

The M Street Radio Directory

Twelfth
Edition

2003-2004



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

United States and Canadian Radio Stations

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

Station Listings include: Address, Personnel, Owner, LMA's, Arbitron and Station Website Information.

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The M Street Radio Directory

12th EDITION
2003-2004

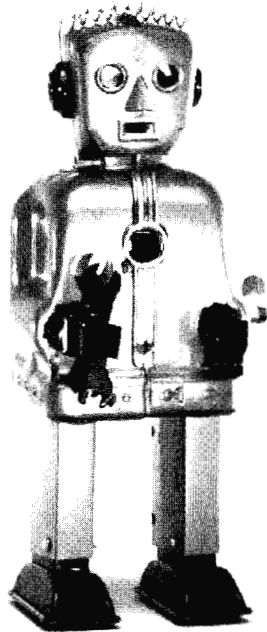
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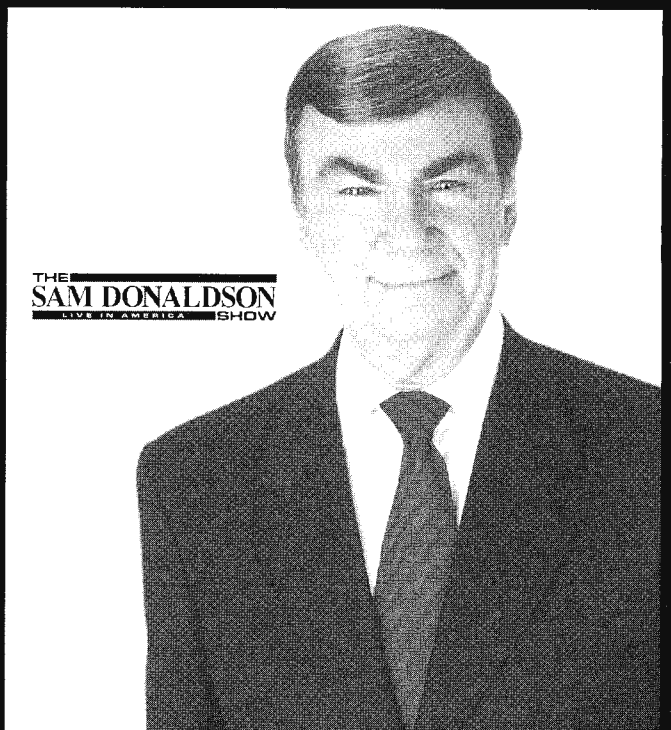
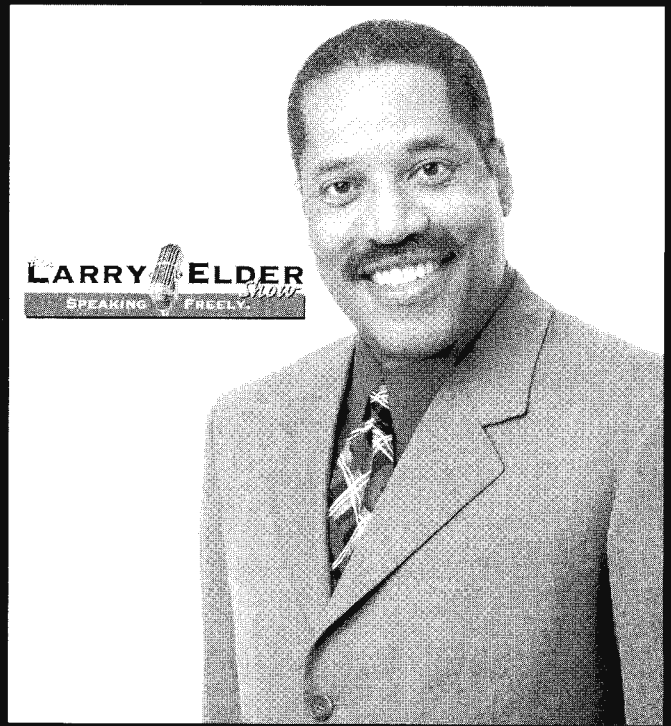
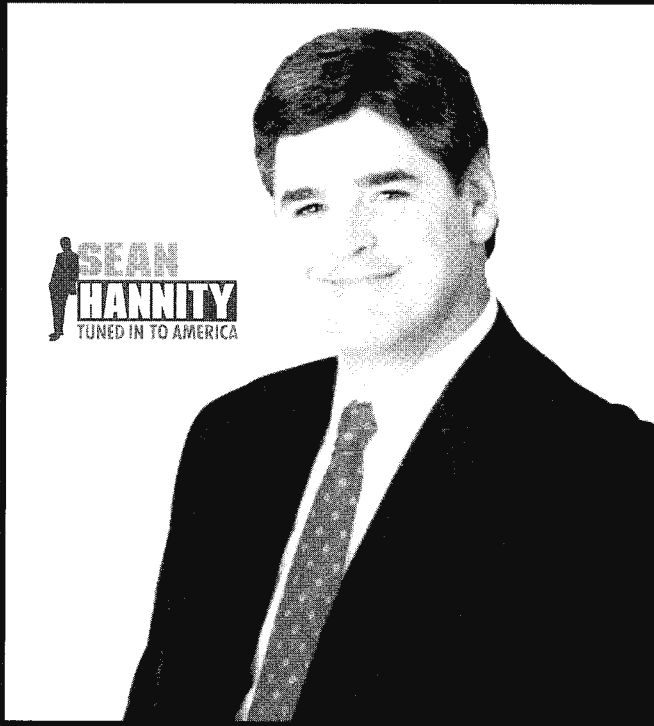
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Foreword

Radio has displayed one lucky characteristic since it spilled out of the bassinet around 1920 – it's always morphed to reflect constantly-changing tastes and consumer desires. It had to – or it wouldn't have survived the onslaught of television after World War II or the growth of the Internet in recent years.

The new technological challenges are things like satellite radio, cable radio, Internet radio, PDAs and cellphones, and MP3 players the size of a candy bar. But more than 9 out of 10 Americans still count on radio to be as reliable as the water from the kitchen faucet and the electricity that turns on the living room lamp. And over-the-air radio's still free.

Sure, radio is taking some lumps in a time-stressed era where there's an explosion of alternatives. But we'd argue that it's taken less erosion than, say, broadcast TV or daily newspapers.

Inside this 12th Edition of the M Street Directory you'll find –

- _ Comprehensive information on more than 14,000 U.S. and Canadian radio stations, both commercial and non-commercial.
- _ Freshly-updated formats, researched by M Street Publications.
- _ An alphabetical listing of stations grouped by market – not just the 280 or so Arbitron-defined markets, but every natural market that makes sense to us. That's why you'll see market sizes by both Arbitron rank and M Street rank.
- _ Updated format statistics, including breakouts by format, AM vs. FM, commercial vs. non-commercial, and large vs. small markets – generated by researchers for M Street Publications. That's a continuation of M Street's responsibility to track and report radio's changes, as we've done since 1984.

Our thanks to our advertisers, who make it possible to bring you the Directory at an affordable price. They help us pay the bills to do the work behind this Directory.

Feel free to contact us with your ideas, questions or corrections – 800-248-4242, or through www.MStreet.net. Our website features news, station information, and the complete list of M Street products (including custom database work).

And mostly — thanks for relying on M Street Publications. We'll try to keep earning your trust with valuable products like this 12th Edition Directory, the M Street Journal website and fax, and the daily Inside Radio.

Anytown

WXYZ Country
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 app 6000, 302
 Best USA Radio, LLC
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 1 Radio Lane, Anytown OH 99999
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 PD Jack Wolf CE John Clarke
 www.wxyzfm1063.com
 Youngstown Arbitron 9.9 shr 2000 AQH

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

Call letters as issued by the FCC, and are listed above the frequency in the left margin. If a station has changed call letters since 1997, see the **FORMER CALL LETTERS** section for a cross-reference to the current call letters.

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

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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.

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

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

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

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

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

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

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The **owner** of the station(s).

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

If the station is being **managed** by a company or person other than the owner, the organization or person will be listed here. The organization that manages the stations may or may not own other radio stations.

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

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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**.

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

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

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The **website** listing refers to the station's officially operated website. If the station does not have its own website, the group-owned official website will be listed. Only official websites are listed. The URL prefix "http" is omitted. To visit any website, open your browser and begin with the prefix: "http://".

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

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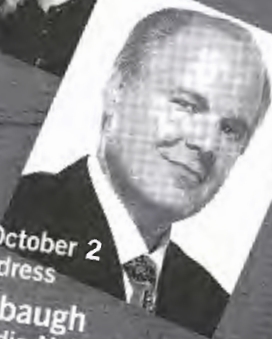
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Moderator
Sean Hannity
The Sean Hannity Show
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October / 1-3 / 2003
Pennsylvania Convention Center
Philadelphia

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The M Street Database Format Codes

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

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

FORMAT CLASSIFICATIONS

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

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



Up to...

Stepping

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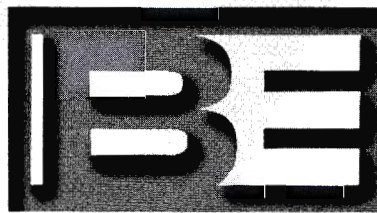
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M Street format data produces the following format information:

June 2003

	PrimaryFormat	Total	Comm	Non-Comm	%AM	%FM	Simulcast	%	Network	%
1	Country	2100	2088	12	30	70	205	10	668	32
2	News/Talk	1812	1224	588	65	35	404	22	1577	87
3	Religion (Teaching, Variety)	850	347	503	42	58	108	13	285	34
4	Oldies	815	807	8	37	63	54	7	310	38
5	Spanish	711	628	83	55	45	140	20	79	11
6	Adult Contemporary	699	692	7	15	85	39	6	212	30
7	Contemporary Christian	581	167	414	12	88	114	20	197	34
8	Top 40	525	491	34	1	99	31	6	5	1
9	Adult Standards	506	497	9	86	14	33	7	343	68
10	Variety	454	36	418	9	91	24	5	46	10
11	Sports	429	429	0	94	6	36	8	409	95
12	Classic Rock	428	425	3	3	97	29	7	84	20
13	Hot AC	407	399	8	2	98	16	4	109	27
14	Soft Adult Contemporary	339	336	3	22	78	20	6	104	31
15	Alternative Rock	314	99	215	2	98	15	5	3	1
16	Rock	287	273	14	0	100	11	4	0	0
17	Black Gospel	267	253	14	82	18	23	9	67	25
18	Southern Gospel	262	207	55	66	34	18	7	71	27
19	Classic Hits	238	237	1	5	95	19	8	13	5
20	R&B	207	189	18	10	90	8	4	0	0
21	Modern Rock	204	169	35	2	98	13	6	5	2
22	Jazz	163	90	73	9	91	8	5	45	28
23	Classical	158	32	126	4	96	53	34	79	50
24	Urban AC	129	128	1	22	78	5	4	43	33
25	Ethnic	114	102	12	75	25	10	9	0	0
26	Gospel	99	64	35	56	44	14	14	0	0
27	R&B Adult/Oldies	66	66	0	45	55	0	0	14	21
28	Pre-Teen	61	60	1	93	7	6	10	60	98
29	Modern AC	51	51	0	0	100	3	6	0	0
30	Easy Listening	27	18	9	19	81	3	11	0	0
31	Format Not Available	1	1	0	100	0	0	0	0	0
		13304	10605	2699			1462		4828	
	Stations off the air	151	(86 AM and 65 FM)		57	43				
	Construction Permits	433	(50 AM and 383 FM)		12	88				
	Total Stations and CPs	13888	(4861 AM and 9027 FM)		69	131				

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M Street format counts for AM & FM stations

June 2003

PrimaryFormat		AM	%	PrimaryFormat		FM	%
1	News/Talk	1170	24.1	1	Country	1468	16.3
2	Country	632	13	2	News/Talk	642	7.1
3	Adult Standards	437	9	3	Adult Contemporary	593	6.6
4	Sports	403	8.3	4	Top 40	518	5.7
5	Spanish	391	8	5	Oldies	514	5.7
6	Religion (Teaching, Variety)	355	7.3	6	Contemporary Christian	513	5.7
7	Oldies	301	6.2	7	Religion (Teaching, Variety)	495	5.5
8	Black Gospel	220	4.5	8	Variety	414	4.6
9	Southern Gospel	173	3.6	9	Classic Rock	414	4.6
10	Adult Contemporary	106	2.2	10	Hot AC	399	4.4
11	Ethnic	85	1.7	11	Spanish	320	3.5
12	Soft Adult Contemporary	74	1.5	12	Alternative Rock	307	3.4
13	Contemporary Christian	68	1.4	13	Rock	287	3.2
14	Pre-Teen	57	1.2	14	Soft Adult Contemporary	265	2.9
15	Gospel	55	1.1	15	Classic Hits	225	2.5
16	Variety	40	0.8	16	Modern Rock	200	2.2
17	R&B Adult/Oldies	30	0.6	17	R&B	187	2.1
18	Urban AC	28	0.6	18	Classical	151	1.7
19	R&B	20	0.4	19	Jazz	149	1.7
20	Classic Rock	14	0.3	20	Urban AC	101	1.1
21	Jazz	14	0.3	21	Southern Gospel	89	1
22	Classic Hits	13	0.3	22	Adult Standards	69	0.8
23	Hot AC	8	0.2	23	Modern AC	51	0.6
24	Top 40	7	0.1	24	Black Gospel	47	0.5
25	Alternative Rock	7	0.1	25	Gospel	44	0.5
26	Classical	7	0.1	26	R&B Adult/Oldies	36	0.4
27	Easy Listening	5	0.1	27	Ethnic	29	0.3
28	Modern Rock	4	0.1	28	Sports	26	0.3
29	Rock	0	0	29	Easy Listening	22	0.2
30	Modern AC	0	0	30	Pre-Teen	4	0
31	Format Not Available	1	0	31	Format Not Available	0	0
	Total Operating Stations	4725	97.1		Total Operating Stations	8579	95.1
	Stations off the air	86	1.8		Stations off the air	65	0.7
	Construction Permits	50	1		Construction Permits	383	4.2
		4861	100			9027	100

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FORMAT STATISTICS

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

June 2003

	PrimaryFormat	1993	1994	1995	1996	1997	1998	1999	2001	2002	2003
1	Country	2612	2642	2613	2525	2491	2368	2306	2190	2131	2088
2	News/Talk	841	1197	1036	1116	1111	1131	1159	1139	1179	1224
3	Oldies	734	714	710	738	755	799	766	786	813	807
4	Adult Contemporary	1563	923	1052	952	902	844	775	709	713	692
5	Spanish	361	401	427	463	474	493	536	574	603	628
6	Adult Standards	421	435	470	499	551	561	595	569	547	497
7	Top 40	441	358	318	333	358	379	401	468	474	491
8	Sports		196	148	156	220	251	256	338	388	429
9	Classic Rock	218	264	306	349	240	282	314	338	384	425
10	Hot AC		242	256	283	260	281	325	369	395	399
11	Religion (Teaching, Variety)	429	426	418	424	404	356	363	356	332	347
12	Soft Adult Contemporary	332	345	347	337	346	368	382	375	340	336
13	Rock	317	309	301	273	262	266	280	282	278	273
14	Black Gospel	111	122	147	166	208	238	257	264	254	253
15	Classic Hits					172	192	222	265	258	237
16	Southern Gospel	191	204	239	248	255	273	269	255	240	207
17	R&B	213	203	184	183	169	171	166	183	193	189
18	Modern Rock		54	141	147	137	145	136	140	147	169
19	Contemporary Christian	139	125	132	142	159	164	167	164	164	167
20	Construction Permits								190	184	149
21	Urban AC	108	86	116	121	134	127	112	118	121	128
22	Ethnic	60	69	67	64	75	77	82	93	101	102
23	Alternative Rock	108	94	80	110	94	96	95	92	96	99
24	Jazz	45	43	80	89	92	88	72	81	83	90
25	R&B Adult/Oldies		39	47	44	46	56	127	107	78	66
26	Gospel	45	49	45	40	37	45	42	40	53	64
27	Pre-Teen	13	19	28	33	40	37	51	55	49	60
28	Modern AC					70	79	74	63	58	51
29	Variety	68	63	62	54	50	43	39	39	41	36
30	Classical	45	44	39	41	44	40	38	34	32	32
31	Easy Listening	116	106	61	57	49	39	34	27	19	18
32	Format Not Available	14	6	19	4	2	3	3	3	5	1
Total Operating Stations		9545	9778	9889	9991	10207	10292	10444	10706	10753	10754
Stations off the air		345	309	308	279	143	102	96	113	110	123

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 2003

	PrimaryFormat	1993	1994	1995	1996	1997	1998	1999	2001	2002	2003
1	News/Talk	190	245	272	410	456	490	536	558	572	588
2	Religion (Teaching, Variety)	337	358	366	363	335	326	340	378	395	503
3	Variety	384	381	380	377	376	393	397	406	425	418
4	Contemporary Christian	75	91	122	161	230	299	362	423	473	414
5	Alternative Rock	274	276	281	276	272	270	266	261	238	215
6	Classical	267	239	230	130	117	112	108	112	120	126
7	Spanish	30	32	36	39	42	58	64	85	84	83
8	Jazz	75	76	79	78	69	67	67	69	69	73
9	Southern Gospel	9	12	12	19	30	40	44	54	48	55
10	Modern Rock	0	0	0	0	0	0	0	9	17	35
11	Gospel	7	10	10	9	23	32	37	39	37	35
12	Top 40	65	57	51	41	43	39	38	36	33	34
13	R&B	35	31	33	29	27	22	20	20	16	18
14	Rock	9	10	10	9	10	10	9	12	14	14
15	Black Gospel	3	2	4	4	10	12	14	15	14	14
16	Country	6	6	9	12	14	14	14	10	11	12
17	Ethnic	9	10	9	8	7	8	10	10	12	12
18	Adult Standards	1	2	3	4	7	8	7	10	12	9
19	Easy Listening	10	9	9	8	8	8	8	8	8	9
20	Oldies	1	2	1	4	5	4	5	5	5	8
21	Hot AC		1	2	2	2	4	4	4	8	8
22	Adult Contemporary	20	18	20	16	15	9	9	9	5	7
23	Classic Rock	2	3	3	2	2	1	1	2	2	3
24	Soft Adult Contemporary	1	1	2	2	3	3	4	4	2	3
25	Classic Hits					1	1	1	2	2	1
26	Urban AC	1	1	1	1	0	0	0	0	1	1
27	Pre-Teen	0	0	0	0	0	0		0	1	1
28	Sports	0	0	0	0	0	0	0	0	0	0
29	R&B Adult/Oldies	0	0	0	0	0	0	0	1	0	0
30	Modern AC					0	0	0	0	0	0
31	Format Not Available	15	4	7	1	2	6	1	0	0	0
Total Operating Stations		1826	1877	1952	2005	2106	2236	2366	2542	2624	2699
	Stations off the air	23	40	34	29	26	11	7	14	22	28

Stations are counted in their primary format only.

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FORMAT STATISTICS

M Street Format Trends from 1993 to 2003

June 2003

		Commercial Stations by primary format										93/03
	Format	1993	1994	1995	1996	1997	1998	1999	2001	2002	2003	+/-
1	Country	2612	2642	2613	2525	2491	2368	2306	2190	2131	2088	-524
2	News/Talk	841	1197	1036	1116	1111	1131	1159	1139	1179	1224	383
3	Oldies	734	714	710	738	755	799	766	786	813	807	73
4	Adult Contemporary	1563	923	1052	952	902	844	775	709	713	692	-871
5	Spanish	361	401	427	463	474	493	536	574	603	628	267
6	Adult Standards	421	435	470	499	551	561	595	569	547	497	76
7	Top 40	441	358	318	333	358	379	401	468	474	491	50
8	Sports		196	148	156	220	251	256	338	388	429	
9	Classic Rock	218	264	306	349	240	282	314	338	384	425	207
10	Hot AC		242	256	283	260	281	325	369	395	399	
11	Religion (Teaching, Variety)	429	426	418	424	404	356	363	356	332	347	-82
12	Soft Adult Contemporary	332	345	347	337	346	368	382	375	340	336	4
13	Rock	317	309	301	273	262	266	280	282	278	273	-44
14	Black Gospel	111	122	147	166	208	238	257	264	254	253	142
15	Classic Hits					172	192	222	265	258	237	
16	Southern Gospel	191	204	239	248	255	273	269	255	240	207	16
17	R&B	213	203	184	183	169	171	166	183	193	189	-24
18	Modern Rock		54	141	147	137	145	136	140	147	169	
19	Contemporary Christian	139	125	132	142	159	164	167	164	164	167	28
20	Urban AC	108	86	116	121	134	127	112	118	121	128	20
21	Ethnic	60	69	67	64	75	77	82	93	101	102	42
22	Alternative Rock	108	94	80	110	94	96	95	92	96	99	-9
23	Jazz	45	43	80	89	92	88	72	81	83	90	45
24	R&B Adult/Oldies		39	47	44	46	56	127	107	78	66	
25	Gospel	45	49	45	40	37	45	42	40	53	64	19
26	Pre-Teen	13	19	28	33	40	37	51	55	49	60	47
27	Modern AC					70	79	74	63	58	51	
28	Variety	68	63	62	54	50	43	39	39	41	36	-32
29	Classical	45	44	39	41	44	40	38	34	32	32	-13
30	Easy Listening	116	106	61	57	49	39	34	27	19	18	-98
	Format Not Available	14	6	19	4	2	3	3	3	5	1	-13
	Stations off the air	345	309	308	279	143	102	96	113	110	123	-222
	Total Stations	9890	10087	10197	10270	10350	10394	10540	10629	10679	10728	-513

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M Street Format Trends from 1993 to 2003

June 2003

		Non-Commercial Stations by primary format										93/03
PrimaryFormat		1993	1994	1995	1996	1997	1998	1999	2001	2002	2003	+/-
1	Country	6	6	9	12	14	14	14	10	11	12	6
2	News/Talk	190	245	272	410	456	490	536	558	572	588	398
3	Oldies	1	2	1	4	5	4	5	5	5	8	7
4	Adult Contemporary	20	18	20	16	15	9	9	9	5	7	-13
5	Spanish	30	32	36	39	42	58	64	85	84	83	53
6	Adult Standards	1	2	3	4	7	8	7	10	12	9	8
7	Top 40	65	57	51	41	43	39	38	36	33	34	-31
8	Sports	0	0	0	0	0	0	0	0	0	0	0
9	Classic Rock	2	3	3	2	2	1	1	2	2	3	1
10	Hot AC		1	2	2	2	4	4	4	8	8	8
11	Religion (Teaching, Variety)	337	358	366	363	335	326	340	378	395	503	166
12	Soft Adult Contemporary	1	1	2	2	3	3	4	4	2	3	2
13	Rock	9	10	10	9	10	10	9	12	14	14	5
14	Black Gospel	3	2	4	4	10	12	14	15	14	14	11
15	Classic Hits					1	1	1	2	2	1	1
16	Southern Gospel	9	12	12	19	30	40	44	54	48	55	46
17	R&B	35	31	33	29	27	22	20	20	16	18	-17
18	Modern Rock	0	0	0	0	0	0	0	9	17	35	35
19	Contemporary Christian	75	91	122	161	230	299	362	423	473	414	339
20	Urban AC	1	1	1	1	0	0	0	0	1	1	0
21	Ethnic	9	10	9	8	7	8	10	10	12	12	3
22	Alternative Rock	274	276	281	276	272	270	266	261	238	215	-59
23	Jazz	75	76	79	78	69	67	67	69	69	73	-2
24	R&B Adult/Oldies	0	0	0	0	0	0	0	1	0	0	0
25	Gospel	7	10	10	9	23	32	37	39	37	35	28
26	Pre-Teen	0	0	0	0	0	0	0	0	1	1	1
27	Modern AC					0	0	0	0	0	0	0
28	Variety	384	381	380	377	376	383	397	406	425	418	34
29	Classical	267	239	230	130	117	112	108	112	120	126	-141
30	Easy Listening	10	9	9	8	8	8	8	8	8	9	-1
	Format Not Available	15	4	7	1	2	6	1	0	0	0	-15
	Stations off the air	23	40	34	29	26	11	7	14	22	28	5
	Total Stations	1849	1917	1986	2034	2132	2247	2373	2556	2646	2727	878

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FORMAT STATISTICS

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

June 2003

	PrimaryFormat	Total	Arbitron	%	%	Non-Arbitron
1	Country	2088	649	31	69	1439
2	News/Talk	1224	597	33	35	627
3	Oldies	807	318	39	60	489
4	Adult Contemporary	692	256	37	62	436
5	Spanish	628	370	52	36	258
6	Adult Standards	497	207	41	57	290
7	Top 40	491	396	75	18	95
8	Sports	429	233	54	46	196
9	Classic Rock	425	247	58	42	178
10	Hot AC	399	171	42	56	228
11	Religion (Teaching, Variety)	347	97	11	29	250
12	Soft Adult Contemporary	336	167	49	50	169
13	Rock	273	222	77	18	51
14	Black Gospel	253	127	48	47	126
15	Classic Hits	237	154	65	35	83
16	Southern Gospel	207	37	14	65	170
17	R&B	189	164	79	12	25
18	Modern Rock	169	146	72	11	23
19	Contemporary Christian	167	69	12	17	98
20	Construction Permits	149	0		34	149
21	Urban AC	128	106	82	17	22
22	Stations off the air	123	6	4	77	117
23	Ethnic	102	21	18	71	81
24	Alternative Rock	99	52	17	15	47
25	Jazz	90	76	47	9	14
26	R&B Adult/Oldies	66	49	74	26	17
27	Gospel	64	16	16	48	48
28	Pre-Teen	60	6	10	89	54
29	Modern AC	51	38	75	25	13
30	Variety	36	4	1	7	32
31	Classical	32	26	16	4	6
32	Easy Listening	18	12	44	22	6
33	Format Not Available	1	0		100	1
	Total Stations	10877	5039	46	54	5838

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

June 2003

Arbitron Markets				Non-Arbitron Markets			
		Total	%			Total	%
1	Country	649	13%	1	Country	1439	25%
2	News/Talk	597	12%	2	News/Talk	627	11%
3	Top 40	396	8%	3	Oldies	489	8%
4	Spanish	370	7%	4	Adult Contemporary	436	7%
5	Oldies	318	6%	5	Adult Standards	290	5%
6	Adult Contemporary	256	5%	6	Spanish	258	4%
7	Classic Rock	247	5%	7	Religion (Teaching, Variety)	250	4%
8	Sports	233	5%	8	Hot AC	228	4%
9	Rock	222	4%	9	Sports	196	3%
10	Adult Standards	207	4%	10	Classic Rock	178	3%
11	Hot AC	171	3%	11	Southern Gospel	170	3%
12	Soft Adult Contemporary	167	3%	12	Soft Adult Contemporary	169	3%
13	R&B	164	3%	13	Construction Permits	149	3%
14	Classic Hits	154	3%	14	Black Gospel	126	2%
15	Modern Rock	146	3%	15	Stations off the air	117	2%
16	Black Gospel	127	3%	16	Contemporary Christian	98	2%
17	Urban AC	106	2%	17	Top 40	95	2%
18	Religion (Teaching, Variety)	97	2%	18	Classic Hits	83	1%
19	Jazz	76	2%	19	Ethnic	81	1%
20	Contemporary Christian	69	1%	20	Pre-Teen	54	1%
21	Alternative Rock	52	1%	21	Rock	51	1%
22	R&B Adult/Oldies	49	1%	22	Gospel	48	1%
23	Modern AC	38	1%	23	Alternative Rock	47	1%
24	Southern Gospel	37	1%	24	Variety	32	1%
25	Classical	26	1%	25	R&B	25	0%
26	Ethnic	21	0%	26	Modern Rock	23	0%
27	Gospel	16	0%	27	Urban AC	22	0%
28	Easy Listening	12	0%	28	R&B Adult/Oldies	17	0%
29	Pre-Teen	8	0%	29	Jazz	14	0%
30	Stations off the air	6	0%	30	Modern AC	13	0%
31	Variety	4	0%	31	Classical	6	0%
32	Construction Permits	0	0%	32	Easy Listening	6	0%
33	Format Not Available	0	0%	33	Format Not Available	1	0%
Total Stations		5039		Total Station		5838	

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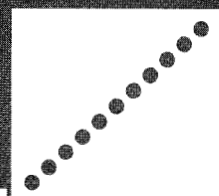
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The M Street Radio Directory contains estimates of average-quarter-hour-audience size and market audience share from surveys taken by the above ratings companies. The figures we show are taken from the latest survey published before our deadlines.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

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

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



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

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