AC	63	46	73	27	17
26	Alternative Rock	92	44	12	14	48
27	Classical	34	28	19	4	6
28	Gospel	40	22	28	23	18
29	Variety	39	19	4	4	20
30	Easy Listening	27	12	34	43	15
31	Format Not Available	3	1	33	67	2
	Stations off the air	113	48	38	51	65
	Total Stations	10629	5,582	53	47	5,047

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M Street commercial station format data produces the following information: Large Markets vs Small Markets

Arbitron Markets			Non-Arbitron Markets				
	Total	%		Total	%		
1	News/Talk	741	13.3	1	Country	1,547	30.7
2	Country	643	11.5	2	Adult Contemporary	468	9.3
3	Spanish	462	8.3	3	Oldies	450	8.9
4	Oldies	336	6.0	4	News/Talk	398	7.9
5	Top 40	329	5.9	5	Adult Standards	272	5.4
6	Adult Standards	297	5.3	6	Hot AC	234	4.6
7	Religion (Teaching, Variety)	266	4.8	7	Soft Adult Contemporary	205	4.1
8	Sports	254	4.6	8	Classic Rock	167	3.3
9	Adult Contemporary	241	4.3	9	Southern Gospel	158	3.1
10	Rock	204	3.7	10	Top 40	139	2.8
11	Black Gospel	186	3.3	11	Classic Hits	116	2.3
12	Classic Rock	171	3.1	12	Spanish	112	2.2
13	Soft Adult Contemporary	170	3.0	13	Religion (Teaching, Variety)	90	1.8
14	Classic Hits	149	2.7	14	Sports	84	1.7
15	Hot AC	135	2.4	15	Rock	78	1.5
16	R&B	128	2.3	16	Black Gospel	78	1.5
17	Contemporary Christian	100	1.8	17	Contemporary Christian	64	1.3
18	Southern Gospel	97	1.7	18	R&B	55	1.1
19	Modern Rock	96	1.7	19	Alternative Rock	48	1.0
20	Urban AC	86	1.5	20	Modern Rock	44	0.9
21	R&B Adult/Oldies	83	1.5	21	Urban AC	32	0.6
22	Ethnic	73	1.3	22	R&B Adult/Oldies	24	0.5
23	Jazz	63	1.1	23	Ethnic	20	0.4
24	Pre-Teen	52	0.9	24	Variety	20	0.4
25	Modern AC	46	0.8	25	Jazz	18	0.4
26	Alternative Rock	44	0.8	26	Gospel	18	0.4
27	Classical	28	0.5	27	Modern AC	17	0.3
28	Gospel	22	0.4	28	Easy Listening	15	0.3
29	Variety	19	0.3	29	Classical	6	0.1
30	Easy Listening	12	0.2	30	Pre-Teen	3	0.1
31	Format Not Available	1	0.0	31	Format Not Available	2	0.0
	Stations off the air	48	0.9		Stations off the air	65	1.3
	Total Stations	5,582			Total Stations	5,047	

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The M Street Radio Directory contains estimates of average-quarter-hour-audience size and market audience share from surveys taken by the above ratings companies. The figures we show are taken from the latest survey published before our deadlines. The particular survey used in each market is shown in **The M Street RADIO MARKETS** section, but not in the individual station listings. Ratings are not shown for stations that did not meet minimum reporting requirements or for stations that show up with ratings in markets outside of their primary market area.

The majority of these estimates were compiled through surveys conducted by The Arbitron Company which reports its estimates on a quarterly basis. A number of radio markets are surveyed by Eastlan Resources. Eastlan's surveys do not always coincide with the Arbitron survey periods. The dates of the Eastlan surveys are given in the **MARKETS** section.

The term "ratings" is used to describe the audience figures published in the M Street Radio Directory. However, "audience share" and "audience estimate" are more accurate terms. The published numbers express the size of a station's

audience in a theoretical "average-quarter-hour" (AQH) between 6:00am and 12:00 midnight in two ways: 1) As a percentage of all radio listeners twelve years old or older (12+) and 2) as a number of persons 12+ listening.

These figures highlight some relative strengths and weaknesses of the stations competing in a market but tell only a small portion of the story of competition in a market.

These 12+ Monday-Sunday 6:00am to 12:00 midnight AQH estimates are not the only audience data that ratings firms provide. Far more specific estimates that report the size of a station's AQH audience at different times of the day and detail how radio listening differs by age and gender are available directly from the ratings firms. Also available are cumulative audience estimates which report how many people listen to a radio station over time periods longer than a quarter-hour. These more specific figures are not included because of their volume and because the ratings firms would have little to sell if they were published. For more information contact the ratings company directly.

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