

The Ultimate Radio Station Desktop Reference!

# the RadioBook

www.theRadioBook.com

2007-2008

From the Editors of INSIDE RADIO, and the RADIO JOURNAL\*



WTMX-FM • CHICAGO



Over 15,000 Listings "Radio's most definitive resource tool!"

## United States and Canadian Radio Stations

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

Also Featuring: Personnel, Arbitron Ratings, LPFM, Owner, Network, and Website

**THE ULTIMATE RADIO STATION DESKTOP REFERENCE!**

# **the RadioBook**

---

**Sixteenth Edition**      [www.theRadioBook.com](http://www.theRadioBook.com)      **2007-2008**

**2007-2008 EDITION**

Publisher: Gene McKay  
Edited by: Cathy Devine

With  
Deirdre Brousseau      Christy Macaulay  
Lee Anne Hebert      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

ISBN: 0-9679849-7-1  
ISSN: 1052-7117

Published and distributed by:  
M-Street Corp.  
365 Union Street, Littleton, NH 03561

**THE ULTIMATE RADIO STATION DESKTOP REFERENCE!**  
**the RadioBook**  
**2007-2008**  
Sixteenth Edition [www.theRadioBook.com](http://www.theRadioBook.com)

Phone: (800) 248-4242 Fax: (603) 444-2872

©2007 by M Street Corporation. All rights reserved. The information contained herein may not be copied, reproduced, retained or stored in any form without the written consent of M Street Corporation. All efforts are made to keep the data as updated and accurate as possible, however, errors and omissions are unavoidable. Reliance thereon and use thereof, in whole or in part, is strictly at the user's own risk. Formats of stations listed reflect the analysis and groupings of M Street Corporation and may differ from the station's opinion or interpretation. Please fax updates or suggested changes to 603-444-2872.

Printed in the United States of America

**The Simple, Common Sense Solution  
For Today and Tomorrow**



**Smart Cell Phone**

**The Media Audit**  
**The Media Audit**  
**The Media Audit**

**Single Source  
Multi-Media  
Ratings Service**

*covering...*

- Radio
- Broadcast Television
- Cable Television
- Daily Newspapers

- Outdoor Billboards
- I-Pods
- Mp3 Players
- Satellite Radio

- Satellite Television
- Radio Streaming over the internet
- Television Streaming over the internet

For more information call Bob Jordan or Phillip Beswick 1-800-324-9921

## Table of Contents:

Foreword . . . . .	7
Guide to Use . . . . .	8-9
Format Classifications . . . . .	10-12
Format Statistics . . . . .	13-21
About Ratings . . . . .	22
Stations by State and City of License - US & Canada . . . . .	23-713
The M Street Radio Markets - US & Canada . . . . .	715-802
M Street Market Ranking . . . . .	803-806
Stations by Call Letters . . . . .	807-844
Stations by Former Call Letters . . . . .	845-862
Stations by Frequency . . . . .	863-903
Low Power Stations . . . . .	905-918
Top 50 Commercial Group Owners . . . . .	921-924
Networks/Programming . . . . .	927-934
Station Update Form . . . . .	935
Order form for the Radio Journal, The Radio Book, and Inside Radio Daily Fax . . . . .	936





Because  
radio geeks  
do it on top of  
towers...

*"Radio's Journal of Record"*  
Weekly Newsletter delivered Free  
Wednesdays via E-mail.

Get Powerful FCC News and  
Station Updates....

\$169 Annual Subscription. Subscribe at  
[www.TheRadioJournal.com!](http://www.TheRadioJournal.com)

*Reporting radio station news and  
FCC updates for over 20 years*

RADIO'S JOURNAL OF RECORD  
**RADIO JOURNAL**®

Sign-up today for the weekly e-mail at [www.theRadioJournal.com](http://www.theRadioJournal.com)

## Foreword

### Change Remains Radio's Constant

Each year when a new edition of *The Radio Book* comes out, I flip through the pages to those stations and markets where I've been lucky enough to spend part of my career. For me it's a touchstone to the past and I'm sure it's an experience many others share. But it's also a reminder of how much things are changing in our business. When I land on a page I may find a longtime owner has decided to sell after turning down so many earlier offers – or a general manager may have finally gotten that promotion to a bigger market. Over the next year there will be even more change, as some of the largest radio groups reassess their portfolios and decide which stations would be best served by new ownership. It means new challenges and opportunities for employees at those stations. But for radio's post-consolidation survivors – it's become a business as usual. That change is what we can count on.

The staff at *Inside Radio* and *The Radio Journal* spend thousands of hours each year tracking formats, owners and personnel. Not just at the biggest of the big markets; but at the smallest of stations that dot America's most rural corners. 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.

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. Through the years we have been able to follow the rise of news/talk, the resurgence of CHR and the ups and downs of country. The format data is a fascinating snapshot of where radio has been, and where it is heading tomorrow.

Also in this 16th 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 (look near the back, running alphabetically by state) – 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 the many radio aficionados that tip us off to the smallest of changes through out the year. This book couldn't be published without their help.

Frank Saxe  
Senior Editor  
Inside Radio



**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 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** 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 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<sup>HD</sup>**. 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** 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 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** 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 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** Country  
**106.3** 100000w 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** Country  
**106.3** 100000w 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** Country  
**106.3** 100000w 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** Country  
**106.3** 100000w 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.

## FORMAT CLASSIFICATIONS

### 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> 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>CWO</b>	<b>Classic Country</b> 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>ACW</b>	<b>AC &amp; Country</b> Just what it says. A near 50/50 blend of music from the two formats.	<b>CWT</b>	<b>Traditional Country</b> 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>ADC</b>	<b>Adult Contemporary</b> 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>DNC</b>	<b>Rhythmic-CHR</b> A contemporary hit radio station that focuses on rhythmic music.
<b>ADH</b>	<b>Adult Hits</b> 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.	<b>DNX</b>	<b>Dance</b> Closely related to Rhythmic-CHR but focused more on pure dance club music.
<b>AMR</b>	<b>Americana</b> A blending of the rock music played on the AAA station with country and folk music.	<b>EIT</b>	<b>80's Hits</b> 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> 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> 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> 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> 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> 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> 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> 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> 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> 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> 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>CCR</b>	<b>Christian CHR/Rock</b> Rock-driven alternative or harder rock Christian-themed music	<b>GOS</b>	<b>Gospel Music</b> 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>CHR</b>	<b>Contemporary Hit Radio</b> 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>HAC</b>	<b>Hot AC</b> 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>CLA</b>	<b>Classical</b> Airplay of orchestral music, chamber music, opera and other forms of non-contemporary vocal music.	<b>INF</b>	<b>Surveillance/ Weather/Traffic</b> 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>CLR</b>	<b>Classic Rock</b> Mainstream rock of the 60's, 70's and 80's with little or no current rock music included.	<b>JAZ</b>	<b>Jazz</b> A station that programs music either traditional jazz or smooth jazz or some blend of the two.
<b>CLX</b>	<b>Classic Hits</b> 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>KID</b>	<b>Pre-Teen</b> 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>CPN</b>	<b>cp-new</b> Assigned to a new station that has been authorized to build its transmitting facility but has never been on the air.		
<b>CTY</b>	<b>Country</b> 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.		

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

## FORMAT CLASSIFICATIONS

---

<b>XAC</b>	<b>Spanish Hits</b> 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>XOL</b>	<b>Spanish Oldies</b> 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.
<b>XCC</b>	<b>Spanish Contemporary Christian</b> 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>XRA</b>	<b>Ranchero</b> Ranchero is Mexico's country music. Stations with this format play this music to the virtual exclusion of all other forms.
<b>XCH</b>	<b>Spanish CHR</b> 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>XRE</b>	<b>Spanish Religious</b> A station that offers Spanish language long form religious teaching or ministry programs. The station may use some music as filler between programs
<b>XCL</b>	<b>Spanish Classical</b> 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>XRO</b>	<b>Romantica</b> 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>XCZ</b>	<b>Spanish Classic Hits</b> 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>XSP</b>	<b>Spanish</b> 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>XDH</b>	<b>Spanish Adult Hits</b> This is the Spanish equivalent of Adult Hits in the English world and targets Hispanic 25-54 years olds.	<b>XST</b>	<b>Spanish Standards</b> Spanish and Latin popular standards mixed with soft Spanish and Latin popular music, mainly vocal.
<b>XDP</b>	<b>Spanish Sports</b> Sports talk programming in Spanish.	<b>XTJ</b>	<b>Tejano</b> 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>XEZ</b>	<b>Spanish Easy Listening</b> 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>XTK</b>	<b>Span. Talk</b> 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>XJZ</b>	<b>Spanish Jazz</b> 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>XTP</b>	<b>Tropical</b> 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>XXM</b>	<b>Regional Mexican</b> A blend of contemporary Mexican musical styles. Some English language music may be blended in as well. Announcing is primarily in Spanish.	<b>XUR</b>	<b>Hurban</b> A blend of Spanish and English urban music and may also include "reggaeton" or Spanish hip-hop music.
<b>XNT</b>	<b>Spanish News-Talk</b> 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>XNW</b>	<b>Spanish News</b> Continuous news and information in Spanish for all of the hours the station is on the air.		

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

June 2007

Primary Format		Total	Comm	NonComm	%AM	%FM	Simulcast	%	Network	%r
1	Country	2046	2034	12	27	73	174	9	651	32
2	News/Talk	1982	1370	612	65	35	443	22	1838	93
3	Contemporary Christian	878	151	727	6	94	137	16	458	52
4	Spanish	872	777	95	54	46	132	15	211	24
5	Religion (Teaching, Variety)	847	290	557	42	58	147	17	307	36
6	Oldies	731	711	20	42	58	41	6	330	45
7	Adult Contemporary	672	661	11	14	86	29	4	202	30
8	Sports	557	557	0	90	10	70	13	536	96
9	Top 40	501	473	28	1	99	24	5	0	0
10	Classic Rock	461	456	5	2	98	31	7	93	20
11	Variety	411	37	374	10	90	20	5	1	0
12	Hot AC	387	377	10	1	99	8	2	86	22
13	Adult Standards	377	370	7	87	13	25	7	281	75
14	Alternative Rock	368	119	249	3	97	15	4	2	1
15	Southern Gospel	308	206	102	56	44	28	9	106	34
16	Classic Hits	301	296	5	9	91	19	6	61	20
17	Rock	293	282	11	0	100	12	4	0	0
18	Black Gospel	272	255	17	78	22	24	9	39	14
19	Soft Adult Contemporary	245	243	2	16	84	12	5	45	18
20	Classical	180	24	156	2	98	84	47	73	41
21	Modern Rock	177	126	51	2	98	8	5	4	2
22	Adult Hits	172	171	1	2	98	11	6	54	31
23	Urban AC	163	162	1	21	79	10	6	39	24
24	Jazz	149	75	74	8	92	8	5	54	36
25	R&B	148	134	14	6	94	4	3	0	0
26	Ethnic	124	113	11	76	24	9	7	0	0
27	Pre-Teen	57	57	0	95	5	4	7	57	100
28	R&B Adult/Oldies	42	42	0	36	64	3	7	3	7
29	Gospel	41	28	13	61	39	4	10	0	0
30	Rhythmic AC	27	27	0	7	93	1	4	6	22
31	Easy Listening	26	18	8	12	88	2	8	0	0
32	Modern AC	19	19	0	0	100	0	0	0	0
33	Format Not Available	6	6	0	50	50	0	0	0	0
		13840	10667	3173			1539		5537	
	Stations off the air	111	(59 AM and 52 FM)		53	47				
	Construction Permits	622	(121 AM and 501 FM)		19	81				
	Total	14573	(4906 AM and 9667 FM)							

©Copyright 2007 M Street Corp.





The Latest Headlines  
with News Updates  
Throughout the Day...

The Most Trusted News in Radio

# INSIDERADIO®

We're listening to the  
radio industry...  
and reporting the news  
to you!



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

June 2007

Primary Format		Total AM	%	Primary Format		Total FM	%
1	News/Talk	1281	26.1	1	Country	1495	15.5
2	Country	551	11.2	2	Contemporary Christian	821	8.5
3	Sports	503	10.3	3	News/Talk	701	7.3
4	Spanish	467	9.5	4	Adult Contemporary	579	6.0
5	Religion (Teaching, Variety)	356	7.3	5	Top 40	498	5.2
6	Adult Standards	329	6.7	6	Religion (Teaching, Variety)	491	5.1
7	Oldies	309	6.3	7	Classic Rock	453	4.7
8	Black Gospel	212	4.3	8	Oldies	422	4.4
9	Southern Gospel	171	3.5	9	Spanish	405	4.2
10	Ethnic	94	1.9	10	Hot AC	382	4.0
11	Adult Contemporary	93	1.9	11	Variety	370	3.8
12	Contemporary Christian	57	1.2	12	Alternative Rock	356	3.7
13	Pre-Teen	54	1.1	13	Rock	292	3.0
14	Variety	41	0.8	14	Classic Hits	275	2.8
15	Soft Adult Contemporary	40	0.8	15	Soft Adult Contemporary	205	2.1
16	Urban AC	34	0.7	16	Classical	176	1.8
17	Classic Hits	26	0.5	17	Modern Rock	174	1.8
18	Gospel	25	0.5	18	Adult Hits	169	1.7
19	R&B Adult/Oldies	15	0.3	19	R&B	139	1.4
20	Alternative Rock	12	0.2	20	Southern Gospel	137	1.4
21	Jazz	12	0.2	21	Jazz	137	1.4
22	R&B	9	0.2	22	Urban AC	129	1.3
23	Classic Rock	8	0.2	23	Black Gospel	60	0.6
24	Hot AC	5	0.1	24	Sports	54	0.6
25	Classical	4	0.1	25	Adult Standards	48	0.5
26	Top 40	3	0.1	26	Ethnic	30	0.3
27	Modern Rock	3	0.1	27	R&B Adult/Oldies	27	0.3
28	Adult Hits	3	0.1	28	Rhythmic AC	25	0.3
29	Easy Listening	3	0.1	29	Easy Listening	23	0.2
30	Format Not Available	3	0.1	30	Modern AC	19	0.2
31	Rhythmic AC	2	0.0	31	Gospel	16	0.2
32	Rock	1	0.0	32	Pre-Teen	3	0.0
33	Modern AC	0	0.0	33	Format Not Available	3	0.0
Total Operating Stations		4726				9114	
Stations off the air		59	1.2	Stations off the air		52	0.5
Construction Permits		121	2.5	Construction Permits		501	5.2
		4906	100			9667	100

©Copyright 2007 M Street Corp.

## FORMAT STATISTICS

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

June 2007

PrimaryFormat		1997	1998	1999	2001	2002	2003	2004	2005	2006	2007
1	Country	2491	2368	2306	2190	2131	2088	2047	2019	2035	2034
2	News/Talk	1111	1131	1159	1139	1179	1224	1282	1324	1336	1370
3	Spanish	474	493	536	574	603	628	665	703	705	777
4	Oldies	755	799	766	786	813	807	816	773	727	711
5	Adult Contemporary	902	844	775	709	713	692	703	684	660	661
6	Sports	220	251	256	338	388	429	469	497	530	557
7	Top 40	358	379	401	468	474	491	497	502	485	473
8	Classic Rock	240	282	314	338	384	425	450	461	454	456
9	Hot AC	260	281	325	369	395	399	416	380	375	377
10	Adult Standards	551	561	595	569	547	497	460	405	366	370
11	Classic Hits	172	192	222	265	258	237	229	262	276	296
12	Religion (Teaching, Variety)	404	356	363	356	332	347	336	318	312	290
13	Rock	262	266	280	282	278	273	280	270	278	282
14	Black Gospel	208	238	257	264	254	253	273	286	266	255
15	Soft Adult Contemporary	346	368	382	375	340	336	322	324	302	243
16	Southern Gospel	255	273	269	255	240	207	208	207	208	206
17	Adult Hits	0	0	0	0	0	0	0	54	149	171
18	Urban AC	134	127	112	118	121	128	136	153	166	162
19	Contemporary Christian	159	164	167	164	164	167	159	174	150	151
20	R&B	169	171	166	183	193	189	159	150	138	134
21	Modern Rock	137	145	136	140	147	169	165	152	135	126
22	Alternative Rock	94	96	95	92	96	99	96	104	105	119
23	Ethnic	75	77	82	93	101	102	111	112	116	113
24	Jazz	92	88	72	81	83	90	89	84	78	75
25	Pre-Teen	40	37	51	55	49	60	58	59	58	57
26	R&B Adult/Oldies	46	56	127	107	78	66	51	49	49	42
27	Variety	50	43	39	39	41	36	42	38	35	37
28	Gospel	37	45	42	40	53	64	37	36	32	28
29	Rhythmic AC	0	0	0	0	0	0	0	0	0	27
30	Classical	44	40	38	34	32	32	34	28	29	24
31	Modern AC	70	79	74	63	58	51	34	28	20	19
32	Easy Listening	49	39	34	27	19	18	20	20	21	18
Format Not Available		2	3	3	3	5	1	4	3	7	6
Stations off the air		143	102	96	113	110	123	79	70	93	88
Total Stations		10350	10394	10540	10629	10679	10728	10727	10729	10696	10755

Stations are counted in their primary format only.

©Copyright 2007 M Street Corp.

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

June 2007

	PrimaryFormat	1997	1998	1999	2001	2002	2003	2004	2005	2006	2007
1	Contemporary Christian	230	299	362	423	473	414	427	504	693	727
2	News/Talk	456	490	536	558	572	588	603	609	615	612
3	Religion (Teaching, Variety)	335	326	340	378	395	503	509	564	516	557
4	Variety	376	393	397	406	425	418	391	386	378	374
5	Alternative Rock	272	270	266	261	238	215	230	243	250	249
6	Classical	117	112	108	112	120	126	129	134	152	156
7	Southern Gospel	30	40	44	54	48	55	74	78	81	102
8	Spanish	42	58	64	85	84	83	77	89	93	95
9	Jazz	69	67	67	69	69	73	73	75	75	74
10	Modern Rock	0	0	0	9	17	35	52	52	49	51
11	Top 40	43	39	38	36	33	34	32	30	28	28
12	Oldies	5	4	5	5	5	8	11	16	20	20
13	Black Gospel	10	12	14	15	14	14	14	16	16	17
14	R&B	27	22	20	20	16	18	17	15	14	14
15	Gospel	23	32	37	39	37	35	23	13	13	13
16	Country	14	14	14	10	11	12	13	11	11	12
17	Ethnic	7	8	10	10	12	12	13	13	10	11
18	Adult Contemporary	15	9	9	9	5	7	9	8	9	11
19	Rock	10	10	9	12	14	14	11	12	12	11
20	Hot AC	2	4	4	4	8	8	7	8	7	10
21	Easy Listening	8	8	8	8	8	9	9	9	9	8
22	Adult Standards	7	8	7	10	12	9	10	10	9	7
23	Classic Rock	2	1	1	2	2	3	3	4	3	5
24	Classic Hits	1	1	1	2	2	1	4	3	3	5
25	Soft Adult Contemporary	3	3	4	4	2	3	4	3	3	2
26	Urban AC	0	0	0	0	1	1	1	1	1	1
27	Adult Hits	0	0	0	0	0	0	0	0	1	1
28	Sports	0	0	0	0	0	0	1	2	0	0
29	Modern AC	0	0	0	0	0	0	0	0	0	0
30	Rhythmic AC	0	0	0	0	0	0	0	0	0	0
31	Pre-Teen	0	0	0	0	1	1	1	0	0	0
32	R&B Adult/Oldies	0	0	0	1	0	0	0	0	0	0
Format Not Available		2	6	1	0	0	0	0	0	1	0
Stations off the air		26	11	7	14	22	28	25	23	27	23
Total Stations		2132	2247	2373	2556	2646	2727	2773	2931	3099	3196

Stations are counted in their primary format only.

©Copyright 2007 M Street Corp.

# FORMAT STATISTICS

## M Street Format Trends from 1997 to 2007

June 2007

Commercial Stations by Primary Format												97/07
Primary Format	1997	1998	1999	2001	2002	2003	2004	2005	2006	2007	+/-	
1	Country	2491	2368	2306	2190	2131	2088	2047	2019	2035	2034	-457
2	News/Talk	1111	1131	1159	1139	1179	1224	1282	1324	1336	1370	259
3	Spanish	474	493	536	574	603	628	665	703	705	777	303
4	Oldies	755	799	766	786	813	807	816	773	727	711	-44
5	Adult Contemporary	902	844	775	709	713	692	703	684	660	661	-241
6	Sports	220	251	256	338	388	429	469	497	530	557	337
7	Top 40	358	379	401	468	474	491	497	502	485	473	115
8	Classic Rock	240	282	314	338	384	425	450	461	454	456	216
9	Hot AC	260	281	325	369	395	399	416	380	375	377	117
10	Adult Standards	551	561	595	569	547	497	460	405	366	370	-181
11	Classic Hits	172	192	222	265	258	237	229	262	276	296	124
12	Religion (Teaching, Variety)	404	356	363	356	332	347	336	318	312	290	-114
13	Rock	262	266	280	282	278	273	280	270	278	282	20
14	Black Gospel	208	238	257	264	254	253	273	286	266	255	47
15	Soft Adult Contemporary	346	368	382	375	340	336	322	324	302	243	-103
16	Southern Gospel	255	273	269	255	240	207	208	207	208	206	-49
17	Adult Hits	0	0	0	0	0	0	0	54	149	171	117 <sup>A</sup>
18	Urban AC	134	127	112	118	121	128	136	153	166	162	28
19	Contemporary Christian	159	164	167	164	164	167	159	174	150	151	-8
20	R&B	169	171	166	183	193	189	159	150	138	134	-35
21	Modern Rock	137	145	136	140	147	169	165	152	135	126	-11
22	Alternative Rock	94	96	95	92	96	99	96	104	105	119	25
23	Ethnic	75	77	82	93	101	102	111	112	116	113	38
24	Jazz	92	88	72	81	83	90	89	84	78	75	-17
25	Pre-Teen	40	37	51	55	49	60	58	59	58	57	17
26	R&B Adult/Oldies	46	56	127	107	78	66	51	49	49	42	-4
27	Variety	50	43	39	39	41	36	42	38	35	37	-13
28	Gospel	37	45	42	40	53	64	37	36	32	28	-9
29	Rhythmic AC	0	0	0	0	0	0	0	0	0	27	27 <sup>*</sup>
30	Classical	44	40	38	34	32	32	34	28	29	24	-20
31	Modern AC	70	79	74	63	58	51	34	28	20	19	-51
32	Easy Listening	49	39	34	27	19	18	20	20	21	18	-31
Format Not Available												4
Stations off the air												-55
Total Stations												

<sup>A</sup>Change 2005/2006 <sup>\*</sup>New 2007

©Copyright 2007 M Street Corp.

**M Street Format Trends from 1997 to 2007**

June 2007

Non-Commercial Stations by Primary Format											97/07	
PrimaryFormat	1997	1998	1999	2001	2002	2003	2004	2005	2006	2007	+/-	
1	Contemporary Christian	230	299	362	423	473	414	427	504	693	727	497
2	News/Talk	456	490	536	558	572	588	603	609	615	612	156
3	Religion (Teaching, Variety)	335	326	340	378	395	503	509	564	516	557	222
4	Variety	376	393	397	406	425	418	391	386	378	374	-2
5	Alternative Rock	272	270	266	261	238	215	230	243	250	249	-23
6	Classical	117	112	108	112	120	126	129	134	152	156	39
7	Southern Gospel	30	40	44	54	48	55	74	78	81	102	72
8	Spanish	42	58	64	85	84	83	77	89	93	95	53
9	Jazz	69	67	67	69	69	73	73	75	75	74	5
10	Modern Rock	0	0	0	9	17	35	52	52	49	51	51
11	Top 40	43	39	38	36	33	34	32	30	28	28	-15
12	Oldies	5	4	5	5	5	8	11	16	20	20	15
13	Black Gospel	10	12	14	15	14	14	14	16	16	17	7
14	R&B	27	22	20	20	16	18	17	15	14	14	-13
15	Gospel	23	32	37	39	37	35	23	13	13	13	-10
16	Country	14	14	14	10	11	12	13	11	11	12	-2
17	Adult Contemporary	15	9	9	9	5	7	9	8	9	11	-4
18	Rock	10	10	9	12	14	14	11	12	12	11	1
19	Ethnic	7	8	10	10	12	12	13	13	10	11	4
20	Hot AC	2	4	4	4	8	8	7	8	7	10	8
21	Easy Listening	8	8	8	8	8	9	9	9	9	8	0
22	Adult Standards	7	8	7	10	12	9	10	10	9	7	0
23	Classic Rock	2	1	1	2	2	3	3	4	3	5	3
24	Classic Hits	1	1	1	2	2	1	4	3	3	5	4
25	Soft Adult Contemporary	3	3	4	4	2	3	4	3	3	2	-1
26	Adult Hits	0	0	0	0	0	0	0	0	1	1	0*
27	Urban AC	0	0	0	0	1	1	1	1	1	1	1
28	Sports	0	0	0	0	0	0	1	2	0	0	0
29	Pre-Teen	0	0	0	0	1	1	1	0	0	0	0
30	R&B Adult/Oldies	0	0	0	1	0	0	0	0	0	0	0
31	Rhythmic AC	0	0	0	0	0	0	0	0	0	0	0
32	Modern AC	0	0	0	0	0	0	0	0	0	0	0
	Format Not Available	2	6	1	0	0	0	0	0	1	0	-2
	Stations off the air	26	11	7	14	22	28	25	23	27	23	-3
	Total Stations	2132	2247	2373	2556	2646	2727	2773	2931	3099	3196	

\*Change 2006/2007

© Copyright 2007 M Street Corp.



## FORMAT STATISTICS

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

June 2007

PrimaryFormat		Total	Arbitron	%		%	Non-Arbitron
1	Country	2034	749	37		63	1285
2	News/Talk	1370	637	46		54	733
3	Spanish	777	417	54		46	360
4	Oldies	711	265	37		63	446
5	Adult Contemporary	661	268	41		59	393
6	Sports	557	280	50		50	277
7	Top 40	473	381	81		19	92
8	Classic Rock	456	272	60		40	184
9	Construction Permits	398	0			100	398
10	Hot AC	377	179	47		53	198
11	Adult Standards	370	146	39		61	224
12	Classic Hits	296	150	51		49	146
13	Religion (Teaching, Variety)	290	72	25		75	218
14	Rock	282	230	82		18	52
15	Black Gospel	255	118	46		54	137
16	Soft Adult Contemporary	243	148	61		39	95
17	Southern Gospel	206	41	20		80	165
18	Adult Hits	171	116	68		32	55
19	Urban AC	162	128	79		21	34
20	Contemporary Christian	151	68	45		55	83
21	R&B	134	115	86		14	19
22	Modern Rock	126	105	83		17	21
23	Alternative Rock	119	64	54		46	55
24	Ethnic	113	16	14		86	97
25	Stations off the air	88	2	2		98	86
26	Jazz	75	59	79		21	16
27	Pre-Teen	57	6	11		89	51
28	R&B Adult/Oldies	42	29	69		31	13
29	Variety	37	7	19		81	30
30	Gospel	28	5	18		82	23
31	Rhythmic AC	27	21	78		22	6
32	Classical	24	21	88		12	3
33	Modern AC	19	14	74		26	5
34	Easy Listening	18	13	72		28	5
35	Format Not Available	6	0	0		100	6
	Total Stations	11153	5142	46		54	6011

©Copyright 2007 M Street Corp.

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

June 2007

	PrimaryFormat	TotalAM	%		PrimaryFormat	TotalFM	%	
1	News/Talk	1233	90.0		1	Country	1484	73.0
2	Country	550	27.0		2	Adult Contemporary	568	85.9
3	Sports	503	90.3		3	Top 40	471	99.6
4	Spanish	440	56.6		4	Classic Rock	448	98.2
5	Adult Standards	328	88.6		5	Oldies	403	56.7
6	Oldies	308	43.3		6	Hot AC	372	98.7
7	Religion (Teaching, Variety)	240	82.8		7	Spanish	337	43.4
8	Black Gospel	208	81.6		8	Rock	281	99.6
9	Southern Gospel	164	79.6		9	Classic Hits	270	91.2
10	Adult Contemporary	93	14.1		10	Soft Adult Contemporary	203	83.5
11	Ethnic	93	82.3		11	Adult Hits	168	98.2
12	Pre-Teen	54	94.7		12	News/Talk	137	10.0
13	Soft Adult Contemporary	40	16.5		13	Urban AC	128	79.0
14	Contemporary Christian	36	23.8		14	Modern Rock	125	99.2
15	Urban AC	34	21.0		15	R&B	125	93.3
16	Variety	29	78.4		16	Contemporary Christian	115	76.2
17	Classic Hits	26	8.8		17	Alternative Rock	113	95.0
18	Gospel	23	82.1		18	Jazz	65	86.7
19	R&B Adult/Oldies	15	35.7		19	Sports	54	9.7
20	Jazz	10	13.3		20	Religion (Teaching, Variety)	50	17.2
21	R&B	9	6.7		21	Black Gospel	47	18.4
22	Classic Rock	8	1.8		22	Adult Standards	42	11.4
23	Alternative Rock	6	5.0		23	Southern Gospel	42	20.4
24	Hot AC	5	1.3		24	R&B Adult/Oldies	27	64.3
25	Classical	3	12.5		25	Rhythmic AC	25	92.6
26	Adult Hits	3	1.8		26	Classical	21	87.5
27	Easy Listening	3	16.7		27	Ethnic	20	17.7
28	Format Not Available	3	50.0		28	Modern AC	19	100.0
29	Top 40	2	0.4		29	Easy Listening	15	83.3
30	Rhythmic AC	2	7.4		30	Variety	8	21.6
31	Rock	1	0.4		31	Gospel	5	17.9
32	Modern Rock	1	0.8		32	Pre-Teen	3	5.3
33	Modern AC	1	5.3		33	Format Not Available	3	50.0
	Total Stations	4474				6194		
	Stations off the air	55	62.5			33	37.5	
	Construction Permits	107	26.9			291	73.1	

©Copyright 2007 M Street Corp.

## 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 2007, The Arbitron Company.

Estimates of audience share labeled Eastlan are Copyright 2007 by Eastlan Resources. Any reuse of their ratings are subject to approval by Eastlan Resources.

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.