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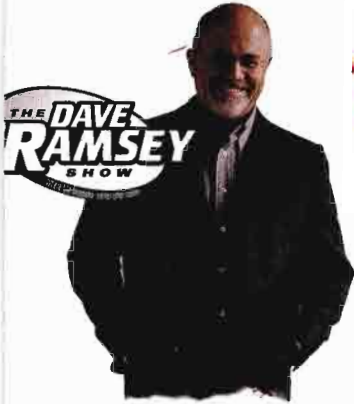
the RadioBook

Nineteenth Edition

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2010-2011

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



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UNITED STATES AND CANADIAN RADIO STATIONS

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

Features: Personnel, Tower Height/Power, Arbitron Market Share, LPFM, Owner, Network and Web Address

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2010-2011 EDITION

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STANDING THE TEST OF TIME

Bury this book in a time capsule, and 1,000 years from now a broadcaster will see proof that despite a rough patch for the business of broadcasting, the men and women of radio continue to persevere and adapt. New titles are everywhere in the industry. Who would have put “Client Engagement Director” on their business card in 1970? It’s an industry that has survived and thrived despite “radio-killers” like television, MTV, CDs, satellite radio and the iPod. It’s a safe bet that ability to adapt will continue. The broadcaster-of-the-future may wonder how we ever survived without FM in our jetpacks.

Since 1984 we and our predecessors at the *M Street Journal* have been tracking station contact information, key personnel and format trends. And you will find that data in this edition as well. But there are changes too. Back then a web site meant you may’ve needed an exterminator. Today, the majority of station listings include what’s become as critical as a phone number: the URL address. In a sign of the digital age, The Radio Book also now exists online as well.

The Radio Book is also a snapshot in time of what formats are hot, such as the growth of spoken word programming on the FM dial or the explosion of Spanish-language radio over the past decade. In a sign of how difficult recent times have been, there are more stations listed as “silent” than in our previous edition. But they’ll be back soon enough. As we’ve seen from pirates to low-power FM operators, the ability to crack open a microphone and speak to a community is too strong an attraction to keep those stations dark for long.

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

Also in this 19-th edition of The Radio Book you can find –

- Information on more than 14,000 U.S. and Canadian radio stations, including call letters, frequency and contact information. They’re listed by state and city of license.
- Listings of stations by market – including both commercial and noncommercial 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 continued appreciation goes out to our advertisers and other supporters – including our many radio friends across the country who alert us to the smallest changes throughout the year. This book couldn’t be published without their help.

Frank Saxe
Managing Editor
Inside Radio

Anytown	
WXYZ 106.3	Country 100000w 66ft DA cp move to 104.9, 10500, 4649 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 106.3	Country 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

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	
WXYZ 106.3	Country 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

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

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

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

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

Anytown	
WXYZ 106.3	Country 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

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
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 PO Box 1, Anytown OH 99999
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 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
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 app 6000, 302
 Best USA Radio, LLC
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 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.
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 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 Manager (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
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 Managed by: Better Radio, Inc.
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 PO Box 1, Anytown OH 99999
 1 Radio Lane, Anytown OH 99999
 GM John Jones SM Sally Smith
 PD Jack Wolf CE John Clarke
 www.wxyzfm1063.com
 Youngstown Market

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

The **market** area or areas served by the station are listed here. The station's primary market area appears on the first line. Its secondary market, if any, appears on the next line.

The M Street Database Format Codes

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

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

FORMAT CLASSIFICATIONS

MAC	Modern AC Somewhat analogous to the Hot Adult Contemporary stations in that they take the music that is part of a younger skewing format and make it attractive to an older audience. The Modern AC station takes the current modern rock music at the core of Modern Rock stations and blends it with older modern rock music.	QRL	French Religion The French language equivalent of the English language Religion format with teaching and ministry programs in the French language. Applies only to Canadian stations.
MOD	Modern Rock A contemporary hit radio station that focuses on modern rock music.	QSA	French Soft Adult Contemporary The French language equivalent of the English language Soft Adult Contemporary format blends English and French language records of this genre.
NTK	News/Talk A talk station with a heavy news and information orientation. The News/Talk station has a news block in one or more dayparts.	QTK	French Talk The French language equivalent of the English language Talk format. Applies only to Canadian stations.
NWS	News This station broadcasts continuous news and information for all of the hours its on the air.	RAC	Rhythmic AC Similar in rotation to a traditional adult contemporary station, rhythmic AC targets adults 25+. Music includes currents but the primary focus tends to rhythmic/dance based artists, with the common core group popular in the 80's.
OFF	Silent The term "silent" applies to a station that had been operating with a regular format but is now off-the-air. This could be due to a number of circumstances ranging from technical problems through financial difficulties and complexities arising from the sale of the station.	RCK	Rock Mainstream rock as defined by the artists that appear and have appeared on the "rock" charts in music industry trade publications such as Billboard and Radio & Records.
OLD	Oldies Popular music of the 50's, 60's and 70's. Current popular music is played in only rare exceptions.	REA	Reading Service This is a radio reading service aimed at the blind and visually handicapped. It consists of announcers who read aloud from periodicals and books.
QAA	French Adult Alternative French Adult Alternative format. Applies only to Canadian stations.	REL	Religious Teaching Long form religious teaching or ministry programs. The station may use black gospel, contemporary Christian, gospel or southern gospel music as filler between programs
QAC	French Adult Contemporary This format blends English and French language pop music with adult appeal. Announcing is in French. Applies only to Canadian stations.	ROL	Rhythmic Oldies Soul and dance music records of the 60's and 70's that received airplay on the CHR stations of those decades.
QAH	French Hot Adult Contemporary Similar to Hot AC, with the key difference that the announcing is in French and French language pop music that appeals to a younger adult audience than is the target for the French Adult Contemporary station is blended with compatible English language music. The announcing is in French. Applies only to Canadian stations.	SAC	Soft AC An Adult Contemporary station that plays only the softest contemporary pop recordings and leans very heavily on airplay of soft-sounding pop records from the 60's and 70's.
QAR	French Rock The French language equivalent of the English language Rock format. Applies only to Canadian stations.	SGS	Southern Gospel Gospel music and spirituals that have a country music base. The format may also include teaching and ministry programs of varying lengths programmed throughout the broadcast day.
QCH	French CHR The French language equivalent of the English language CHR format blends both French and English language pop records that are current hits. Applies only to Canadian stations.	SJZ	Smooth Jazz This is a sub-genre of jazz that leaves out all styles of jazz save for the contemporary smooth jazz style first popularized in the 1980's. Most of the records played in this format are instrumental. A minority of vocal selections are included.
QCL	French Classical French language announcing built around orchestral and operatic vocal music. Applies only to Canadian stations.	SMA	Smooth AC The smooth AC format is generally described as a genre of music that crosses over between mainstream AC and smooth Jazz with a strong focus on smooth vocal selections
QCW	French Country The French language equivalent of the English language Country format blends both French and English language Country music records. Applies only to Canadian stations.	SPT	Sports Talk shows focusing on sports. Play-by-play coverage of sports is not included in this format
QCX	French Classic Hits The French language equivalent of the English language Classic Hits format blends both French and English language rock based music of the 1970's and 1980's. Applies only to Canadian stations.	STD	Adult Standards American popular standards mixed with soft popular music, mainly vocal.
QNT	French News-talk The French language equivalent of the English language News-talk format. Applies only to Canadian stations.	TLK	Talk Talk shows of general interest or varied topics. The talk shows can be of both the call-in and straight interview type.
QNW	French All-news Continuous news anchored in French. Applies only to Canadian stations.	TVL	Travel Information Stations that carry continuous advertisements and features for tourist destinations.
QOL	French Oldies The French language equivalent of the English language Oldies format blends French and English language records that were hits in the station's market in the 1950's, 1960's and 1970's. Applies only to Canadian stations.	UAC	Urban AC These stations play the softest contemporary rhythm & blues music mixed with soft rhythm & blues and soul music of previous years. Generally, the station's playlist favors older music over records that are on the current urban charts of music industry trade publications.
QQQ	French Variety The QQQ code is a catch-all for French language stations whose format we're unable to classify and for those French language stations employing Variety programming wherein three or more format types are being programmed either simultaneously or in blocks. Applies only to Canadian stations.	UOL	R&B Oldies Soul and R&B records of the 60's and 70's that received airplay on the black oriented stations of those decades.

URB	Urban Contemporary A blend of the current R&B, rap, hip-hop and dance music that appears on the R&B and urban music charts in music industry trade publications such as Billboard and Radio & Records.	XXM	Regional Mexican A blend of contemporary Mexican musical styles. Some English language music may be blended in as well. Announcing is primarily in Spanish.
VTY	Variety A station that incorporates three or more distinct formats, either block programmed or simultaneously.	XNT	Spanish News-Talk A Spanish language talk station with a heavy news and information orientation. The Spanish News/Talk station has a news block in one or more dayparts.
XAA	Spanish Adult Alternative The Spanish language equivalent of the English language Adult Alternative format.	XNW	Spanish News Continuous news and information in Spanish for all of the hours the station is on the air.
XAC	Spanish Hits Also known as Spanish International, this format contains Spanish language announcing (predominantly) and a blend of contemporary Spanish musical styles including (but not exclusively) Ballada, Cumbia, Merengue, Regional Mexican, Romanica, Salsa and Tropical.	XOL	Spanish Oldies Popular Latin music of the 50's, 60's and 70's. To varying degrees, English pop music of the same period may be incorporated. Current popular is played with only rare exceptions. Announcing is predominantly in Spanish.
XCC	Spanish Contemporary Christian The Spanish language equivalent of the English language Contemporary Christian format. The format may also include teaching and ministry programs of varying lengths programmed throughout the broadcast day.	XRA	Ranchero Ranchero is Mexico's country music. Stations with this format play this music to the virtual exclusion of all other forms.
XCH	Spanish CHR A station that focuses on current Latino popular music (although it may also program some English language dance music), and can often encompass a variety of musical styles determined by whatever is popular in the Latino community. Announcing may be bi-lingual.	XRE	Spanish Religious A station that offers Spanish language long form religious teaching or ministry programs. The station may use some music as filler between programs
XCL	Spanish Classical Like the English language Classical station this is a station playing orchestral music, chamber music, opera and other forms of non-contemporary vocal music. The difference is, the announcing's in Spanish.	XRO	Romantica This is the Spanish equivalent of soft AC in the English world. Romantica music is at the heart of this format but soft examples of other Latino music forms may also be included as well as soft English language adult contemporary records.
XCZ	Spanish Classic Hits Like the English language Classic Hits station this station concentrates its airplay on the music of the late 1960's through early 1980's only in this case the music is predominantly Latin.	XSP	Spanish The XSP code is a catch-all for Spanish language stations whose format we're unable to classify and for those Spanish language stations employing Variety programming wherein three or more format types are being programmed either simultaneously or in blocks.
XDH	Spanish Adult Hits This is the Spanish equivalent of Adult Hits in the English world and targets Hispanic 25-54 years olds.	XST	Spanish Standards Spanish and Latin popular standards mixed with soft Spanish and Latin popular music, mainly vocal.
XDP	Spanish Sports Sports talk programming in Spanish.	XTJ	Tejano Stations playing Tex-Mex music predominantly but some Regional Mexican music may also be programmed. The announcing is generally in English or is bi-lingual and often a flow between Spanish and English known as "Spanglish" is heard.
XEZ	Spanish Easy Listening This format is distinguished by the programming of "lush" orchestral arrangements of standards and popular songs. Recordings of vocal performances of Spanish language standards and romantica music may also be included in the programming.	XTK	Span. Talk Spanish language talk shows of general interest or varied topics. The talk shows can be of both the call-in and straight interview type.
XJZ	Spanish Jazz A station that programs music from within the full spectrum of jazz although there may be an emphasis on Latin jazz. Announcing is in Spanish.	XTP	Tropical This is a format of mainly Caribbean Latin music. While Tropical is at the center of the format, other Caribbean forms such as Cumbia, Merengue and Salsa may be incorporated.
		XUR	Hurban A blend of Spanish and English urban music and may also include "reggaeton" or Spanish hip-hop music.

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 2010, The Arbitron Company.

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

The term "ratings" is used to describe the audience figures published in The Radio Book. However, "audience share" and "audience estimate" are more accurate terms. The published numbers express the size of a station's audience in a theoretical "average-quarter-hour" (AQH) between 6:00am and 12:00 midnight in two ways: 1) As a percentage of all radio listeners twelve years old or older (12+) and 2) as a number of persons 12+ listening.

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

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

COVER ART: Logos featured on the cover of the 2010-2011 Radio Book represent 2009 Marconi awarded stations and talent. Congratulations from M Street and Inside Radio!

Legendary Station
KKOB-AM Albuquerque, NM

AC Station of the Year
WBEB-FM Philadelphia, PA

Network/Syndicated Personality of the Year
Dave Ramsey, The Lampo Group

CHR Station of the Year
WVAQ-FM Morgantown, WV

Major Market Station of the Year
WBEB-FM Philadelphia, PA

Country Station of the Year
KYGO-FM Denver, CO

Large Market Station of the Year
WIBC-FM Indianapolis, IN

News/Talk Station of the Year
WGN-AM Chicago, IL

Medium Market Station of the Year
WHO-AM Des Moines, IA

Oldies Station of the Year
WMXJ-FM Miami, FL

Small Market Station of the Year
WJBC-AM Bloomington, IL

Religious Station of the Year
KLTY-FM Dallas, TX

Major Market Personality of the Year
Matt Siegel, WXKS-FM Boston MA

Rock Station of the Year
KQRS-FM Minneapolis, MN

Large Market Personality of the Year
Bill Cunningham, WLW-AM Cincinnati, OH

Spanish Station of the Year
KLVE-FM Los Angeles, CA

Medium Market Personalities of the Year
Van & Bonnie, WHO-AM Des Moines, IA

Sports Station of the Year
WGR-AM Buffalo, NY

Small Market Personality of the Year
Lacy Neff, WVAQ-FM Morgantown, WV

Urban Station of the Year
WJMZ-FM Greenville, SC

The NAB Marconi Radio Awards Dinner & Show was hosted by Laura Ingraham, host of Talk Radio Network's "The Laura Ingraham Show." The show also featured a live performance by renowned R&B artist Brian McKnight, host of Citadel Media Networks' "The Brian McKnight Show." Marconi finalists were selected by a task force of broadcasters, and the winners were voted on by the NAB Marconi Radio Awards Selection Academy. The votes were tabulated by an independent firm.

About The NAB Radio Show

The NAB Radio Show is the largest annual convention for radio. This year's show, Sep. 23-25 in Philadelphia, delivered a one-of-a-kind networking opportunity for station professionals representing all format and market sizes. More information about the NAB Radio Show is available at www.nabradioshow.com.

M Street format data produces the following format information:

June 2010

	PrimaryFormat	Total	Comm	NonComm	%AM	%FM	Simulcast	%	Network	%r
1	News/Talk	2090	1438	652	62	38	510	24	1935	93
2	Country	2002	1992	10	25	75	134	7	638	32
3	Religion (Teaching, Variety)	1059	325	734	35	65	181	17	491	46
4	Spanish	912	806	106	52	48	145	16	189	21
5	Contemporary Christian	894	165	729	5	95	126	14	497	56
6	Oldies	666	642	24	46	54	37	6	317	48
7	Sports	662	661	1	83	17	83	13	641	97
8	Adult Contemporary	645	635	10	11	89	23	4	167	26
9	Top 40	520	489	31	1	99	18	3	1	0
10	Classic Rock	489	482	7	2	98	30	6	89	18
11	Variety	438	44	394	11	89	27	6	1	0
12	Hot AC	430	422	8	3	97	10	2	117	27
13	Classic Hits	410	404	6	15	85	32	8	96	23
14	Alternative Rock	353	99	254	2	98	15	4	2	1
15	Rock	304	295	9	0	100	18	6	0	0
16	Adult Standards	282	272	10	84	16	13	5	161	57
17	Southern Gospel	279	193	86	54	46	24	9	84	30
18	Black Gospel	250	233	17	75	25	18	7	27	11
19	Adult Hits	215	214	1	5	95	10	5	45	21
20	Soft Adult Contemporary	178	176	2	16	84	6	3	31	17
21	Classical	174	20	154	2	98	83	48	64	37
22	Urban AC	163	161	2	20	80	11	7	36	22
23	Modern Rock	162	111	51	2	98	5	3	1	1
24	R&B	141	126	15	5	95	4	3	0	0
25	Ethnic	139	125	14	74	26	8	6	0	0
26	Jazz	112	36	76	6	94	7	6	35	31
27	R&B Adult/Oldies	47	47	0	45	55	2	4	2	4
28	Pre-Teen	44	44	0	93	7	2	5	43	98
29	Gospel	32	26	6	75	25	6	19	0	0
30	Easy Listening	26	20	6	19	81	1	4	0	0
31	Modern AC	19	19	0	0	100	0	0	0	0
32	Rhythmic AC	18	18	0	0	100	0	0	0	0
33	Format Not Available	15	15	0	40	60	1	7	0	0
		14170	10755	3415			1590		5710	
	Stations off the air	292	(146 FM and 146 AM)		50	50				
	Construction Permits	1404	(1255 FM and 149 AM)		11	89				

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Reach Radio with Precision

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Precision means that you avoid the time consuming errors resulting from unfounded data such as these listed below...

- ✗ Called a person who no longer holds that position at the station
- ✗ Emailed someone at a station and had it bounce back
- ✗ Called the desired contact and the number didn't work
- ✗ Placed a buy on a station with good intentions, but the format had changed
- ✗ Were frustrated that you were using data that was out of date!

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M Street format counts for AM & FM Stations

June 2010

	PrimaryFormat	TotalAM	%		PrimaryFormat	TotalFM	%
1	News/Talk	1256	87.3	1	Country	1483	74.4
2	Sports	547	82.8	2	Adult Contemporary	561	88.3
3	Country	509	25.6	3	Top 40	486	99.4
4	Spanish	451	56.0	4	Classic Rock	472	97.9
5	Oldies	301	46.9	5	Hot AC	410	97.2
6	Religion (Teaching, Variety)	261	80.3	6	Spanish	355	44.0
7	Adult Standards	236	86.8	7	Oldies	341	53.1
8	Black Gospel	185	79.4	8	Classic Hits	341	84.4
9	Southern Gospel	150	77.7	9	Rock	295	100.0
10	Ethnic	102	81.6	10	Adult Hits	204	95.3
11	Adult Contemporary	74	11.7	11	News/Talk	182	12.7
12	Classic Hits	63	15.6	12	Soft Adult Contemporary	148	84.1
13	Pre-Teen	41	93.2	13	Contemporary Christian	129	78.2
14	Contemporary Christian	36	21.8	14	Urban AC	128	79.5
15	Variety	35	79.5	15	R&B	119	94.4
16	Urban AC	33	20.5	16	Sports	114	17.2
17	Soft Adult Contemporary	28	15.9	17	Modern Rock	110	99.1
18	Gospel	23	88.5	18	Alternative Rock	97	98.0
19	R&B Adult/Oldies	21	44.7	19	Religion (Teaching, Variety)	64	19.7
20	Hot AC	12	2.8	20	Black Gospel	48	20.6
21	Classic Rock	10	2.1	21	Southern Gospel	43	22.3
22	Adult Hits	10	4.7	22	Adult Standards	36	13.2
23	R&B	7	5.6	23	Jazz	29	80.6
24	Jazz	7	19.4	24	R&B Adult/Oldies	26	55.3
25	Format Not Available	6	40.0	25	Ethnic	23	18.4
26	Easy Listening	5	25.0	26	Modern AC	19	100.0
27	Top 40	3	0.6	27	Rhythmic AC	18	100.0
28	Classical	3	15.0	28	Classical	17	85.0
29	Alternative Rock	2	2.0	29	Easy Listening	15	75.0
30	Rhythmic AC	2	11.1	30	Variety	9	20.5
31	Rock	1	0.3	31	Format Not Available	9	60.0
32	Modern Rock	1	0.9	32	Pre-Teen	3	6.8
33	Modern AC	1	5.3	33	Gospel	3	11.5
	Total Stations	4422				6337	
	Construction Permits	132	36.6		Construction Permits	229	63.4
	Stations off the air	138	57.0		Stations off the air	104	43.0

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FORMAT STATISTICS

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

June 2010

PrimaryFormat	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1 Country	2190	2131	2088	2047	2019	2035	2034	2028	1997	1992
2 News/Talk	1139	1179	1224	1282	1324	1336	1370	1363	1401	1438
3 Spanish	574	603	628	665	703	705	777	799	800	806
4 Sports	338	388	429	469	497	530	557	587	635	661
5 Oldies	786	813	807	816	773	727	711	711	669	642
6 Adult Contemporary	709	713	692	703	684	660	661	665	626	635
7 Top 40	468	474	491	497	502	485	473	467	483	489
8 Classic Rock	338	384	425	450	461	454	456	468	479	482
9 Hot AC	369	395	399	416	380	375	377	370	407	422
10 Classic Hits	265	258	237	229	262	276	296	311	367	404
11 Religion (Teaching, Variety)	356	332	347	336	318	312	290	296	328	325
12 Rock	282	278	273	280	270	278	282	290	294	295
13 Adult Standards	569	547	497	460	405	366	370	362	330	272
14 Black Gospel	264	254	253	273	286	266	255	246	241	233
15 Adult Hits	0	0	0	0	54	149	171	200	207	214
16 Southern Gospel	255	240	207	208	207	208	206	207	212	193
17 Soft Adult Contemporary	375	340	336	322	324	302	243	228	207	176
18 Contemporary Christian	164	164	167	159	174	150	151	143	153	165
19 Urban AC	118	121	128	136	153	166	162	157	161	161
20 R&B	183	193	189	159	150	138	134	135	129	126
21 Ethnic	93	101	102	111	112	116	113	118	118	125
22 Modern Rock	140	147	169	165	152	135	126	121	115	111
23 Alternative Rock	92	96	99	96	104	105	119	121	109	99
24 R&B Adult/Oldies	107	78	66	51	49	49	42	38	38	47
25 Pre-Teen	55	49	60	58	59	58	57	56	53	44
26 Variety	39	41	36	42	38	35	37	37	42	44
27 Jazz	81	83	90	89	84	78	75	59	40	36
28 Gospel	40	53	64	37	36	32	28	27	26	26
29 Easy Listening	27	19	18	20	20	21	18	16	18	20
30 Classical	34	32	32	34	28	29	24	22	23	20
31 Modern AC	63	58	51	34	28	20	19	20	20	19
32 Rhythmic AC	0	0	0	0	0	0	27	26	18	18
Stations off the air	113	110	123	79	70	93	88	138	202	242
Format Not Available	3	5	1	4	3	7	6	11	8	15
Total Stations	10629	10679	10728	10727	10729	10696	10755	10843	10956	10997

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 2010

	PrimaryFormat	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Religion (Teaching, Variety)	378	395	503	509	564	516	557	597	692	734
2	Contemporary Christian	423	473	414	427	504	693	727	740	716	729
3	News/Talk	558	572	588	603	609	615	612	624	642	652
4	Variety	406	425	418	391	386	378	374	379	384	394
5	Alternative Rock	261	238	215	230	243	250	249	252	243	254
6	Classical	112	120	126	129	134	152	156	154	153	154
7	Spanish	85	84	83	77	89	93	95	103	100	106
8	Southern Gospel	54	48	55	74	78	81	102	97	79	86
9	Jazz	69	69	73	73	75	75	74	74	75	76
10	Modern Rock	9	17	35	52	52	49	51	51	52	51
11	Top 40	36	33	34	32	30	28	28	28	31	31
12	Oldies	5	5	8	11	16	20	20	23	19	24
13	Black Gospel	15	14	14	14	16	16	17	17	18	17
14	R&B	20	16	18	17	15	14	14	13	14	15
15	Ethnic	10	12	12	13	13	10	11	14	13	14
16	Adult Standards	10	12	9	10	10	9	7	9	10	10
17	Adult Contemporary	9	5	7	9	8	9	11	11	12	10
18	Country	10	11	12	13	11	11	12	9	12	10
19	Rock	12	14	14	11	12	12	11	11	9	9
20	Hot AC	4	8	8	7	8	7	10	12	8	8
21	Classic Rock	2	2	3	3	4	3	5	5	5	7
22	Classic Hits	2	2	1	4	3	3	5	4	6	6
23	Easy Listening	8	8	9	9	9	9	8	9	7	6
24	Gospel	39	37	35	23	13	13	13	10	7	6
25	Urban AC	0	1	1	1	1	1	1	2	2	2
26	Soft Adult Contemporary	4	2	3	4	3	3	2	1	1	2
27	Sports	0	0	0	1	2	0	0	0	1	1
28	Adult Hits	0	0	0	0	0	1	1	1	1	1
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
31	Pre-Teen	0	1	1	1	0	0	0	0	0	0
32	R&B Adult/Oldies	1	0	0	0	0	0	0	0	0	0
	Format Not Available	0	0	0	0	0	1	0	2	0	0
	Stations off the air	14	22	28	25	23	27	23	27	45	50
	Total Stations	2556	2646	2727	2773	2931	3099	3196	3279	3357	3465

Stations are counted in their primary format only.

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FORMAT STATISTICS

M Street Format Trends from 2001 to 2010

June 2010

		Commercial Stations by Primary Format										01/10
Primary Format		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	+/-
1	Country	2190	2131	2088	2047	2019	2035	2034	2028	1997	1992	-198
2	News/Talk	1139	1179	1224	1282	1324	1336	1370	1363	1401	1438	299
3	Spanish	574	603	628	665	703	705	777	799	800	806	232
4	Sports	338	388	429	469	497	530	557	587	635	661	323
5	Oldies	786	813	807	816	773	727	711	711	669	642	-144
6	Adult Contemporary	709	713	692	703	684	660	661	665	626	635	-74
7	Top 40	468	474	491	497	502	485	473	467	483	489	21
8	Classic Rock	338	384	425	450	461	454	456	468	479	482	144
9	Hot AC	369	395	399	416	380	375	377	370	407	422	53
10	Classic Hits	265	258	237	229	262	276	296	311	367	404	139
11	Religion (Teaching, Variety)	356	332	347	336	318	312	290	296	328	325	-31
12	Rock	282	278	273	280	270	278	282	290	294	295	13
13	Adult Standards	569	547	497	460	405	366	370	362	330	272	-297
14	Black Gospel	264	254	253	273	286	266	255	246	241	233	-31
15	Adult Hits	0	0	0	0	54	149	171	200	207	214	160^
16	Southern Gospel	255	240	207	208	207	208	206	207	212	193	-62
17	Soft Adult Contemporary	375	340	336	322	324	302	243	228	207	176	-199
18	Contemporary Christian	164	164	167	159	174	150	151	143	153	165	1
19	Urban AC	118	121	128	136	153	166	162	157	161	161	43
20	R&B	183	193	189	159	150	138	134	135	129	126	-57
21	Ethnic	93	101	102	111	112	116	113	118	118	125	32
22	Modern Rock	140	147	169	165	152	135	126	121	115	111	-29
23	Alternative Rock	92	96	99	96	104	105	119	121	109	99	7
24	R&B Adult/Oldies	107	78	66	51	49	49	42	38	38	47	-60
25	Pre-Teen	55	49	60	58	59	58	57	56	53	44	-11
26	Variety	39	41	36	42	38	35	37	37	42	44	5
27	Jazz	81	83	90	89	84	78	75	59	40	36	-45
28	Gospel	40	53	64	37	36	32	28	27	26	26	-14
29	Easy Listening	27	19	18	20	20	21	18	16	18	20	-7
30	Classical	34	32	32	34	28	29	24	22	23	20	-14
31	Modern AC	63	58	51	34	28	20	19	20	20	19	-44
32	Rhythmic AC	0	0	0	0	0	0	27	26	18	18	-9
Format Not Available		3	5	1	4	3	7	6	11	8	15	12
Stations off the air		113	110	123	79	70	93	88	138	202	242	129
Total Stations		10629	10679	10728	10727	10729	10696	10755	10843	10956	10997	

^Change 2005/2010 +Change 2007/1010

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M Street Format Trends from 2001 to 2010

June 2010

Non-Commercial Stations by Primary Format												01/10
PrimaryFormat	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	+/-	
1	Religion (Teaching, Variety)	378	395	503	509	564	516	557	597	692	734	356
2	Contemporary Christian	423	473	414	427	504	693	727	740	716	729	306
3	News/Talk	558	572	588	603	609	615	612	624	642	652	94
4	Variety	406	425	418	391	386	378	374	379	384	394	-12
5	Alternative Rock	261	238	215	230	243	250	249	252	243	254	-7
6	Classical	112	120	126	129	134	152	156	154	153	154	42
7	Spanish	85	84	83	77	89	93	95	103	100	106	21
8	Southern Gospel	54	48	55	74	78	81	102	97	79	86	32
9	Jazz	69	69	73	73	75	75	74	74	75	76	7
10	Modern Rock	9	17	35	52	52	49	51	51	52	51	42
11	Top 40	36	33	34	32	30	28	28	28	31	31	-5
12	Oldies	5	5	8	11	16	20	20	23	19	24	19
13	Black Gospel	15	14	14	14	16	16	17	17	18	17	2
14	R&B	20	16	18	17	15	14	14	13	14	15	-5
15	Ethnic	10	12	12	13	13	10	11	14	13	14	4
16	Country	10	11	12	13	11	11	12	9	12	10	0
17	Adult Contemporary	9	5	7	9	8	9	11	11	12	10	1
18	Adult Standards	10	12	9	10	10	9	7	9	10	10	0
19	Rock	12	14	14	11	12	12	11	11	9	9	-3
20	Hot AC	4	8	8	7	8	7	10	12	8	8	4
21	Classic Rock	2	2	3	3	4	3	5	5	5	7	5
22	Classic Hits	2	2	1	4	3	3	5	4	6	6	4
23	Gospel	39	37	35	23	13	13	13	10	7	6	-33
24	Easy Listening	8	8	9	9	9	9	8	9	7	6	-2
25	Soft Adult Contemporary	4	2	3	4	3	3	2	1	1	2	-2
26	Urban AC	0	1	1	1	1	1	1	2	2	2	2
27	Sports	0	0	0	1	2	0	0	0	1	1	1
28	Adult Hits	0	0	0	0	0	1	1	1	1	1	0^
29	R&B Adult/Oldies	1	0	0	0	0	0	0	0	0	0	-1
30	Pre-Teen	0	1	1	1	0	0	0	0	0	0	0
31	Modern AC	0	0	0	0	0	0	0	0	0	0	0
32	Rhythmic AC	0	0	0	0	0	0	0	0	0	0	0
	Format Not Available	0	0	0	0	0	1	0	2	0	0	0
	Stations off the air	14	22	28	25	23	27	23	27	45	50	36
	Total Stations	2556	2646	2727	2773	2931	3099	3196	3279	3357	3465	

^Change 2006/2010

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FORMAT STATISTICS

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

June 2010

	PrimaryForma	Total	Arbitron	%		%	Non-Arbitron
1	Country	1992	748	38		62	1244
2	News/Talk	1438	629	44		56	809
3	Spanish	806	372	46		54	434
4	Sports	661	330	50		50	331
5	Oldies	642	220	34		66	422
6	Adult Contemporary	635	283	45		55	352
7	Top 40	489	388	79		21	101
8	Classic Rock	482	271	56		44	211
9	Hot AC	422	197	47		53	225
10	Classic Hits	404	184	46		54	220
11	Construction Permits	361	0	0		100	361
12	Religion (Teaching, Variety)	325	68	21		79	257
13	Rock	295	230	78		22	65
14	Adult Standards	272	95	35		65	177
15	Stations off the air	242	13	5		95	229
16	Black Gospel	233	99	42		58	134
17	Adult Hits	214	123	57		43	91
18	Southern Gospel	193	34	18		82	159
19	Soft Adult Contemporary	176	106	60		40	70
20	Contemporary Christian	165	67	41		59	98
21	Urban AC	161	120	75		25	41
22	R&B	126	106	84		16	20
23	Ethnic	125	18	14		86	107
24	Modern Rock	111	90	81		19	21
25	Alternative Rock	99	54	55		45	45
26	R&B Adult/Oldies	47	31	66		34	16
27	Pre-Teen	44	6	14		86	38
28	Variety	44	8	18		82	36
29	Jazz	36	26	72		28	10
30	Gospel	26	6	23		77	20
31	Classical	20	15	75		25	5
32	Easy Listening	20	12	60		40	8
33	Modern AC	19	17	89		11	2
34	Rhythmic AC	18	15	83		17	3
35	Format Not Available	15	3	20		80	12
	Total Stations	11358	4984	44		56	6374

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

June 2010

PrimaryFormat		TotalAM	%	PrimaryFormat		TotalFM	%
1	News/Talk	1298	26.3	1	Country	1492	13.7
2	Sports	548	11.1	2	Contemporary Christian	846	7.7
3	Country	510	10.3	3	News/Talk	792	7.2
4	Spanish	478	9.7	4	Religion (Teaching, Variety)	691	6.3
5	Religion (Teaching, Variety)	368	7.5	5	Adult Contemporary	571	5.2
6	Oldies	304	6.2	6	Top 40	517	4.7
7	Adult Standards	236	4.8	7	Classic Rock	479	4.4
8	Black Gospel	188	3.8	8	Spanish	434	4.0
9	Southern Gospel	152	3.1	9	Hot AC	418	3.8
10	Ethnic	103	2.1	10	Variety	388	3.5
11	Adult Contemporary	74	1.5	11	Oldies	362	3.3
12	Classic Hits	63	1.3	12	Classic Hits	347	3.2
13	Variety	50	1.0	13	Alternative Rock	345	3.2
14	Contemporary Christian	48	1.0	14	Rock	304	2.8
15	Pre-Teen	41	0.8	15	Adult Hits	205	1.9
16	Urban AC	33	0.7	16	Classical	171	1.6
17	Soft Adult Contemporary	28	0.6	17	Modern Rock	159	1.5
18	Gospel	24	0.5	18	Soft Adult Contemporary	150	1.4
19	R&B Adult/Oldies	21	0.4	19	R&B	134	1.2
20	Hot AC	12	0.2	20	Urban AC	130	1.2
21	Classic Rock	10	0.2	21	Southern Gospel	127	1.2
22	Adult Hits	10	0.2	22	Sports	114	1.0
23	Alternative Rock	8	0.2	23	Jazz	105	1.0
24	R&B	7	0.1	24	Black Gospel	62	0.6
25	Jazz	7	0.1	25	Adult Standards	46	0.4
26	Format Not Available	6	0.1	26	Ethnic	36	0.3
27	Easy Listening	5	0.1	27	R&B Adult/Oldies	26	0.2
28	Top 40	3	0.1	28	Easy Listening	21	0.2
29	Classical	3	0.1	29	Modern AC	19	0.2
30	Modern Rock	3	0.1	30	Rhythmic AC	18	0.2
31	Rock	0	0.0	31	Format Not Available	9	0.1
32	Modern AC	0	0.0	32	Gospel	8	0.1
33	Rhythmic AC	0	0.0	33	Pre-Teen	3	0.0
Total Operating Stations		4641				9529	
Stations off the air		146	3.0	Stations off the air		146	1.3
Construction Permits		149	3.0	Construction Permits		1255	11.5

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