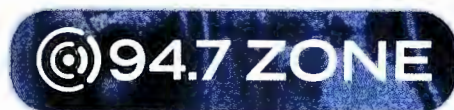


# The M Street Radio Directory

**Thirteenth  
Edition**

**2004-2005**



From the editors of the M Street Journal and INSIDE RADIO®

## United States and Canadian Radio Stations

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

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# The M Street Radio Directory



13th EDITION  
2004-2005

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Editor, Tom Taylor and  
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the news effecting radio stations  
publishing a weekly Wednesday fax  
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## Foreword

### “Survivor”, the TV series?

Actually — “Survivor” is a far more appropriate name for a radio series. Or the entire radio industry, given the punches it’s absorbed over the last 85 years.

Run the time machine back to the early 1950s, when TV was supposed to be rendering radio totally obsolete. (The movies, too.) Didn’t happen. Radio adapted by dropping the old-style block formats (which of course became the foundation of TV) and inventing a sensational new mass appeal format called Top 40. Then came other specialized radio formats like all-news, AC, rock, country and all-talk — which showed the way for cable. Dial up to the early 1990s when 60% of radio stations reported they were either losing money or just breaking even, because of the economy. Some bankers got the sweats, but radio survived and got some regulatory relief in the Fall of 1992, with in-market duopolies of 2 AMs and 2 FM. Then the 1996 Telecom Act allowed much larger local combinations.

Now – Wall Street and the rest of “the media” believe radio’s facing eventual extinction because of (pick one) satellite radio, Internet radio, videogames, file sharing, cellphones and (who knows?) intracranial implants and contact lens computer screens.

All we know is – radio’s still the most widespread mass medium in the world...the average U.S. house owns more than five radio sets. . .and it’s still free – unlike satellite radio, Internet radio, videogames and all that other stuff.

As always, it’s M Street’s pleasure to bring you an unmatched reference aid, by assembling the M Street Directory, which contains —

- Comprehensive information on more than 14,000 U.S. and Canadian radio stations, both commercial and non-commercial, including calls, frequency, and contact info.
- Freshly-updated formats, researched by the experts at M Street Publications.
- Every radio market – not just the 280 or so recognized by Arbitron. M Street has always gone the extra mile to create its own proprietary list of every radio U.S. radio market that makes sense, whether or not the local operators subscribe to Arbitron. That’s why you’ll see market sizes by both Arbitron rank and “M Street rank.”
- M Street format charts, available only from us. In these pages at the front of the Directory you get breakouts by individual format – including each format’s number of stations over a 10-year period. Also by AM vs. FM, commercial and non-commercial, and large versus small markets. M Street has offered format tracking charts in each Directory since 1990.

Thanks to our advertisers, who help us bring you this information.

Thanks to all the contributors (some named, some not) who call us, e-mail us and buttonhole us at conventions – we couldn’t do it without you.

And feel free to contact us with your own ideas, questions or corrections. We’re at 800-248-4242 and at [www.MStreet.net](http://www.MStreet.net). You’ll find information there about how to order your own unique (and affordable) custom database run, using the information that we update daily with the resources of M Street.

As for radio, the survivor? There’s a longtime radio owner and renowned “escapologist” named Bill Shirk, who’s performed many of the tricks made famous by Houdini, and innovated some of his own. Bill’s always survived. We’d say: Radio will also turn out to be “Houdini” – and continue to survive.

**Anytown**

---

**WXYZ** Country  
**106.3** 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 Arbitron 9.9 shr 2000 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 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.

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 www.wxyzfm1063.com  
 Youngstown Arbitron 9.9 shr 2000 AQH

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.

**Anytown**

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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.

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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 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**

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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.

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

**Anytown**

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 Youngstown Arbitron 9.9 shr 2000 AQH

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**

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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**

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 www.wxyzfm1063.com  
 Youngstown Arbitron 9.9 shr 2000 AQH

The **website** listing refers to the station's officially operated website. If the station does not have its own website, the group-owned official website will be listed. 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. If ratings are available in the markets listed, they are shown here. See **ABOUT RATINGS** for a detailed explanation of the ratings information provided.



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.

|            |   |            |   |
|------------|---|------------|---|
| <b>AAA</b> | <b>Adult Alternative</b><br>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.   | <b>CWT</b> | <b>Traditional Country</b><br>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. |
| <b>ACW</b> | <b>AC &amp; Country</b><br>Just what it says. A near 50/50 blend of music from the two formats.   | <b>DNC</b> | <b>Rhythmic-CHR</b><br>A contemporary hit radio station that focuses on rhythmic music.   |
| <b>ADC</b> | <b>Adult Contemporary</b><br>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                           | <b>DNX</b> | <b>Dance</b><br>Closely related to Rhythmic-CHR but focused more on pure dance club music.  |
| <b>AMR</b> | <b>Americana</b><br>A blending of the rock music played on the AAA station with country and folk music.   | <b>EIT</b> | <b>80's Hits</b><br>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.   |
| <b>BGS</b> | <b>Black Gospel</b><br>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.  | <b>ETH</b> | <b>Ethnic</b><br>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.  |
| <b>BIZ</b> | <b>Business News</b><br>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.  | <b>EZY</b> | <b>Easy Listening</b><br>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.   |
| <b>BLG</b> | <b>Bluegrass</b><br>A station whose playlist focuses on Bluegrass music. Some traditional sounding country music may be included in the programming as well.  | <b>FLK</b> | <b>Folk</b><br>A station whose playlist focuses on Folk music. Some traditional sounding country music and softer rock music may also be included in the programming.   |
| <b>BLU</b> | <b>Blues</b><br>A station whose playlist focuses on Blues music. Some older rhythm & blues or soul music may also be included.  | <b>FNA</b> | <b>Format Not Available</b><br>This applies to a station that is involved in program stunting as part of a change to new format.  |
| <b>CCN</b> | <b>Contemporary Christian</b><br>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. | <b>FRM</b> | <b>Farm</b><br>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.   |
| <b>CCN</b> | <b>Contemporary Christian</b><br>Rock-driven alternative or harder rock Christian-themed music<br><br>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.   | <b>GOS</b> | <b>Gospel Music</b><br>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.   |
| <b>CLA</b> | <b>Classical</b><br>Airplay of orchestral music, chamber music, opera and other forms of non-contemporary vocal music.  | <b>HAC</b> | <b>Hot AC</b><br>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.  |
| <b>CLR</b> | <b>Classic Rock</b><br>Mainstream rock of the 60's, 70's and 80's with little or no current rock music included.  | <b>INF</b> | <b>Surveillance/ Weather/Traffic</b><br>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   |
| <b>CLX</b> | <b>Classic Hits</b><br>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.  | <b>JAZ</b> | <b>Jazz</b><br>A station that programs music either traditional jazz or smooth jazz or some blend of the two.   |
| <b>CPN</b> | <b>cp-new</b><br>Assigned to a new station that has been authorized to build its transmitting facility but has never been on the air.   | <b>KID</b> | <b>Pre-Teen</b><br>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.  |
| <b>CTY</b> | <b>Country</b><br>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.  | <b>MAC</b> | <b>Modern AC</b><br>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.                                   |
| <b>CWO</b> | <b>Classic Country</b><br>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.  | <b>MOD</b> | <b>Modern Rock</b><br>A contemporary hit radio station that focuses on modern rock music.   |

## FORMAT CLASSIFICATIONS

|            |  |            |   |
|------------|--|------------|---|
| <b>NTK</b> | <b>News/Talk</b><br>A talk station with a heavy news and information orientation. The News/Talk station has a news block in one or more dayparts.  | <b>QRL</b> | <b>French Religion</b><br>The French language equivalent of the English language Religion format with teaching and ministry programs in the French language. Applies only to Canadian stations.   |
| <b>NWS</b> | <b>News</b><br>This station broadcasts continuous news and information for all of the hours its on the air.  | <b>QQQ</b> | <b>French Variety</b><br>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. |
| <b>OFF</b> | <b>Silent</b><br>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.   | <b>QSA</b> | <b>French Soft Adult Contemporary</b><br>The French language equivalent of the English language Soft Adult Contemporary format blends English and French language records of this genre.  |
| <b>OLD</b> | <b>Oldies</b><br>Popular music of the 50's, 60's and 70's. Current popular music is played in only rare exceptions.  | <b>QTK</b> | <b>French Talk</b><br>The French language equivalent of the English language Talk format. Applies only to Canadian stations.  |
| <b>RCK</b> | <b>Rock</b><br>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.  | <b>SAC</b> | <b>Soft AC</b><br>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.  |
| <b>REA</b> | <b>Reading Service</b><br>This is a radio reading service aimed at the blind and visually handicapped. It consists of announcers who read aloud from periodicals and books.  | <b>SGS</b> | <b>Southern Gospel</b><br>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.  |
| <b>REL</b> | <b>Religious Teaching</b><br>Long form religious teaching or ministry programs. The station may use black gospel, contemporary Christian, gospel or southern gospel music as filler between programs   | <b>SPT</b> | <b>Sports</b><br>Talk shows focusing on sports. Play-by-play coverage of sports is not included in this format  |
| <b>ROL</b> | <b>Rhythmic Oldies</b><br>Soul and dance music records of the 60's and 70's that received airplay on the CHR stations of those decades.  | <b>STD</b> | <b>Adult Standards</b><br>American popular standards mixed with soft popular music, mainly vocal.   |
| <b>QAC</b> | <b>French Adult Contemporary</b><br>This format blends English and French language pop music with adult appeal. Announcing is in French. Applies only to Canadian stations.  | <b>TLK</b> | <b>Talk</b><br>Talk shows of general interest or varied topics. The talk shows can be of both the call-in and straight interview type.  |
| <b>QAH</b> | <b>French Hot Adult Contemporary</b><br>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. | <b>TVL</b> | <b>Travel Information</b><br>Stations that carry continuous advertisements and features for tourist destinations.   |
| <b>QAA</b> | <b>French Adult Alternative</b><br>The French language equivalent of the English language Adult Alternative format. Applies only to Canadian stations.   | <b>UAC</b> | <b>Urban AC</b><br>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.                          |
| <b>QAR</b> | <b>French Rock</b><br>The French language equivalent of the English language Rock format. Applies only to Canadian stations.   | <b>UOL</b> | <b>R&amp;B Oldies</b><br>Soul and R&B records of the 60's and 70's that received airplay on the black oriented stations of those decades.   |
| <b>QCH</b> | <b>French CHR</b><br>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.   | <b>URB</b> | <b>Urban Contemporary</b><br>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.  |
| <b>QCL</b> | <b>French Classical</b><br>French language announcing built around orchestral and operatic vocal music. Applies only to Canadian stations.   | <b>VTY</b> | <b>Variety</b><br>A station that incorporates three or more distinct formats, either block programmed or simultaneously.  |
| <b>QCW</b> | <b>French Country</b><br>The French language equivalent of the English language Country format blends both French and English language Country music records. Applies only to Canadian stations.   | <b>XAA</b> | <b>Spanish Adult Alternative</b><br>The Spanish language equivalent of the English language Adult Alternative format.   |
| <b>QCX</b> | <b>French Classic Hits</b><br>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.   | <b>XAC</b> | <b>Spanish Hits</b><br>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.                                 |
| <b>QNT</b> | <b>French News-talk</b><br>The French language equivalent of the English language News-talk format. Applies only to Canadian stations.   | <b>XCC</b> | <b>Spanish Contemporary Christian</b><br>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.  |
| <b>QNW</b> | <b>French All-news</b><br>Continuous news anchored in French. Applies only to Canadian stations.   | <b>XCH</b> | <b>Spanish CHR</b><br>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.                                 |
| <b>QOL</b> | <b>French Oldies</b><br>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.  |            |   |

|            |  |            |   |
|------------|--|------------|---|
| <b>XCL</b> | <b>Spanish Classical</b><br>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.                                      | <b>XRA</b> | <b>Ranchero</b><br>Ranchero is Mexico's country music. Stations with this format play this music to the virtual exclusion of all other forms.   |
| <b>XCZ</b> | <b>Spanish Classic Hits</b><br>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.   | <b>XRE</b> | <b>Spanish Religious</b><br>A station that offers Spanish language long form religious teaching or ministry programs. The station may use some music as filler between programs   |
| <b>XDP</b> | <b>Spanish Sports</b><br>Sports talk programming in Spanish.   | <b>XRO</b> | <b>Romantica</b><br>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.                  |
| <b>XEZ</b> | <b>Spanish Easy Listening</b><br>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. | <b>XSP</b> | <b>Spanish</b><br>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. |
| <b>XJZ</b> | <b>Spanish Jazz</b><br>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.  | <b>XST</b> | <b>Spanish Standards</b><br>Spanish and Latin popular standards mixed with soft Spanish and Latin popular music, mainly vocal.  |
| <b>XXM</b> | <b>Regional Mexican</b><br>A blend of contemporary Mexican musical styles. Some English language music may be blended in as well. Announcing is primarily in Spanish.  | <b>XTJ</b> | <b>Tejano</b><br>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.                           |
| <b>XNT</b> | <b>Spanish News-Talk</b><br>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.   | <b>XTK</b> | <b>Span. Talk</b><br>Spanish language talk shows of general interest or varied topics. The talk shows can be of both the call-in and straight interview type.   |
| <b>XNW</b> | <b>Spanish News</b><br>Continuous news and information in Spanish for all of the hours the station is on the air.  | <b>XTP</b> | <b>Tropical</b><br>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.   |
| <b>XOL</b> | <b>Spanish Oldies</b><br>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.                            |            |   |





**M Street format data produces the following format information:**

June 2004

|    | Primary Format                | Total        | Comm                         | Non-Comm | %AM       | %FM        | Simulcast | %  | Network | %  |
|----|-------------------------------|--------------|------------------------------|----------|-----------|------------|-----------|----|---------|----|
| 1  | Country                       | 2060         | 2047                         | 13       | 29        | 71         | 189       | 9  | 679     | 33 |
| 2  | News/Talk                     | 1885         | 1282                         | 603      | 65        | 35         | 411       | 22 | 1712    | 91 |
| 3  | Religion (Teaching, Variety)  | 845          | 336                          | 509      | 40        | 60         | 130       | 15 | 267     | 32 |
| 4  | Oldies                        | 827          | 816                          | 11       | 37        | 63         | 59        | 7  | 330     | 40 |
| 5  | Spanish                       | 742          | 665                          | 77       | 55        | 45         | 122       | 16 | 77      | 10 |
| 6  | Adult Contemporary            | 712          | 703                          | 9        | 14        | 86         | 40        | 6  | 216     | 30 |
| 7  | Contemporary Christian        | 586          | 159                          | 427      | 11        | 89         | 120       | 20 | 187     | 32 |
| 8  | Top 40                        | 529          | 497                          | 32       | 1         | 99         | 33        | 6  | 2       | 0  |
| 9  | Sports                        | 470          | 470                          | 0        | 94        | 6          | 45        | 10 | 452     | 96 |
| 10 | Adult Standards               | 470          | 460                          | 10       | 87        | 13         | 28        | 6  | 315     | 67 |
| 11 | Classic Rock                  | 453          | 450                          | 3        | 2         | 98         | 29        | 6  | 97      | 21 |
| 12 | Variety                       | 433          | 42                           | 391      | 11        | 89         | 24        | 6  | 3       | 1  |
| 13 | Hot AC                        | 423          | 416                          | 7        | 2         | 98         | 17        | 4  | 112     | 26 |
| 14 | Soft Adult Contemporary       | 326          | 322                          | 4        | 22        | 78         | 18        | 6  | 115     | 35 |
| 15 | Alternative Rock              | 326          | 96                           | 230      | 2         | 98         | 17        | 5  | 2       | 1  |
| 16 | Rock                          | 291          | 280                          | 11       | 0         | 100        | 11        | 4  | 0       | 0  |
| 17 | Black Gospel                  | 287          | 273                          | 14       | 80        | 20         | 27        | 9  | 72      | 25 |
| 18 | Southern Gospel               | 282          | 208                          | 74       | 62        | 38         | 21        | 7  | 87      | 31 |
| 19 | Classic Hits                  | 233          | 229                          | 4        | 6         | 94         | 19        | 8  | 19      | 8  |
| 20 | Modern Rock                   | 217          | 165                          | 52       | 1         | 99         | 8         | 4  | 9       | 4  |
| 21 | R&B                           | 176          | 159                          | 17       | 9         | 91         | 5         | 3  | 0       | 0  |
| 22 | Classical                     | 163          | 34                           | 129      | 6         | 94         | 68        | 42 | 79      | 48 |
| 23 | Jazz                          | 162          | 89                           | 73       | 8         | 92         | 8         | 5  | 36      | 22 |
| 24 | Urban AC                      | 137          | 136                          | 1        | 25        | 75         | 5         | 4  | 44      | 32 |
| 25 | Ethnic                        | 124          | 111                          | 13       | 74        | 26         | 9         | 7  | 0       | 0  |
| 26 | Gospel                        | 60           | 37                           | 23       | 55        | 45         | 11        | 18 | 0       | 0  |
| 27 | Pre-Teen                      | 59           | 58                           | 1        | 90        | 10         | 4         | 7  | 58      | 98 |
| 28 | R&B Adult/Oldies              | 51           | 51                           | 0        | 39        | 61         | 0         | 0  | 2       | 4  |
| 29 | Modern AC                     | 34           | 34                           | 0        | 0         | 100        | 2         | 6  | 0       | 0  |
| 30 | Easy Listening                | 29           | 20                           | 9        | 21        | 79         | 3         | 10 | 0       | 0  |
| 31 | Format Not Available          | 4            | 4                            | 0        | 25        | 75         | 0         | 0  | 0       | 0  |
|    |                               | 13396        | 10649                        | 2747     |           |            | 1483      |    | 4972    |    |
|    | Stations off the air          | 104          | (58 AM and 46 FM)            |          | 56        | 44         |           |    |         |    |
|    | Construction Permits          | 380          | (65 AM and 315 FM)           |          | 17        | 83         |           |    |         |    |
|    | <b>Total Stations and CPs</b> | <b>13880</b> | <b>(4854 AM and 9026 FM)</b> |          | <b>73</b> | <b>127</b> |           |    |         |    |

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**M Street format counts for AM & FM stations**

June 2004

| AM Stations |                                 |             |             | FM Stations |                                 |             |            |
|-------------|---------------------------------|-------------|-------------|-------------|---------------------------------|-------------|------------|
|             | Primary Format                  | TotalAM     | %           |             | Primary Format                  | TotalFM     | %          |
| 1           | News/Talk                       | 1219        | 25.1        | 1           | Country                         | 1465        | 16.2       |
| 2           | Country                         | 595         | 12.3        | 2           | News/Talk                       | 666         | 7.4        |
| 3           | Sports                          | 443         | 9.1         | 3           | Adult Contemporary              | 609         | 6.7        |
| 4           | Adult Standards                 | 409         | 8.4         | 4           | Oldies                          | 525         | 5.8        |
| 5           | Spanish                         | 406         | 8.4         | 5           | Top 40                          | 525         | 5.8        |
| 6           | Religion (Teaching, Variety)    | 340         | 7.0         | 6           | Contemporary Christian          | 519         | 5.8        |
| 7           | Oldies                          | 302         | 6.2         | 7           | Religion (Teaching, Variety)    | 505         | 5.6        |
| 8           | Black Gospel                    | 231         | 4.8         | 8           | Classic Rock                    | 442         | 4.9        |
| 9           | Southern Gospel                 | 174         | 3.6         | 9           | Hot AC                          | 415         | 4.6        |
| 10          | Adult Contemporary              | 103         | 2.1         | 10          | Variety                         | 387         | 4.3        |
| 11          | Ethnic                          | 92          | 1.9         | 11          | Spanish                         | 336         | 3.7        |
| 12          | Soft Adult Contemporary         | 72          | 1.5         | 12          | Alternative Rock                | 319         | 3.5        |
| 13          | Contemporary Christian          | 67          | 1.4         | 13          | Rock                            | 291         | 3.2        |
| 14          | Pre-Teen                        | 53          | 1.1         | 14          | Soft Adult Contemporary         | 254         | 2.8        |
| 15          | Variety                         | 46          | 0.9         | 15          | Classic Hits                    | 219         | 2.4        |
| 16          | Urban AC                        | 34          | 0.7         | 16          | Modern Rock                     | 214         | 2.4        |
| 17          | Gospel                          | 33          | 0.7         | 17          | R&B                             | 160         | 1.8        |
| 18          | R&B Adult/Oldies                | 20          | 0.4         | 18          | Classical                       | 154         | 1.7        |
| 19          | R&B                             | 16          | 0.3         | 19          | Jazz                            | 149         | 1.7        |
| 20          | Classic Hits                    | 14          | 0.3         | 20          | Southern Gospel                 | 108         | 1.2        |
| 21          | Jazz                            | 13          | 0.3         | 21          | Urban AC                        | 103         | 1.1        |
| 22          | Classic Rock                    | 11          | 0.2         | 22          | Adult Standards                 | 61          | 0.7        |
| 23          | Classical                       | 9           | 0.2         | 23          | Black Gospel                    | 56          | 0.6        |
| 24          | Hot AC                          | 8           | 0.2         | 24          | Modern AC                       | 34          | 0.4        |
| 25          | Alternative Rock                | 7           | 0.1         | 25          | Ethnic                          | 32          | 0.4        |
| 26          | Easy Listening                  | 6           | 0.1         | 26          | R&B Adult/Oldies                | 31          | 0.3        |
| 27          | Top 40                          | 4           | 0.1         | 27          | Sports                          | 27          | 0.3        |
| 28          | Modern Rock                     | 3           | 0.1         | 28          | Gospel                          | 27          | 0.3        |
| 29          | Format Not Available            | 1           | 0           | 29          | Easy Listening                  | 23          | 0.3        |
| 30          | Rock                            | 0           | 0           | 30          | Pre-Teen                        | 6           | 0.1        |
| 31          | Modern AC                       | 0           | 0           | 31          | Format Not Available            | 3           | 0          |
|             | <b>Total Operating Stations</b> | <b>4731</b> | <b>97.5</b> |             | <b>Total Operating Stations</b> | <b>8665</b> | <b>96</b>  |
|             | Stations off the air            | 58          | 1.2         |             | Stations off the air            | 46          | 0.5        |
|             | Construction Permits            | 65          | 1.3         |             | Construction Permits            | 315         | 3.5        |
|             |                                 | <b>4854</b> | <b>100</b>  |             |                                 | <b>9026</b> | <b>100</b> |

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## FORMAT STATISTICS

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

June 2004

|                          | PrimaryFormat                | 1994 | 1995 | 1996 | 1997  | 1998  | 1999  | 2001  | 2002  | 2003  | 2004  |
|--------------------------|------------------------------|------|------|------|-------|-------|-------|-------|-------|-------|-------|
| 1                        | Country                      | 2642 | 2613 | 2525 | 2491  | 2368  | 2306  | 2190  | 2131  | 2088  | 2047  |
| 2                        | News/Talk                    | 1197 | 1036 | 1116 | 1111  | 1131  | 1159  | 1139  | 1179  | 1224  | 1282  |
| 3                        | Oldies                       | 714  | 710  | 738  | 755   | 799   | 766   | 786   | 813   | 807   | 816   |
| 4                        | Adult Contemporary           | 923  | 1052 | 952  | 902   | 844   | 775   | 709   | 713   | 692   | 703   |
| 5                        | Spanish                      | 401  | 427  | 463  | 474   | 493   | 536   | 574   | 603   | 628   | 665   |
| 6                        | Top 40                       | 358  | 318  | 333  | 358   | 379   | 401   | 468   | 474   | 491   | 497   |
| 7                        | Sports                       | 196  | 148  | 156  | 220   | 251   | 256   | 338   | 388   | 429   | 470   |
| 8                        | Adult Standards              | 435  | 470  | 499  | 551   | 561   | 595   | 569   | 547   | 497   | 460   |
| 9                        | Classic Rock                 | 264  | 306  | 349  | 240   | 282   | 314   | 338   | 384   | 425   | 450   |
| 10                       | Hot AC                       | 242  | 256  | 283  | 260   | 281   | 325   | 369   | 395   | 399   | 416   |
| 11                       | Religion (Teaching, Variety) | 426  | 418  | 424  | 404   | 356   | 363   | 356   | 332   | 347   | 336   |
| 12                       | Soft Adult Contemporary      | 345  | 347  | 337  | 346   | 368   | 382   | 375   | 340   | 336   | 322   |
| 13                       | Rock                         | 309  | 301  | 273  | 262   | 266   | 280   | 282   | 278   | 273   | 280   |
| 14                       | Black Gospel                 | 122  | 147  | 166  | 208   | 238   | 257   | 264   | 254   | 253   | 273   |
| 15                       | Classic Hits                 |      |      |      | 172   | 192   | 222   | 265   | 258   | 237   | 229   |
| 16                       | Southern Gospel              | 204  | 239  | 248  | 255   | 273   | 269   | 255   | 240   | 207   | 208   |
| 17                       | Modern Rock                  | 54   | 141  | 147  | 137   | 145   | 136   | 140   | 147   | 169   | 165   |
| 18                       | Contemporary Christian       | 125  | 132  | 142  | 159   | 164   | 167   | 164   | 164   | 167   | 159   |
| 19                       | R&B                          | 203  | 184  | 183  | 169   | 171   | 166   | 183   | 193   | 189   | 159   |
| 20                       | Urban AC                     | 86   | 116  | 121  | 134   | 127   | 112   | 118   | 121   | 128   | 136   |
| 21                       | Construction Permits         |      |      |      |       |       |       | 190   | 184   | 149   | 118   |
| 22                       | Ethnic                       | 69   | 67   | 64   | 75    | 77    | 82    | 93    | 101   | 102   | 111   |
| 23                       | Alternative Rock             | 94   | 80   | 110  | 94    | 96    | 95    | 92    | 96    | 99    | 96    |
| 24                       | Jazz                         | 43   | 80   | 89   | 92    | 88    | 72    | 81    | 83    | 90    | 89    |
| 25                       | Pre-Teen                     | 19   | 28   | 33   | 40    | 37    | 51    | 55    | 49    | 60    | 58    |
| 26                       | R&B Adult/Oldies             | 39   | 47   | 44   | 46    | 56    | 127   | 107   | 78    | 66    | 51    |
| 27                       | Variety                      | 63   | 62   | 54   | 50    | 43    | 39    | 39    | 41    | 36    | 42    |
| 28                       | Gospel                       | 49   | 45   | 40   | 37    | 45    | 42    | 40    | 53    | 64    | 37    |
| 29                       | Classical                    | 44   | 39   | 41   | 44    | 40    | 38    | 34    | 32    | 32    | 34    |
| 30                       | Modern AC                    |      |      |      | 70    | 79    | 74    | 63    | 58    | 51    | 34    |
| 31                       | Easy Listening               | 106  | 61   | 57   | 49    | 39    | 34    | 27    | 19    | 18    | 20    |
| 32                       | Format Not Available         | 6    | 19   | 4    | 2     | 3     | 3     | 3     | 5     | 1     | 4     |
| Total Operating Stations |                              | 9778 | 9889 | 9991 | 10207 | 10292 | 10444 | 10706 | 10753 | 10754 | 10767 |
| Stations off the air     |                              | 309  | 308  | 279  | 143   | 102   | 96    | 113   | 110   | 123   | 79    |

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 2004

|    | PrimaryFormat                | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2001 | 2002 | 2003 | 2004 |
|----|------------------------------|------|------|------|------|------|------|------|------|------|------|
| 1  | News/Talk                    | 245  | 272  | 410  | 456  | 490  | 536  | 558  | 572  | 588  | 603  |
| 2  | Religion (Teaching, Variety) | 358  | 366  | 363  | 335  | 326  | 340  | 378  | 395  | 503  | 509  |
| 3  | Contemporary Christian       | 91   | 122  | 161  | 230  | 299  | 362  | 423  | 473  | 414  | 427  |
| 4  | Variety                      | 381  | 380  | 377  | 376  | 393  | 397  | 406  | 425  | 418  | 391  |
| 5  | Alternative Rock             | 276  | 281  | 276  | 272  | 270  | 266  | 261  | 238  | 215  | 230  |
| 6  | Classical                    | 239  | 230  | 130  | 117  | 112  | 108  | 112  | 120  | 126  | 129  |
| 7  | Spanish                      | 32   | 36   | 39   | 42   | 58   | 64   | 85   | 84   | 83   | 77   |
| 8  | Southern Gospel              | 12   | 12   | 19   | 30   | 40   | 44   | 54   | 48   | 55   | 74   |
| 9  | Jazz                         | 76   | 79   | 78   | 69   | 67   | 67   | 69   | 69   | 73   | 73   |
| 10 | Modern Rock                  | 0    | 0    | 0    | 0    | 0    | 0    | 9    | 17   | 35   | 52   |
| 11 | Top 40                       | 57   | 51   | 41   | 43   | 39   | 38   | 36   | 33   | 34   | 32   |
| 12 | Gospel                       | 10   | 10   | 9    | 23   | 32   | 37   | 39   | 37   | 35   | 23   |
| 13 | R&B                          | 31   | 33   | 29   | 27   | 22   | 20   | 20   | 16   | 18   | 17   |
| 14 | Black Gospel                 | 2    | 4    | 4    | 10   | 12   | 14   | 15   | 14   | 14   | 14   |
| 15 | Ethnic                       | 10   | 9    | 8    | 7    | 8    | 10   | 10   | 12   | 12   | 13   |
| 16 | Country                      | 6    | 9    | 12   | 14   | 14   | 14   | 10   | 11   | 12   | 13   |
| 17 | Rock                         | 10   | 10   | 9    | 10   | 10   | 9    | 12   | 14   | 14   | 11   |
| 18 | Oldies                       | 2    | 1    | 4    | 5    | 4    | 5    | 5    | 5    | 8    | 11   |
| 19 | Adult Standards              | 2    | 3    | 4    | 7    | 8    | 7    | 10   | 12   | 9    | 10   |
| 20 | Adult Contemporary           | 18   | 20   | 16   | 15   | 9    | 9    | 9    | 5    | 7    | 9    |
| 21 | Easy Listening               | 9    | 9    | 8    | 8    | 8    | 8    | 8    | 8    | 9    | 9    |
| 22 | Hot AC                       | 1    | 2    | 2    | 2    | 4    | 4    | 4    | 8    | 8    | 7    |
| 23 | Soft Adult Contemporary      | 1    | 2    | 2    | 3    | 3    | 4    | 4    | 2    | 3    | 4    |
| 24 | Classic Hits                 |      |      |      | 1    | 1    | 1    | 2    | 2    | 1    | 4    |
| 25 | Classic Rock                 | 3    | 3    | 2    | 2    | 1    | 1    | 2    | 2    | 3    | 3    |
| 26 | Sports                       | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    |
| 27 | Pre-Teen                     | 0    | 0    | 0    | 0    | 0    |      | 0    | 1    | 1    | 1    |
| 28 | Urban AC                     | 1    | 1    | 1    | 0    | 0    | 0    | 0    | 1    | 1    | 1    |
| 29 | Format Not Available         | 4    | 7    | 1    | 2    | 6    | 1    | 0    | 0    | 0    | 0    |
| 30 | Modern AC                    |      |      |      | 0    | 0    | 0    | 0    | 0    | 0    | 0    |
| 31 | R&B Adult/Oldies             | 0    | 0    | 0    | 0    | 0    | 0    | 1    | 0    | 0    | 0    |
|    | Total Operating Stations     | 1877 | 1952 | 2005 | 2106 | 2236 | 2366 | 2542 | 2624 | 2699 | 2747 |
|    | Stations off the air         | 40   | 34   | 29   | 26   | 11   | 7    | 14   | 22   | 28   | 25   |

Stations are counted in their primary format only.

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# FORMAT STATISTICS

## M Street Format Trends from 1994 to 2004

June 2004

|    |                              | Commercial Stations by primary format |       |       |       |       |       |       |       |       |       | 94/04 |
|----|------------------------------|---------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|    | Primary Format               | 1994                                  | 1995  | 1996  | 1997  | 1998  | 1999  | 2001  | 2002  | 2003  | 2004  | +/-   |
| 1  | Country                      | 2642                                  | 2613  | 2525  | 2491  | 2368  | 2306  | 2190  | 2131  | 2088  | 2047  | -595  |
| 2  | News/Talk                    | 1197                                  | 1036  | 1116  | 1111  | 1131  | 1159  | 1139  | 1179  | 1224  | 1282  | 85    |
| 3  | Oldies                       | 714                                   | 710   | 738   | 755   | 799   | 766   | 786   | 813   | 807   | 816   | 102   |
| 4  | Adult Contemporary           | 923                                   | 1052  | 952   | 902   | 844   | 775   | 709   | 713   | 692   | 703   | -220  |
| 5  | Spanish                      | 401                                   | 427   | 463   | 474   | 493   | 536   | 574   | 603   | 628   | 665   | 264   |
| 6  | Top 40                       | 358                                   | 318   | 333   | 358   | 379   | 401   | 468   | 474   | 491   | 497   | 139   |
| 7  | Sports                       | 196                                   | 148   | 156   | 220   | 251   | 256   | 338   | 388   | 429   | 469   | 273   |
| 8  | Adult Standards              | 435                                   | 470   | 499   | 551   | 561   | 595   | 569   | 547   | 497   | 460   | 25    |
| 9  | Classic Rock                 | 264                                   | 306   | 349   | 240   | 282   | 314   | 338   | 384   | 425   | 450   | 186   |
| 10 | Hot AC                       | 242                                   | 256   | 283   | 260   | 281   | 325   | 369   | 395   | 399   | 416   | 174   |
| 11 | Religion (Teaching, Variety) | 426                                   | 418   | 424   | 404   | 356   | 363   | 356   | 332   | 347   | 336   | -90   |
| 12 | Soft Adult Contemporary      | 345                                   | 347   | 337   | 346   | 368   | 382   | 375   | 340   | 336   | 322   | -23   |
| 13 | Rock                         | 309                                   | 301   | 273   | 262   | 266   | 280   | 282   | 278   | 273   | 280   | -29   |
| 14 | Black Gospel                 | 122                                   | 147   | 166   | 208   | 238   | 257   | 264   | 254   | 253   | 273   | 151   |
| 15 | Classic Hits                 |                                       |       |       | 172   | 192   | 222   | 265   | 258   | 237   | 229   |       |
| 16 | Southern Gospel              | 204                                   | 239   | 248   | 255   | 273   | 269   | 255   | 240   | 207   | 208   | 4     |
| 17 | Modern Rock                  | 54                                    | 141   | 147   | 137   | 145   | 136   | 140   | 147   | 169   | 165   | 111   |
| 18 | Contemporary Christian       | 125                                   | 132   | 142   | 159   | 164   | 167   | 164   | 164   | 167   | 159   | 34    |
| 19 | R&B                          | 203                                   | 184   | 183   | 169   | 171   | 166   | 183   | 193   | 189   | 159   | -44   |
| 20 | Urban AC                     | 86                                    | 116   | 121   | 134   | 127   | 112   | 118   | 121   | 128   | 136   | 50    |
| 21 | Ethnic                       | 69                                    | 67    | 64    | 75    | 77    | 82    | 93    | 101   | 102   | 111   | 42    |
| 22 | Alternative Rock             | 94                                    | 80    | 110   | 94    | 96    | 95    | 92    | 96    | 99    | 96    | 2     |
| 23 | Jazz                         | 43                                    | 80    | 89    | 92    | 88    | 72    | 81    | 83    | 90    | 89    | 46    |
| 24 | Pre-Teen                     | 19                                    | 28    | 33    | 40    | 37    | 51    | 55    | 49    | 60    | 58    | 39    |
| 25 | R&B Adult/Oldies             | 39                                    | 47    | 44    | 46    | 56    | 127   | 107   | 78    | 66    | 51    | 12    |
| 26 | Variety                      | 63                                    | 62    | 54    | 50    | 43    | 39    | 39    | 41    | 36    | 42    | -21   |
| 27 | Gospel                       | 49                                    | 45    | 40    | 37    | 45    | 42    | 40    | 53    | 64    | 37    | -12   |
| 28 | Classical                    | 44                                    | 39    | 41    | 44    | 40    | 38    | 34    | 32    | 32    | 34    | -10   |
| 29 | Modern AC                    |                                       |       |       | 70    | 79    | 74    | 63    | 58    | 51    | 34    |       |
| 30 | Easy Listening               | 106                                   | 61    | 57    | 49    | 39    | 34    | 27    | 19    | 18    | 20    | -86   |
|    | Format Not Available         | 6                                     | 19    | 4     | 2     | 3     | 3     | 3     | 5     | 1     | 4     | -2    |
|    | Stations off the air         | 309                                   | 308   | 279   | 143   | 102   | 96    | 113   | 110   | 123   | 79    | -230  |
|    | Total Stations               | 10087                                 | 10197 | 10270 | 10350 | 10394 | 10540 | 10629 | 10679 | 10728 | 10727 | 377   |

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**M Street Format Trends from 1994 to 2004**

June 2004

**Non-Commercial Stations by primary format**

| PrimaryFormat |                                 | 1994        | 1995        | 1996        | 1997        | 1998        | 1999        | 2001        | 2002        | 2003        | 2004        | 94/04<br>+/- |
|---------------|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| 1             | Country                         | 6           | 9           | 12          | 14          | 14          | 14          | 10          | 11          | 12          | 13          | 7            |
| 2             | News/Talk                       | 245         | 272         | 410         | 456         | 490         | 536         | 558         | 572         | 588         | 603         | 358          |
| 3             | Oldies                          | 2           | 1           | 4           | 5           | 4           | 5           | 5           | 5           | 8           | 11          | 9            |
| 4             | Adult Contemporary              | 18          | 20          | 16          | 15          | 9           | 9           | 9           | 5           | 7           | 9           | -9           |
| 5             | Spanish                         | 32          | 36          | 39          | 42          | 58          | 64          | 85          | 84          | 83          | 77          | 45           |
| 6             | Adult Standards                 | 2           | 3           | 4           | 7           | 8           | 7           | 10          | 12          | 9           | 10          | 8            |
| 7             | Top 40                          | 57          | 51          | 41          | 43          | 39          | 38          | 36          | 33          | 34          | 32          | -25          |
| 8             | Sports                          | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0            |
| 9             | Classic Rock                    | 3           | 3           | 2           | 2           | 1           | 1           | 2           | 2           | 3           | 3           | 0            |
| 10            | Hot AC                          | 1           | 2           | 2           | 2           | 4           | 4           | 4           | 8           | 8           | 7           | 6            |
| 11            | Religion (Teaching, Variety)    | 358         | 366         | 363         | 335         | 326         | 340         | 378         | 395         | 503         | 509         | 151          |
| 12            | Soft Adult Contemporary         | 1           | 2           | 2           | 3           | 3           | 4           | 4           | 2           | 3           | 4           | 3            |
| 13            | Rock                            | 10          | 10          | 9           | 10          | 10          | 9           | 12          | 14          | 14          | 11          | 1            |
| 14            | Black Gospel                    | 2           | 4           | 4           | 10          | 12          | 14          | 15          | 14          | 14          | 14          | 12           |
| 15            | Classic Hits                    |             |             |             | 1           | 1           | 1           | 2           | 2           | 1           | 4           | 4            |
| 16            | Southern Gospel                 | 12          | 12          | 19          | 30          | 40          | 44          | 54          | 48          | 55          | 74          | 62           |
| 17            | R&B                             | 31          | 33          | 29          | 27          | 22          | 20          | 20          | 16          | 18          | 17          | -14          |
| 18            | Modern Rock                     | 0           | 0           | 0           | 0           | 0           | 0           | 9           | 17          | 35          | 52          | 52           |
| 19            | Contemporary Christian          | 91          | 122         | 161         | 230         | 299         | 362         | 423         | 473         | 414         | 427         | 336          |
| 20            | Urban AC                        | 1           | 1           | 1           | 0           | 0           | 0           | 0           | 1           | 1           | 1           | 0            |
| 21            | Ethnic                          | 10          | 9           | 8           | 7           | 8           | 10          | 10          | 12          | 12          | 13          | 3            |
| 22            | Alternative Rock                | 276         | 281         | 276         | 272         | 270         | 266         | 261         | 238         | 215         | 230         | -46          |
| 23            | Jazz                            | 76          | 79          | 78          | 69          | 67          | 67          | 69          | 69          | 73          | 73          | -3           |
| 24            | R&B Adult/Oldies                | 0           | 0           | 0           | 0           | 0           | 0           | 1           | 0           | 0           | 0           | 0            |
| 25            | Gospel                          | 10          | 10          | 9           | 23          | 32          | 37          | 39          | 37          | 35          | 23          | 13           |
| 26            | Pre-Teen                        | 0           | 0           | 0           | 0           | 0           |             | 0           | 1           | 1           | 1           | 1            |
| 27            | Modern AC                       |             |             |             | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0            |
| 28            | Variety                         | 381         | 380         | 377         | 376         | 393         | 397         | 406         | 425         | 418         | 391         | 10           |
| 29            | Classical                       | 239         | 230         | 130         | 117         | 112         | 108         | 112         | 120         | 126         | 129         | -110         |
| 30            | Easy Listening                  | 9           | 9           | 8           | 8           | 8           | 8           | 8           | 8           | 9           | 9           | 0            |
|               | Format Not Available            | 4           | 7           | 1           | 2           | 6           | 1           | 0           | 0           | 0           | 0           | -4           |
|               | Stations off the air            | 40          | 34          | 29          | 26          | 11          | 7           | 14          | 22          | 28          | 25          |              |
|               | <b>Total Operating Stations</b> | <b>1871</b> | <b>1943</b> | <b>1993</b> | <b>2092</b> | <b>2222</b> | <b>2352</b> | <b>2532</b> | <b>2613</b> | <b>2687</b> | <b>2734</b> |              |

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## FORMAT STATISTICS

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

June 2004

|                | PrimaryFormat                | Total | Arbitron | %  |  | %  | Non-Arbitron |
|----------------|------------------------------|-------|----------|----|--|----|--------------|
| 1              | Country                      | 2047  | 661      | 32 |  | 67 | 1386         |
| 2              | News/Talk                    | 1282  | 608      | 32 |  | 36 | 674          |
| 3              | Oldies                       | 816   | 326      | 39 |  | 59 | 490          |
| 4              | Adult Contemporary           | 703   | 272      | 38 |  | 61 | 431          |
| 5              | Spanish                      | 665   | 379      | 51 |  | 39 | 286          |
| 6              | Top 40                       | 497   | 407      | 77 |  | 17 | 90           |
| 7              | Sports                       | 469   | 254      | 54 |  | 46 | 215          |
| 8              | Adult Standards              | 460   | 201      | 43 |  | 55 | 259          |
| 9              | Classic Rock                 | 450   | 261      | 58 |  | 42 | 189          |
| 10             | Hot AC                       | 416   | 189      | 45 |  | 54 | 227          |
| 11             | Religion (Teaching, Variety) | 336   | 91       | 11 |  | 29 | 245          |
| 12             | Soft Adult Contemporary      | 322   | 165      | 51 |  | 48 | 157          |
| 13             | Rock                         | 280   | 233      | 80 |  | 16 | 47           |
| 14             | Black Gospel                 | 273   | 139      | 48 |  | 47 | 134          |
| 15             | Classic Hits                 | 229   | 134      | 58 |  | 41 | 95           |
| 16             | Southern Gospel              | 208   | 37       | 13 |  | 61 | 171          |
| 17             | Modern Rock                  | 165   | 145      | 67 |  | 9  | 20           |
| 18             | Contemporary Christian       | 159   | 69       | 12 |  | 15 | 90           |
| 19             | R&B                          | 159   | 134      | 76 |  | 14 | 25           |
| 20             | Urban AC                     | 136   | 109      | 80 |  | 20 | 27           |
| 21             | Construction Permits         | 118   | 0        |    |  | 31 | 118          |
| 22             | Ethnic                       | 111   | 18       | 15 |  | 75 | 93           |
| 23             | Alternative Rock             | 96    | 54       | 17 |  | 13 | 42           |
| 24             | Jazz                         | 89    | 73       | 45 |  | 10 | 16           |
| 25             | Stations off the air         | 79    | 2        | 2  |  | 74 | 77           |
| 26             | Pre-Teen                     | 58    | 13       | 22 |  | 76 | 45           |
| 27             | R&B Adult/Oldies             | 51    | 35       | 69 |  | 31 | 16           |
| 28             | Variety                      | 42    | 4        | 1  |  | 9  | 38           |
| 29             | Gospel                       | 37    | 9        | 15 |  | 47 | 28           |
| 30             | Classical                    | 34    | 26       | 16 |  | 5  | 8            |
| 31             | Modern AC                    | 34    | 26       | 76 |  | 24 | 8            |
| 32             | Easy Listening               | 20    | 13       | 45 |  | 24 | 7            |
| 33             | Format Not Available         | 4     | 3        | 75 |  | 25 | 1            |
| Total Stations |                              | 10845 | 5090     | 47 |  | 53 | 5755         |

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

June 2004

| Arbitron Markets |                              |       |    | Non-Arbitron Markets |                              |       |    |
|------------------|------------------------------|-------|----|----------------------|------------------------------|-------|----|
|                  |                              | Total | %  |                      |                              | Total | %  |
| 1                | Country                      | 661   | 13 | 1                    | Country                      | 1386  | 24 |
| 2                | News/Talk                    | 608   | 12 | 2                    | News/Talk                    | 674   | 12 |
| 3                | Top 40                       | 407   | 8  | 3                    | Oldies                       | 490   | 9  |
| 4                | Spanish                      | 379   | 7  | 4                    | Adult Contemporary           | 431   | 7  |
| 5                | Oldies                       | 326   | 6  | 5                    | Spanish                      | 286   | 5  |
| 6                | Adult Contemporary           | 272   | 5  | 6                    | Adult Standards              | 259   | 5  |
| 7                | Classic Rock                 | 261   | 5  | 7                    | Religion (Teaching, Variety) | 245   | 4  |
| 8                | Sports                       | 254   | 5  | 8                    | Hot AC                       | 227   | 4  |
| 9                | Rock                         | 233   | 5  | 9                    | Sports                       | 215   | 4  |
| 10               | Adult Standards              | 201   | 4  | 10                   | Classic Rock                 | 189   | 3  |
| 11               | Hot AC                       | 189   | 4  | 11                   | Southern Gospel              | 171   | 3  |
| 12               | Soft Adult Contemporary      | 165   | 3  | 12                   | Soft Adult Contemporary      | 157   | 3  |
| 13               | Modern Rock                  | 145   | 3  | 13                   | Black Gospel                 | 134   | 2  |
| 14               | Black Gospel                 | 139   | 3  | 14                   | Construction Permits         | 118   | 2  |
| 15               | Classic Hits                 | 134   | 3  | 15                   | Classic Hits                 | 95    | 2  |
| 16               | R&B                          | 134   | 3  | 16                   | Ethnic                       | 93    | 2  |
| 17               | Urban AC                     | 109   | 2  | 17                   | Top 40                       | 90    | 2  |
| 18               | Religion (Teaching, Variety) | 91    | 2  | 18                   | Contemporary Christian       | 90    | 2  |
| 19               | Jazz                         | 73    | 1  | 19                   | Stations off the air         | 77    | 1  |
| 20               | Contemporary Christian       | 69    | 1  | 20                   | Rock                         | 47    | 1  |
| 21               | Alternative Rock             | 54    | 1  | 21                   | Pre-Teen                     | 45    | 1  |
| 22               | Southern Gospel              | 37    | 1  | 22                   | Alternative Rock             | 42    | 1  |
| 23               | R&B Adult/Oldies             | 35    | 1  | 23                   | Variety                      | 38    | 1  |
| 24               | Classical                    | 26    | 1  | 24                   | Gospel                       | 28    | 0  |
| 25               | Modern AC                    | 26    | 1  | 25                   | Urban AC                     | 27    | 0  |
| 26               | Ethnic                       | 18    | 0  | 26                   | R&B                          | 25    | 0  |
| 27               | Pre-Teen                     | 13    | 0  | 27                   | Modern Rock                  | 20    | 0  |
| 28               | Easy Listening               | 13    | 0  | 28                   | Jazz                         | 16    | 0  |
| 29               | Gospel                       | 9     | 0  | 29                   | R&B Adult/Oldies             | 16    | 0  |
| 30               | Variety                      | 4     | 0  | 30                   | Classical                    | 8     | 0  |
| 31               | Format Not Available         | 3     | 0  | 31                   | Modern AC                    | 8     | 0  |
| 32               | Stations off the air         | 2     | 0  | 32                   | Easy Listening               | 7     | 0  |
| 33               | Construction Permits         | 0     | 0  | 33                   | Format Not Available         | 1     | 0  |
| Total Stations   |                              | 5090  |    | Total Stations       |                              | 5755  |    |

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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 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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