

The Ultimate Radio Station Desktop Reference!

RadioBook

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2008-2009

From the Editors of **INSIDE RADIO**® and the **RADIO JOURNAL**®



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UNITED STATES AND CANADIAN RADIO STATIONS

Cross Referenced by State, Frequency, Call Letters, Past Call Letters, and Market

Features: Personnel, Arbitron and Eastlan Market Shares, LPFMs, Owners, Networks and Websites

The Ultimate Radio Station Desktop Reference!

the RadioBook

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Publisher: Gene McKay
Edited by: Cathy Devine

With

Deirdre Brousseau
Kelli Grisez
Lee Anne Hebert

Christy Macaulay
Jean Marsh
Frank Saxe

Customer Service:
Irene Yeargle

M Street /Media Market Resources
Littleton, NH 800-248-4242

The editors gratefully acknowledge the assistance and contributions of:

J.T. Anderton
John Bayless
Mike Donath
Scott Fybush
Jim George
Chip Kelley

Brian Marchand
Thom Moon
Chris Rohleder
Sean Ross
Frank Saxe
Tom Taylor

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Table of Contents:

Station Update Form	4
Foreword	7
Guide to Use	8-9
Format Classifications	11-13
About Ratings	14
Format Statistics	15-23
Stations by State and City of License - US & Canada	25-728
The M Street Radio Markets - US & Canada	733-822
M Street Market Ranking	823-826
Stations by Call Letters	827-865
Stations by Former Call Letters	867-884
Stations by Frequency	885-926
Low Power Stations	927-940
Top 50 Commercial Group Owners	943-946
Networks/Programming	949-956
Order Form for the Radio Journal, The Radio Book, and Inside Radio Daily Fax	959

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SCOTT FYBUSH, EDITOR

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Foreward: Here's to the Fighters.

Remember that old saying your parents taught you, the one about “no one ever said life was easy.” For the thousands of us who call the radio industry home, that pretty much sums up where things stand today. Dark? Not at all. Instead, it's an honor to see hundreds of pages of survivors who continue to embrace the changes in the media marketplace, and in many places thrive. In a majority of the thousands of station listings in these pages is a website address. It wasn't that long ago naysayers wondered if money could be made online. But with each passing day, many are finding it can be done. Managers are finding new ways to thrive as programmers come up with innovative ways to stay relevant in the new media world. The way I see it, the names in this book are an honor of roll of radio's scrappy fighters.

The staff at *Inside Radio* and *The Radio Journal* spends thousands of hours each year following the industry. Research director Cathy Devine leads a team that knows this information is more than just trivia. It gives readers powerful information that saves time, and we hope, helps them make a bit of money as well. Lee Anne Hebert, Christy Macaulay and Deirdre Brousseau track formats, owners and personnel by phone, fax, email and the web. The end product is radio's most thorough industry guide.

Since 1984 we and our predecessors at the *M Street Journal* have been tracking format trends. And you will find them in this edition as well. Back then “Jack” was a hammer and “Fresh” led you to the produce aisle. Today dozens of stations are using the handle to position themselves. The format data continues to be an archeological dig into where radio has been, and where it is heading tomorrow.

Also in this 17th edition of The Radio Book you can find –

- Information on more than 14,000 U.S. and Canadian radio stations, including call letters, frequency and contact information. They're listed by state and city of license.
- Listings of stations by market – including both commercial and non-com stations, all listed by frequency.
- Formats, researched by the staff of the *Radio Journal* and *Inside Radio*. We don't merely accept what a station may tell us. We continue to take the time to research playlists and listen to the station's air product to make our determinations.

Our thanks and appreciation goes out to our advertisers and other supporters – including our many radio friends across the country who alert us to the smallest changes through out the year. This book couldn't be published with out their help.

Frank Saxe
Senior Editor
Inside Radio

Anytown	
WXYZ 106.3	Country 10000w 66ft DA cp move to 104.9, 10500, 1549 app 8900, 302 Best USA Radio, LLC Pending to: Better Radio, Inc. Managed by: Better Radio, Inc. Sister to: WZXY, WZAB-F JSA with: Better Radio Sales Corp 999-555-1234 fax: 999-555-4321 PO Box 1, Anytown OH 99999 1 Radio Lane, Anytown OH 99999 GM John Jones SM Sally Smith PD Jack Wolf CE John Clarke www.wxyzfm1063.com Youngstown Market

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 since 1997, 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 for non-commercial use. However, non-commercial stations may also occupy commercial allocations.

Anytown	
WXYZ 106.3	Country 10000w 66ft DA cp move to 104.9, 10500, 1549 app 8000, 302 Best USA Radio, LLC Pending to: Better Radio, Inc. Managed by: Better Radio, Inc. Sister to: WZXY, WZAB-F JSA with: Better Radio Sales Corp. 999-555-1234 fax: 999-555-4321 PO Box 1, Anytown OH 99999 1 Radio Lane, Anytown OH 99999 GM John Jones SM Sally Smith PD Jack Wolf CE John Clarke www.wxyzfm1063.com Youngstown Market

Programming information is followed by M Street's format codes in square brackets. If this station simulcasts from another station, the call letters and frequency of the station that it repeats will be shown here. Please see the section FORMAT CLASSIFICATIONS for a complete explanation of our format classifications and their codes.

If the station is broadcasting in digital, there format will be noted with ^{HD}, ie Country^{HD}. If the station is multicasting then its second (and in some cases third) format will be noted as HD2: Second Format, ie Country / HD2: Oldies. In some cases the stations regular format and a multicast are the same but the programming is different. In those cases we have also added the slogan for the multicast to clarify. For example, Classic Rock / HD2: Classic Rock "Deep Tracks"

Anytown	
WXYZ 106.3	Country 10000w 66ft DA cp move to 104.9, 10500, 1549 app 8000, 302 Best USA Radio, LLC Pending to: Better Radio, Inc. Managed by: Better Radio, Inc. Sister to: WZXY, WZAB-F JSA with: Better Radio Sales Corp. 999-555-1234 fax: 999-555-4321 PO Box 1, Anytown OH 99999 1 Radio Lane, Anytown OH 99999 GM John Jones SM Sally Smith PD Jack Wolf CE John Clarke www.wxyzfm1063.com Youngstown Market

Current power and facilities, as well as any applications for facilities changes 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

For FM stations, their effective radiated power (ERP) is listed followed by the antenna height above average terrain (HAAT). "DA" indicates a directional antenna is use. Both AM and FM stations show a "=" to indicate a station that shares time with another station on the same frequency.

Anytown	
WXYZ 106.3	Country 10000w 66ft DA cp move to 104.9, 10500, 1549 app 8000, 302 Best USA Radio, LLC Pending to: Better Radio, Inc. Managed by: Better Radio, Inc. Sister to: WZXY, WZAB-F JSA with: Better Radio Sales Corp. 999-555-1234 fax: 999-555-4321 PO Box 1, Anytown OH 99999 1 Radio Lane, Anytown OH 99999 GM John Jones SM Sally Smith PD Jack Wolf CE John Clarke www.wxyzfm1063.com Youngstown Market

This is an example of a granted construction permit (cp) for a move to the 104.9 frequency, 10500 watts (ERP), and an antenna height of 1549 feet (HAAT). See the power and facilities section above for a complete list of codes used for the power and antenna.

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

Anytown	
WXYZ 106.3	Country 10000w 66ft DA cp move to 104.9, 10500, 1549 app 6000, 302 Best USA Radio, LLC Pending to: Better Radio, Inc. Managed by: Better Radio, Inc. Sister to: WZXY, WZAB-F JSA with: Better Radio Sales Corp. 999-555-1234 fax: 999-555-4321 PO Box 1, Anytown OH 99999 1 Radio Lane, Anytown OH 99999 GM John Jones SM Sally Smith PD Jack Wolf CE John Clarke www.wxyzfm1063.com Youngstown Market

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.

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

Anytown	
WXYZ 106.3	Country 10000w 66ft DA cp move to 104.9, 10500, 1549 app 6000, 302 Best USA Radio, LLC Pending to: Better Radio, Inc. Managed by: Better Radio, Inc. Sister to: WZXY, WZAB-F JSA with: Better Radio Sales Corp. 999-555-1234 fax: 999-555-4321 PO Box 1, Anytown OH 99999 1 Radio Lane, Anytown OH 99999 GM John Jones SM Sally Smith PD Jack Wolf CE John Clarke www.wxyzfm1063.com Youngstown Market

If an entity is selling the station's advertising inventory, the **JSA** (Joint Sales Agreement) will be noted here.

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

Anytown	
WXYZ 106.3	Country 10000w 66ft DA cp move to 104.9, 10500, 1549 app 6000, 302 Best USA Radio, LLC Pending to: Better Radio, Inc. Managed by: Better Radio, Inc. Sister to: WZXY, WZAB-F JSA with: Better Radio Sales Corp. 999-555-1234 fax: 999-555-4321 PO Box 1, Anytown OH 99999 1 Radio Lane, Anytown OH 99999 GM John Jones SM Sally Smith PD Jack Wolf CE John Clarke www.wxyzfm1063.com Youngstown Market

Up to two **addresses** are shown. The mailing address is listed first, followed by the shipping address if it is different. The address 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 Manger (GM), Program Director (PD), Sales Manager (SM), and Chief Engineer (CE).

Anytown	
WXYZ 106.3	Country 10000w 66ft DA cp move to 104.9, 10500, 1549 app 6000, 302 Best USA Radio, LLC Pending to: Better Radio, Inc. Managed by: Better Radio, Inc. Sister to: WZXY, WZAB-F JSA with: Better Radio Sales Corp. 999-555-1234 fax: 999-555-4321 PO Box 1, Anytown OH 99999 1 Radio Lane, Anytown OH 99999 GM John Jones SM Sally Smith PD Jack Wolf CE John Clarke www.wxyzfm1063.com Youngstown Market

The **website** listing refers to the station's officially operated website. Only official websites are listed. The URL prefix "http" is omitted. To visit any website, open your browser and 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.

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.	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 only selections from the 70's and on.
ACW	AC & Country Just what it says. A near 50/50 blend of music from the two formats.	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.
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	DNC	Rhythmic-CHR A contemporary hit radio station that focuses on rhythmic music.
ADH	Adult Hits Promoted as "We Play What We Want" with playlists that draw from music from the 70's forward, and commonly branded as "Jack," "Bob," et al.	DNX	Dance Closely related to Rhythmic-CHR but focused more on pure dance club music.
AMR	Americana A blending of the rock music played on the AAA station with country and folk music.	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.
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.	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.
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.	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.
BLG	Bluegrass A station whose playlist focuses on Bluegrass music. Some traditional sounding country music may be included in the programming as well.	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.
BLU	Blues A station whose playlist focuses on Blues music. Some older rhythm & blues or soul music may also be included.	FNA	Format Not Available This applies to a station that is involved in program slanting as part of a change to new format.
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. The format may also include teaching and ministry programs of varying lengths programmed throughout the broadcast day.	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.
CCR	Christian CHR/Rock Rock-driven alternative or harder rock Christian-themed music	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	Contemporary Hit Radio 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.		
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, the amount of older country music played on the station may vary greatly between 25% and 75% of the playlist.		

FORMAT CLASSIFICATIONS

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.	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.
MOD	Modern Rock A contemporary hit radio station that focuses on modern rock music.	QNT	French News-talk The French language equivalent of the English language News-talk format. Applies only to Canadian stations.
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.	QNW	French All-news Continuous news anchored in French. Applies only to Canadian stations.
NWS	News This station broadcasts continuous news and information for all of the hours its on the air.	QOL	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.
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.	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.
OLD	Oldies Popular music of the 50's, 60's and 70's. Current popular music is played in only rare exceptions.	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.
RAC	Rhythmic AC Similar in rotation to a traditional adult contemporary station, rhythmic AC targets adults 25+. Music includes currents but the primary focus tends to rhythmic/dance based artists, with the common core group popular in the 80's.	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.
ROL	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.
		XAA	Spanish Adult Alternative The Spanish language equivalent of the English language Adult Alternative format.

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.	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.
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.	XRA	Ranchero Ranchero is Mexico's country music. Stations with this format play this music to the virtual exclusion of all other forms.
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.	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
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 is 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.
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.	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.
XDH	Spanish Adult Hits This is the Spanish equivalent of Adult Hits in the English world and targets Hispanic 25-54 years olds.	XST	Spanish Standards Spanish and Latin popular standards mixed with soft Spanish and Latin popular music, mainly vocal.
XDP	Spanish Sports Sports talk programming 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.
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.	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.
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.	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.
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.	XUR	Hurban A blend of Spanish and English urban music and may also include "reggaeton" or Spanish hip-hop music.
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.		
XNW	Spanish News Continuous news and information in Spanish for all of the hours the station is on the air.		

ABOUT RATINGS

Estimates of audience share labeled Arbitron represent 12+ AQH Shares, Mon-Sun, 6 am to midnight and may not be quoted or reproduced without prior written permission of The Arbitron Company - Copyright 2008, The Arbitron Company.

Estimates of audience share labeled Eastlan are Copyright 2008 by Eastlan Resources. Any reuse of their ratings are subject to approval by Eastlan Resources.

The Radio Book 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 term "ratings" is used to describe the audience figures published in The Radio Book. 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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M Street format data produces the following format information:

June 2008										
	PrimaryFormat	Total	Comm	NonComm	%AM	%FM	Simulcast	%	Network	%
1	Country	2037	2028	9	26	74	163	8	671	33
2	News/Talk	1987	1363	624	64	36	454	23	1850	93
3	Spanish	902	799	103	53	47	133	15	214	24
4	Religion (Teaching, Variety)	893	296	597	41	59	161	18	347	39
5	Contemporary Christian	883	143	740	5	95	118	13	497	56
6	Oldies	734	711	23	41	59	42	6	332	45
7	Adult Contemporary	676	665	11	13	87	28	4	200	30
8	Sports	587	587	0	90	10	76	13	554	94
9	Top 40	495	467	28	1	99	17	3	2	0
10	Classic Rock	473	468	5	2	98	32	7	96	20
11	Variety	416	37	379	11	89	24	6	1	0
12	Hot AC	382	370	12	2	98	8	2	85	22
13	Alternative Rock	373	121	252	3	97	18	5	2	1
14	Adult Standards	371	362	9	85	15	27	7	268	72
15	Classic Hits	315	311	4	10	90	23	7	61	19
16	Southern Gospel	304	207	97	56	44	25	8	104	34
17	Rock	301	290	11	0	100	10	3	0	0
18	Black Gospel	263	246	17	77	23	24	9	32	12
19	Soft Adult Contemporary	229	228	1	16	84	10	4	41	18
20	Adult Hits	201	200	1	3	97	10	5	68	34
21	Classical	176	22	154	1	99	82	47	63	36
22	Modern Rock	172	121	51	2	98	8	5	3	2
23	Urban AC	159	157	2	19	81	10	6	39	25
24	R&B	148	135	13	7	93	5	3	0	0
25	Jazz	133	59	74	5	95	5	4	49	37
26	Ethnic	132	118	14	74	26	8	6	0	0
27	Pre-Teen	56	56	0	95	5	4	7	56	100
28	R&B Adult/Oldies	38	38	0	45	55	2	5	4	11
29	Gospel	37	27	10	62	38	4	11	0	0
30	Rhythmic AC	26	26	0	0	100	2	8	12	46
31	Easy Listening	25	16	9	8	92	0	0	0	0
32	Modern AC	20	20	0	0	100	0	0	0	0
33	Format Not Available	13	11	2	46	54	0	0	0	0
		13957	10705	3252			1533		5651	
	Stations off the air	165	(88 AM and 77 FM)		53	47				
	Construction Permits	1058	(154 AM and 904 FM)		15	85				
		15180	(4937 AM and 10243 FM)							

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M Street format counts for AM & FM Stations

June 2006

	PrimaryFormat	TotalAM	%		PrimaryFormat	TotalFM	%
1	News/Talk	1226	89.9	1	Country	1495	73.7
2	Country	533	26.3	2	News/Talk	576	86.6
3	Sports	526	89.6	3	Spanish	465	99.6
4	Spanish	447	55.9	4	Religion (Teaching, Variety)	460	98.3
5	Adult Standards	316	87.3	5	Contemporary Christian	412	57.9
6	Oldies	299	42.1	6	Oldies	364	98.4
7	Religion (Teaching, Variety)	241	81.4	7	Adult Contemporary	352	44.1
8	Black Gospel	199	80.9	8	Sports	289	99.7
9	Southern Gospel	165	79.7	9	Top 40	280	90
10	Ethnic	96	81.4	10	Classic Rock	194	97
11	Adult Contemporary	89	13.4	11	Variety	191	83.8
12	Pre-Teen	53	94.6	12	Hot AC	137	10.1
13	Soft Adult Contemporary	37	16.2	13	Alternative Rock	127	80.9
14	Classic Hits	31	10	14	Adult Standards	125	92.6
15	Contemporary Christian	30	21	15	Classic Hits	120	99.2
16	Variety	30	81.1	16	Southern Gospel	114	94.2
17	Urban AC	30	19.1	17	Rock	113	79
18	Gospel	21	77.8	18	Black Gospel	61	10.4
19	R&B Adult/Oldies	17	44.7	19	Soft Adult Contemporary	55	18.6
20	R&B	10	7.4	20	Adult Hits	53	89.8
21	Classic Rock	8	1.7	21	Classical	47	19.1
22	Alternative Rock	7	5.8	22	Modern Rock	46	12.7
23	Hot AC	6	1.6	23	Urban AC	42	20.3
24	Adult Hits	6	3	24	R&B	26	100
25	Jazz	6	10.2	25	Jazz	22	18.6
26	Format Not Available	4	36.4	26	Ethnic	21	55.3
27	Top 40	2	0.4	27	Pre-Teen	20	90.9
28	Classical	2	9.1	28	R&B Adult/Oldies	20	100
29	Rhythmic AC	2	7.7	29	Gospel	14	87.5
30	Easy Listening	2	12.5	30	Rhythmic AC	7	18.9
31	Rock	1	0.3	31	Easy Listening	7	63.6
32	Modern Rock	1	0.8	32	Modern AC	6	22.2
33	Modern AC	1	5	33	Format Not Available	3	5.4
	Total Stations	4444				6264	
	Stations off the air	84	60.9		Stations off the air	54	39.1
	Construction Permits	129	33.6		Construction Permits	255	66.4

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FORMAT STATISTICS

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

June 2008

	Primary Format	1998	1999	2001	2002	2003	2004	2005	2006	2007	2008
1	Country	2368	2306	2190	2131	2088	2047	2019	2035	2034	2028
2	News/Talk	1131	1159	1139	1179	1224	1282	1324	1336	1370	1363
3	Spanish	493	536	574	603	626	665	703	705	777	799
4	Oldies	799	766	786	813	807	816	773	727	711	711
5	Adult Contemporary	844	775	709	713	692	703	684	660	661	665
6	Sports	251	256	338	388	429	469	497	530	557	587
7	Classic Rock	282	314	338	384	425	450	461	454	456	468
8	Top 40	379	401	468	474	491	497	502	485	473	467
9	Hot AC	281	325	369	395	399	416	380	375	377	370
10	Adult Standards	561	595	569	547	497	460	405	366	370	362
11	Classic Hits	192	222	265	258	237	229	262	276	296	311
12	Religion (Teaching, Variety)	356	363	356	332	347	336	318	312	290	296
13	Rock	266	280	282	278	273	280	270	278	282	290
14	Black Gospel	238	257	264	254	253	273	286	266	255	246
15	Soft Adult Contemporary	368	382	375	340	336	322	324	302	243	228
16	Southern Gospel	273	269	255	240	207	208	207	208	206	207
17	Adult Hits	0	0	0	0	0	0	54	149	171	200
18	Urban AC	127	112	118	121	128	136	153	166	162	157
19	Contemporary Christian	164	167	164	164	167	159	174	150	151	143
20	R&B	171	166	183	193	189	159	150	138	134	135
21	Alternative Rock	96	95	92	96	99	96	104	105	119	121
22	Modern Rock	145	136	140	147	169	165	152	135	126	121
23	Ethnic	77	82	93	101	102	111	112	116	113	118
24	Jazz	88	72	81	83	90	89	84	78	75	59
25	Pre-Teen	37	51	55	49	60	58	59	58	57	56
26	R&B Adult/Oldies	56	127	107	78	66	51	49	49	42	38
27	Variety	43	39	39	41	36	42	38	35	37	37
28	Gospel	45	42	40	53	64	37	36	32	28	27
29	Rhythmic AC	0	0	0	0	0		0	0	27	26
30	Classical	40	38	34	32	32	34	28	29	24	22
31	Modern AC	79	74	63	58	51	34	28	20	19	20
32	Easy Listening	39	34	27	19	18	20	20	21	18	16
	Stations off the air	102	96	113	110	123	79	70	93	88	138
	Format Not Available	3	3	3	5	1	4	3	7	6	11
	Total Stations	10394	10540	10629	10679	10728	10727	10729	10696	10755	10843

Stations are counted in their primary format only.

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

June 2008

	PrimaryFormat	1998	1999	2001	2002	2003	2004	2005	2006	2007	2008
1	Contemporary Christian	299	362	423	473	414	427	504	693	727	740
2	News/Talk	490	536	558	572	588	603	609	615	612	624
3	Religion (Teaching, Variety)	326	340	378	395	503	509	564	516	557	597
4	Variety	393	397	406	425	418	391	386	378	374	379
5	Alternative Rock	270	266	261	238	215	230	243	250	249	252
6	Classical	112	108	112	120	126	129	134	152	156	154
7	Spanish	58	64	85	84	83	77	89	93	95	103
8	Southern Gospel	40	44	54	48	55	74	78	81	102	97
9	Jazz	67	67	69	69	73	73	75	75	74	74
10	Modern Rock	0	0	9	17	35	52	52	49	51	51
11	Top 40	39	38	36	33	34	32	30	28	28	28
12	Oldies	4	5	5	5	8	11	16	20	20	23
13	Black Gospel	12	14	15	14	14	14	16	16	17	17
14	Ethnic	8	10	10	12	12	13	13	10	11	14
15	R&B	22	20	20	16	18	17	15	14	14	13
16	Hot AC	4	4	4	8	8	7	8	7	10	12
17	Adult Contemporary	9	9	9	5	7	9	8	9	11	11
18	Rock	10	9	12	14	14	11	12	12	11	11
19	Gospel	32	37	39	37	35	23	13	13	13	10
20	Adult Standards	8	7	10	12	9	10	10	9	7	9
21	Country	14	14	10	11	12	13	11	11	12	9
22	Easy Listening	8	8	8	8	9	9	9	9	8	9
23	Classic Rock	1	1	2	2	3	3	4	3	5	5
24	Classic Hits	1	1	2	2	1	4	3	3	5	4
25	Urban AC	0	0	0	1	1	1	1	1	1	2
26	Soft Adult Contemporary	3	4	4	2	3	4	3	3	2	1
27	Adult Hits	0	0	0	0	0	0	0	1	1	1
28	Modern AC	0	0	0	0	0	0	0	0	0	0
29	Sports	0	0	0	0	0	1	2	0	0	0
30	Rhythmic AC	0	0	0	0	0		0	0	0	0
31	Pre-Teen	0		0	1	1	1	0	0	0	0
32	R&B Adult/Oldies	0	0	1	0	0	0	0	0	0	0
Stations off the air											
	Stations off the air	11	7	14	22	28	25	23	27	23	27
	Format Not Available	6	1	0	0	0	0	0	1	0	2
	Total Stations	2247	2373	2556	2646	2727	2773	2931	3099	3196	3279

Stations are counted in their primary format only.

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FORMAT STATISTICS

M Street Format Trends from 1998 to 2008

June 2008

Commercial Stations by Primary Format

98/08

Primary Format	1998	1999	2001	2002	2003	2004	2005	2006	2007	2008	+/-
1 Country	2368	2306	2190	2131	2088	2047	2019	2035	2034	2028	-340
2 News/Talk	1131	1159	1139	1179	1224	1282	1324	1336	1370	1363	232
3 Spanish	493	536	574	603	628	665	703	705	777	799	306
4 Oldies	799	766	786	813	807	816	773	727	711	711	-88
5 Adult Contemporary	844	775	709	713	692	703	684	660	661	665	-179
6 Sports	251	256	338	388	429	469	497	530	557	587	336
7 Classic Rock	282	314	338	384	425	450	461	454	456	468	186
8 Top 40	379	401	468	474	491	497	502	485	473	467	88
9 Hot AC	281	325	369	395	399	416	380	375	377	370	89
10 Adult Standards	561	595	569	547	497	460	405	366	370	362	-199
11 Classic Hits	192	222	265	258	237	229	262	276	296	311	119
12 Religion (Teaching, Variety)	356	363	356	332	347	336	318	312	290	296	-60
13 Rock	266	280	282	278	273	280	270	278	282	290	24
14 Black Gospel	238	257	264	254	253	273	286	266	255	246	8
15 Soft Adult Contemporary	368	382	375	340	336	322	324	302	243	228	-140
16 Southern Gospel	273	269	255	240	207	208	207	208	206	207	-66
17 Adult Hits	0	0	0	0	0	0	54	149	171	200	200*
18 Urban AC	127	112	118	121	128	136	153	166	162	157	30
19 Contemporary Christian	164	167	164	164	167	159	174	150	151	143	-21
20 R&B	171	166	183	193	189	159	150	138	134	135	-36
21 Alternative Rock	96	95	92	96	99	96	104	105	119	121	25
22 Modern Rock	145	136	140	147	169	165	152	135	126	121	-24
23 Ethnic	77	82	93	101	102	111	112	116	113	118	41
24 Jazz	88	72	81	83	90	89	84	78	75	59	-29
25 Pre-Teen	37	51	55	49	60	58	59	58	57	56	19
26 R&B Adult/Oldies	56	127	107	78	66	51	49	49	42	38	-18
27 Variety	43	39	39	41	36	42	38	35	37	37	-6
28 Gospel	45	42	40	53	64	37	36	32	28	27	-18
29 Rhythmic AC	0	0	0	0	0	0	0	0	27	26	26*
30 Classical	40	38	34	32	32	34	28	29	24	22	-18
31 Modern AC	79	74	63	58	51	34	28	20	19	20	-59
32 Easy Listening	39	34	27	19	18	20	20	21	18	16	-23
Format Not Available	3	3	3	5	1	4	3	7	6	11	8
Stations off the air	102	96	113	110	123	79	70	93	88	138	36
Total Stations	10394	10540	10629	10679	10728	10727	10729	10696	10755	10843	

*Change 2005/2006 *New 2007

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M Street Format Trends from 1998 to 2008

June 2008

		Non-Commercial Stations by Primary Format										98/08
PrimaryFormat		1998	1999	2001	2002	2003	2004	2005	2006	2007	2008	+/-
1	Country	14	14	10	11	12	13	11	11	12	9	-5
2	News/Talk	490	536	558	572	588	603	609	615	612	624	134
3	Spanish	58	64	85	84	83	77	89	93	95	103	45
4	Oldies	4	5	5	5	8	11	16	20	20	23	19
5	Adult Contemporary	9	9	9	5	7	9	8	9	11	11	2
6	Sports	0	0	0	0	0	1	2	0	0	0	0
7	Classic Rock	1	1	2	2	3	3	4	3	5	5	4
8	Top 40	39	38	36	33	34	32	30	28	28	28	-11
9	Hot AC	4	4	4	8	8	7	8	7	10	12	8
10	Adult Standards	8	7	10	12	9	10	10	9	7	9	1
11	Classic Hits	1	1	2	2	1	4	3	3	5	4	3
12	Religion (Teaching, Variety)	326	340	378	395	503	509	564	516	557	597	271
13	Rock	10	9	12	14	14	11	12	12	11	11	1
14	Black Gospel	12	14	15	14	14	14	16	16	17	17	5
15	Soft Adult Contemporary	3	4	4	2	3	4	3	3	2	1	-2
16	Southern Gospel	40	44	54	48	55	74	78	81	102	97	57
17	Adult Hits	0	0	0	0	0	0	0	1	1	1	1*
18	Urban AC	0	0	0	1	1	1	1	1	1	2	2
19	Contemporary Christian	299	362	423	473	414	427	504	693	727	740	441
20	R&B	22	20	20	16	18	17	15	14	14	13	-9
21	Alternative Rock	270	266	261	238	215	230	243	250	249	252	-18
22	Modern Rock	0	0	9	17	35	52	52	49	51	51	51
23	Ethnic	8	10	10	12	12	13	13	10	11	14	6
24	Jazz	67	67	69	69	73	73	75	75	74	74	7
25	Pre-Teen	0	0	0	1	1	1	0	0	0	0	0
26	R&B Adult/Oldies	0	0	1	0	0	0	0	0	0	0	0
27	Variety	393	397	406	425	418	391	386	378	374	379	-14
28	Gospel	32	37	39	37	35	23	13	13	13	10	-22
29	Rhythmic AC	0	0	0	0	0	0	0	0	0	0	0
30	Classical	112	108	112	120	126	129	134	152	156	154	42
31	Modern AC	0	0	0	0	0	0	0	0	0	0	0
32	Easy Listening	8	8	8	8	9	9	9	9	8	9	1
	Format Not Available	6	1	0	0	0	0	0	1	0	2	-4
	Stations off the air	11	7	14	22	28	25	23	27	23	27	16
	Total Stations	2247	2373	2556	2646	2727	2773	2931	3099	3196	3279	

*Change 2006/2007

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FORMAT STATISTICS

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

June 2008

	PrimaryFormat	Total	Arbitron	%		%	Non-Arbitron
1	Country	2028	766	38		62	1262
2	News/Talk	1363	624	46		54	739
3	Spanish	799	409	51		49	390
4	Oldies	711	262	37		63	449
5	Adult Contemporary	665	282	42		58	383
6	Sports	587	292	50		50	295
7	Classic Rock	468	272	58		42	196
8	Top 40	467	375	80		20	92
9	Construction Permits	384	0			100	384
10	Hot AC	370	187	51		49	183
11	Adult Standards	362	131	36		64	231
12	Classic Hits	311	153	49		51	158
13	Religion (Teaching, Variety)	296	66	22		78	230
14	Rock	290	240	83		17	50
15	Black Gospel	246	112	46		54	134
16	Soft Adult Contemporary	228	142	62		38	86
17	Southern Gospel	207	38	18		82	169
18	Adult Hits	200	128	64		36	72
19	Urban AC	157	125	80		20	32
20	Contemporary Christian	143	69	48		52	74
21	Stations off the air	138	5	4		96	133
22	R&B	135	117	87		13	18
23	Alternative Rock	121	64	53		47	57
24	Modern Rock	121	102	84		16	19
25	Ethnic	118	12	10		90	106
26	Jazz	59	46	78		22	13
27	Pre-Teen	56	6	11		89	50
28	R&B Adult/Oldies	38	27	71		29	11
29	Variety	37	9	24		76	28
30	Gospel	27	3	11		89	24
31	Rhythmic AC	26	23	88		12	3
32	Classical	22	19	86		14	3
33	Modern AC	20	17	85		15	3
34	Easy Listening	16	12	75		25	4
35	Format Not Available	11	1	9		91	10
	Total Stations	11227	5136	46		54	6091

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

June 2008

Large Markets				Small Markets			
	PrimaryFormat	TotalAM	%		PrimaryFormat	TotalFM	%
1	News/Talk	1226	89.9	1	Country	1495	73.7
2	Country	533	26.3	2	News/Talk	576	86.6
3	Sports	526	89.6	3	Spanish	465	99.6
4	Spanish	447	55.9	4	Religion (Teaching, Variety)	460	98.3
5	Adult Standards	316	87.3	5	Contemporary Christian	412	57.9
6	Oldies	299	42.1	6	Oldies	364	98.4
7	Religion (Teaching, Variety)	241	81.4	7	Adult Contemporary	352	44.1
8	Black Gospel	199	80.9	8	Sports	289	99.7
9	Southern Gospel	165	79.7	9	Top 40	280	90.0
10	Ethnic	96	81.4	10	Classic Rock	194	97.0
11	Adult Contemporary	89	13.4	11	Variety	191	83.8
12	Pre-Teen	53	94.6	12	Hot AC	137	10.1
13	Soft Adult Contemporary	37	16.2	13	Alternative Rock	127	80.9
14	Classic Hits	31	10.0	14	Adult Standards	125	92.6
15	Contemporary Christian	30	21.0	15	Classic Hits	120	99.2
16	Variety	30	81.1	16	Southern Gospel	114	94.2
17	Urban AC	30	19.1	17	Rock	113	79.0
18	Gospel	21	77.8	18	Black Gospel	61	10.4
19	R&B Adult/Oldies	17	44.7	19	Soft Adult Contemporary	55	18.6
20	R&B	10	7.4	20	Adult Hits	53	89.8
21	Classic Rock	8	1.7	21	Classical	47	19.1
22	Alternative Rock	7	5.8	22	Modern Rock	46	12.7
23	Hot AC	6	1.6	23	Urban AC	42	20.3
24	Adult Hits	6	3.0	24	R&B	26	100.0
25	Jazz	6	10.2	25	Jazz	22	18.6
26	Format Not Available	4	36.4	26	Ethnic	21	55.3
27	Top 40	2	0.4	27	Pre-Teen	20	90.9
28	Classical	2	9.1	28	R&B Adult/Oldies	20	100.0
29	Rhythmic AC	2	7.7	29	Gospel	14	87.5
30	Easy Listening	2	12.5	30	Rhythmic AC	7	18.9
31	Rock	1	0.3	31	Easy Listening	7	63.6
32	Modern Rock	1	0.8	32	Modern AC	6	22.2
33	Modern AC	1	5	33	Format Not Available	3	5.4
	Total Stations	4444				6264	
	Stations off the air	84	60.9		Stations off the air	54	39.1
	Construction Permits	129	33.6		Construction Permits	255	66.4

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