



Investing In

Radio[®]

OWNERSHIP REPORT

2010

Also available on CD ROM and via the Internet through BIA/Kelsey's MEDIA Access Pro™

Alphabetic Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
245	Abilene, TX	231	Charlottesville, VA	175	Ft. Smith, AR
76	Akron, OH	106	Chattanooga, TN	227	Ft. Walton Beach, FL
268	Albany, GA	294	Cheyenne, WY	108	Ft. Wayne, IN
63	Albany-Schenectady-Troy, NY	3	Chicago, IL	81	Gainesville-Ocala, FL
68	Albuquerque, NM	198	Chico, CA	291	Grand Forks, ND-MN
225	Alexandria, LA	28	Cincinnati, OH	266	Grand Island-Kearney, NE
69	Allentown-Bethlehem, PA	201	Clarksville-Hopkinsville, TN-KY	256	Grand Junction, CO
269	Altoona, PA	29	Cleveland, OH	67	Grand Rapids, MI
191	Amarillo, TX	299	Clovis, NM	187	Green Bay, WI
173	Anchorage, AK	93	Colorado Springs, CO	45	Greensboro-Winston Salem-High Point, NC
152	Ann Arbor, MI	248	Columbia, MO	86	Greenville-New Bern-Jacksonville, NC
135	Appleton-Oshkosh, WI	89	Columbia, SC	58	Greenville-Spartanburg, SC
159	Asheville, NC	188	Columbus, GA	166	Hagerstown-Chambersburg-Waynesboro, MD-PA
7	Atlanta, GA	36	Columbus, OH	260	Hamptons-Riverhead, NY
141	Atlantic City-Cape May, NJ	273	Columbus-Starkville-West Point, MS	78	Harrisburg-Lebanon-Carlisle, PA
109	Augusta, GA	172	Concord, NH	272	Harrisonburg, VA
271	Augusta-Waterville, ME	287	Cookeville, TN	50	Hartford-New Britain-Middletown, CT
38	Austin, TX	137	Corpus Christi, TX	213	Hilton Head, SC
75	Bakersfield, CA	5	Dallas-Ft. Worth, TX	64	Honolulu, HI
22	Baltimore, MD	200	Danbury, CT	290	Hot Springs, AR
224	Bangor, ME	61	Dayton, OH	6	Houston-Galveston, TX
79	Baton Rouge, LA	87	Daytona Beach, FL	160	Huntington-Ashland, WV-KY
265	Battle Creek, MI	283	Decatur, IL	107	Huntsville, AL
138	Beaumont-Port Arthur, TX	20	Denver-Boulder, CO	39	Indianapolis, IN
295	Beckley, WV	90	Des Moines, IA	281	Ithaca, NY
205	Bend, OR	11	Detroit, MI	122	Jackson, MS
261	Billings, MT	190	Dothan, AL	292	Jackson, TN
155	Biloxi-Gulfport-Pascagoula, MS	242	Dubuque, IA	46	Jacksonville, FL
183	Binghamton, NY	212	Duluth-Superior, MN-WI	102	Johnson City-Kingsport-Bristol, TN-VA
57	Birmingham, AL	244	Eau Claire, WI	293	Jonesboro, AR
282	Bismarck, ND	74	El Paso, TX	238	Joplin, MO
241	Bloomington, IL	277	Elkins-Buckhannon-Weston, WV	186	Kalamazoo, MI
284	Bluefield, WV	229	Elmira-Corning, NY	262	Kalispell-Flathead Valley, MT
100	Boise, ID	169	Erie, PA	32	Kansas City, MO-KS
10	Boston, MA	146	Eugene-Springfield, OR	151	Killeen-Temple, TX
207	Bowling Green, KY	163	Evansville, IN	71	Knoxville, TN
123	Bridgeport, CT	215	Fargo-Moorhead, ND-MN	228	La Crosse, WI
298	Brunswick, GA	132	Fayetteville, AR	239	Lafayette, IN
235	Bryan-College Station, TX	127	Fayetteville, NC	105	Lafayette, LA
53	Buffalo-Niagara Falls, NY	144	Flagstaff-Prescott, AZ	233	Lake Charles, LA
140	Burlington-Plattsburgh, VT-NY	128	Flint, MI	94	Lakeland-Winter Haven, FL
130	Canton, OH	218	Florence, SC	112	Lancaster, PA
195	Cape Cod, MA	258	Florence-Muscle Shoals, AL	125	Lansing-East Lansing, MI
300	Casper, WY	202	Frederick, MD	206	Laredo, TX
210	Cedar Rapids, IA	153	Fredericksburg, VA	220	Las Cruces, NM
217	Champaign, IL	66	Fresno, CA	33	Las Vegas, NV
83	Charleston, SC	120	Ft. Collins-Greeley, CO	249	LaSalle-Peru, IL
185	Charleston, WV	62	Ft. Myers-Naples-Marco Island, FL	223	Laurel-Hattiesburg, MS
24	Charlotte-Gastonia-Rock Hill, NC-SC	96	Ft. Pierce-Stuart-Vero Beach, FL	286	Lawton, OK

184	Lebanon-Rutland-White River Junction, NH-VT	34	Orlando, FL	133	Shreveport, LA
285	Lewiston-Auburn, ME	118	Oxnard-Ventura, CA	278	Sioux City, IA
103	Lexington-Fayette, KY	129	P alm Springs, CA	179	South Bend, IN
255	Lima, OH	240	Panama City, FL	91	Spokane, WA
171	Lincoln, NE	254	Parkersburg-Marietta, WV-OH	88	Springfield, MA
85	Little Rock, AR	124	Pensacola, FL	136	Springfield, MO
2	Los Angeles, CA	150	Peoria, IL	219	St. Cloud, MN
54	Louisville, KY	8	Philadelphia, PA	21	St. Louis, MO
180	Lubbock, TX	15	Phoenix, AZ	148	Stamford-Norwalk, CT
253	Lufkin-Nacogdoches, TX	247	Pittsburg, KS	250	State College, PA
156	M acon, GA	25	Pittsburgh, PA	82	Stockton, CA
99	Madison, WI	167	Portland, ME	221	Sunbury-Selinsgrove-Lewisburg, PA
193	Manchester, NH	23	Portland, OR	252	Sussex, NJ
275	Mankato-New Ulm-St Peter, MN	117	Portsmouth-Dover-Rochester, NH	84	Syracuse, NY
243	Marion-Carbondale, IL	165	Poughkeepsie, NY	161	T allahassee, FL
296	Mason City, IA	41	Providence-Warwick-Pawtucket, RI	19	Tampa-St. Petersburg-Clearwater, FL
59	McAllen-Brownsville-Harlingen, TX	246	Pueblo, CO	211	Terre Haute, IN
208	Medford-Ashland, OR	14	Puerto Rico	263	Texarkana, TX-AR
97	Melbourne-Titusville-Cocoa, FL	147	Q uad Cities, IA-IL	92	Toledo, OH
49	Memphis, TN	42	R aleigh-Durham, NC	197	Topeka, KS
181	Merced, CA	274	Rapid City, SD	196	Traverse City-Petoskey, MI
297	Meridian, MS	131	Reading, PA	143	Trenton, NJ
12	Miami-Ft. Lauderdale-Hollywood, FL	230	Redding, CA	60	Tucson, AZ
40	Middlesex-Somerset-Union, NJ	121	Reno, NV	65	Tulsa, OK
37	Milwaukee-Racine, WI	192	Richland-Kennewick-Pasco, WA	189	Tupelo, MS
16	Minneapolis-St. Paul, MN	55	Richmond, VA	232	Tuscaloosa, AL
95	Mobile, AL	26	Riverside-San Bernardino, CA	236	Twin Falls (Sun Valley), ID
111	Modesto, CA	113	Roanoke-Lynchburg, VA	145	Tyler-Longview, TX
51	Monmouth-Ocean, NJ	234	Rochester, MN	164	U tica-Rome, NY
259	Monroe, LA	56	Rochester, NY	267	V aldosta, GA
80	Monterey-Salinas-Santa Cruz, CA	149	Rockford, IL	110	Victor Valley, CA
154	Montgomery, AL	203	Rocky Mount-Wilson, NC	101	Visalia-Tulare-Hanford, CA
270	Montpelier-Barre-St Johnsbury, VT	27	S acramento, CA	199	W aco, TX
176	Morgantown-Clarksburg-Fairmont, WV	134	Saginaw-Bay City-Midland, MI	9	Washington, DC
115	Morristown, NJ	194	Salina-Manhattan, KS	251	Waterloo-Cedar Falls, IA
216	Muncie-Marion, IN	142	Salisbury-Ocean City, MD	280	Watertown, NY
237	Muskegon, MI	30	Salt Lake City-Ogden-Provo, UT	168	Wausau-Stevens Point, WI
158	Myrtle Beach, SC	289	San Angelo, TX	174	Wenatchee, WA
44	N ashville, TN	31	San Antonio, TX	47	West Palm Beach-Boca Raton, FL
18	Nassau-Suffolk, NY	17	San Diego, CA	257	Wheeling, WV
178	New Bedford-Fall River, MA	4	San Francisco, CA	264	Wichita Falls, TX
116	New Haven, CT	35	San Jose, CA	98	Wichita, KS
177	New London, CT	170	San Luis Obispo, CA	70	Wilkes Barre-Scranton, PA
52	New Orleans, LA	214	Santa Barbara, CA	276	Williamsport, PA
1	New York, NY	209	Santa Maria-Lompoc, CA	77	Wilmington, DE
139	Newburgh-Middletown, NY	119	Santa Rosa, CA	162	Wilmington, NC
43	Norfolk-Virginia Beach-Newport News, VA	73	Sarasota-Bradenton, FL	222	Winchester, VA
182	O dessa-Midland, TX	157	Savannah, GA	114	Worcester, MA
48	Oklahoma City, OK	13	Seattle-Tacoma, WA	204	Y akima, WA
226	Olean, NY	288	Sebring, FL	104	York, PA
72	Omaha-Council Bluffs, NE-IA	279	Sheboygan, WI	126	Youngstown-Warren, OH

Rank Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
1	New York, NY	50	Hartford-New Britain-Middletown, CT	99	Madison, WI
2	Los Angeles, CA	51	Monmouth-Ocean, NJ	100	Boise, ID
3	Chicago, IL	52	New Orleans, LA	101	Visalia-Tulare-Hanford, CA
4	San Francisco, CA	53	Buffalo-Niagara Falls, NY	102	Johnson City-Kingsport-Bristol, TN-VA
5	Dallas-Ft. Worth, TX	54	Louisville, KY	103	Lexington-Fayette, KY
6	Houston-Galveston, TX	55	Richmond, VA	104	York, PA
7	Atlanta, GA	56	Rochester, NY	105	Lafayette, LA
8	Philadelphia, PA	57	Birmingham, AL	106	Chattanooga, TN
9	Washington, DC	58	Greenville-Spartanburg, SC	107	Huntsville, AL
10	Boston, MA	59	McAllen-Brownsville-Harlingen, TX	108	Ft. Wayne, IN
11	Detroit, MI	60	Tucson, AZ	109	Augusta, GA
12	Miami-Ft. Lauderdale-Hollywood, FL	61	Dayton, OH	110	Victor Valley, CA
13	Seattle-Tacoma, WA	62	Ft. Myers-Naples-Marco Island, FL	111	Modesto, CA
14	Puerto Rico	63	Albany-Schenectady-Troy, NY	112	Lancaster, PA
15	Phoenix, AZ	64	Honolulu, HI	113	Roanoke-Lynchburg, VA
16	Minneapolis-St. Paul, MN	65	Tulsa, OK	114	Worcester, MA
17	San Diego, CA	66	Fresno, CA	115	Morristown, NJ
18	Nassau-Suffolk, NY	67	Grand Rapids, MI	116	New Haven, CT
19	Tampa-St. Petersburg-Clearwater, FL	68	Albuquerque, NM	117	Portsmouth-Dover-Rochester, NH
20	Denver-Boulder, CO	69	Allentown-Bethlehem, PA	118	Oxnard-Ventura, CA
21	St. Louis, MO	70	Wilkes Barre-Scranton, PA	119	Santa Rosa, CA
22	Baltimore, MD	71	Knoxville, TN	120	Ft. Collins-Greeley, CO
23	Portland, OR	72	Omaha-Council Bluffs, NE-IA	121	Reno, NV
24	Charlotte-Gastonia-Rock Hill, NC-SC	73	Sarasota-Bradenton, FL	122	Jackson, MS
25	Pittsburgh, PA	74	El Paso, TX	123	Bridgeport, CT
26	Riverside-San Bernardino, CA	75	Bakersfield, CA	124	Pensacola, FL
27	Sacramento, CA	76	Akron, OH	125	Lansing-East Lansing, MI
28	Cincinnati, OH	77	Wilmington, DE	126	Youngstown-Warren, OH
29	Cleveland, OH	78	Harrisburg-Lebanon-Carlisle, PA	127	Fayetteville, NC
30	Salt Lake City-Ogden-Provo, UT	79	Baton Rouge, LA	128	Flint, MI
31	San Antonio, TX	80	Monterey-Salinas-Santa Cruz, CA	129	Palm Springs, CA
32	Kansas City, MO-KS	81	Gainesville-Ocala, FL	130	Canton, OH
33	Las Vegas, NV	82	Stockton, CA	131	Reading, PA
34	Orlando, FL	83	Charleston, SC	132	Fayetteville, AR
35	San Jose, CA	84	Syracuse, NY	133	Shreveport, LA
36	Columbus, OH	85	Little Rock, AR	134	Saginaw-Bay City-Midland, MI
37	Milwaukee-Racine, WI	86	Greenville-New Bern-Jacksonville, NC	135	Appleton-Oshkosh, WI
38	Austin, TX	87	Daytona Beach, FL	136	Springfield, MO
39	Indianapolis, IN	88	Springfield, MA	137	Corpus Christi, TX
40	Middlesex-Somerset-Union, NJ	89	Columbia, SC	138	Beaumont-Port Arthur, TX
41	Providence-Warwick-Pawtucket, RI	90	Des Moines, IA	139	Newburgh-Middletown, NY
42	Raleigh-Durham, NC	91	Spokane, WA	140	Burlington-Plattsburgh, VT-NY
43	Norfolk-Virginia Beach-Newport News, VA	92	Toledo, OH	141	Atlantic City-Cape May, NJ
44	Nashville, TN	93	Colorado Springs, CO	142	Salisbury-Ocean City, MD
45	Greensboro-Winston Salem-High Point, NC	94	Lakeland-Winter Haven, FL	143	Trenton, NJ
46	Jacksonville, FL	95	Mobile, AL	144	Flagstaff-Prescott, AZ
47	West Palm Beach-Boca Raton, FL	96	Ft. Pierce-Stuart-Vero Beach, FL	145	Tyler-Longview, TX
48	Oklahoma City, OK	97	Melbourne-Titusville-Cocoa, FL	146	Eugene-Springfield, OR
49	Memphis, TN	98	Wichita, KS	147	Quad Cities, IA-IL

148	Stamford-Norwalk, CT	199	Waco, TX	250	State College, PA
149	Rockford, IL	200	Danbury, CT	251	Waterloo-Cedar Falls, IA
150	Peoria, IL	201	Clarksville-Hopkinsville, TN-KY	252	Sussex, NJ
151	Killeen-Temple, TX	202	Frederick, MD	253	Lufkin-Nacogdoches, TX
152	Ann Arbor, MI	203	Rocky Mount-Wilson, NC	254	Parkersburg-Marietta, WV-OH
153	Fredericksburg, VA	204	Yakima, WA	255	Lima, OH
154	Montgomery, AL	205	Bend, OR	256	Grand Junction, CO
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156	Macon, GA	207	Bowling Green, KY	258	Florence-Muscle Shoals, AL
157	Savannah, GA	208	Medford-Ashland, OR	259	Monroe, LA
158	Myrtle Beach, SC	209	Santa Maria-Lompoc, CA	260	Hamptons-Riverhead, NY
159	Asheville, NC	210	Cedar Rapids, IA	261	Billings, MT
160	Huntington-Ashland, WV-KY	211	Terre Haute, IN	262	Kalispell-Flathead Valley, MT
161	Tallahassee, FL	212	Duluth-Superior, MN-WI	263	Texarkana, TX-AR
162	Wilmington, NC	213	Hilton Head, SC	264	Wichita Falls, TX
163	Evansville, IN	214	Santa Barbara, CA	265	Battle Creek, MI
164	Utica-Rome, NY	215	Fargo-Moorhead, ND-MN	266	Grand Island-Kearney, NE
165	Poughkeepsie, NY	216	Muncie-Marion, IN	267	Valdosta, GA
166	Hagerstown-Chambersburg-Waynesboro, MD-PA	217	Champaign, IL	268	Albany, GA
167	Portland, ME	218	Florence, SC	269	Altoona, PA
168	Wausau-Stevens Point, WI	219	St. Cloud, MN	270	Montpelier-Barre-St Johnsbury, VT
169	Erie, PA	220	Las Cruces, NM	271	Augusta-Waterville, ME
170	San Luis Obispo, CA	221	Sunbury-Selinsgrove-Lewisburg, PA	272	Harrisonburg, VA
171	Lincoln, NE	222	Winchester, VA	273	Columbus-Starkville-West Point, MS
172	Concord, NH	223	Laurel-Hattiesburg, MS	274	Rapid City, SD
173	Anchorage, AK	224	Bangor, ME	275	Mankato-New Ulm-St Peter, MN
174	Wenatchee, WA	225	Alexandria, LA	276	Williamsport, PA
175	Ft. Smith, AR	226	Olean, NY	277	Elkins-Buckhannon-Weston, WV
176	Morgantown-Clarksburg-Fairmont, WV	227	Ft. Walton Beach, FL	278	Sioux City, IA
177	New London, CT	228	La Crosse, WI	279	Sheboygan, WI
178	New Bedford-Fall River, MA	229	Elmira-Corning, NY	280	Watertown, NY
179	South Bend, IN	230	Redding, CA	281	Ithaca, NY
180	Lubbock, TX	231	Charlottesville, VA	282	Bismarck, ND
181	Merced, CA	232	Tuscaloosa, AL	283	Decatur, IL
182	Odessa-Midland, TX	233	Lake Charles, LA	284	Bluefield, WV
183	Binghamton, NY	234	Rochester, MN	285	Lewiston-Auburn, ME
184	Lebanon-Rutland-White River Junction, NH-VT	235	Bryan-College Station, TX	286	Lawton, OK
185	Charleston, WV	236	Twin Falls (Sun Valley), ID	287	Cookeville, TN
186	Kalamazoo, MI	237	Muskegon, MI	288	Sebring, FL
187	Green Bay, WI	238	Joplin, MO	289	San Angelo, TX
188	Columbus, GA	239	Lafayette, IN	290	Hot Springs, AR
189	Tupelo, MS	240	Panama City, FL	291	Grand Forks, ND-MN
190	Dothan, AL	241	Bloomington, IL	292	Jackson, TN
191	Amarillo, TX	242	Dubuque, IA	293	Jonesboro, AR
192	Richland-Kennewick-Pasco, WA	243	Marion-Carbondale, IL	294	Cheyenne, WY
193	Manchester, NH	244	Eau Claire, WI	295	Beckley, WV
194	Salina-Manhattan, KS	245	Abilene, TX	296	Mason City, IA
195	Cape Cod, MA	246	Pueblo, CO	297	Meridian, MS
196	Traverse City-Petoskey, MI	247	Pittsburg, KS	298	Brunswick, GA
197	Topeka, KS	248	Columbia, MO	299	Clovis, NM
198	Chico, CA	249	LaSalle-Peru, IL	300	Casper, WY

What's in this book?

Welcome to BIA/Kelsey's *Investing in Radio*® 2010 Ownership Report. Published since 1986, this is the premiere information guide profiling the Arbitron-rated commercial radio stations by owner. The book highlights the 8,769 commercial radio stations that serve an Arbitron-rated market (or are owned by a group owner that owns other stations in rated markets) sorted by their 1,838 owners. All 300 Arbitron-rated metro markets including Puerto Rico are represented herein.

Other Radio Publications

This book has a companion publication, *BIA/Kelsey's Investing in Radio*® 2010 Market Report, from which the *Ownership Report's* information is extracted and reorganized by owner. The *Market Report* is a market-by-market investment guide providing an in-depth analysis of the financial, economic and demographic health of the individual Arbitron-rated metros and comprehensively profiles the competing radio stations in that market.

BIA/Kelsey's Radio Yearbook® is a companion directory of more than 11,900 commercial radio stations, profiling the industry geographically and providing the user with contact information for the individual radio stations, including their key personnel and owners. It also contains a directory of professional services providers and equipment suppliers to the industry.

Data Provided Electronically (CD-ROM, etc.)

All of this data and much, much more is available through BIA/Kelsey's powerful database software, *BIA/Kelsey's MEDIA Access Pro*™ Radio Analyzer. With more than 14,800 radio stations profiled with more than 700 fields of data for each station, this is the most comprehensive, easy-to-use and accurate source of data available on the radio industry.

For more information on the publications, software and custom research services offered by BIA/Kelsey, call a BIA/Kelsey representative at 1-800-331-5086 and/or see the last page of this book for a Price List and Order Form.

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Keys and Codes

General

cp A “cp” following the Power column indicates that the station has a construction permit to change frequency, power, or its antenna height to upgrade its technical facilities. The station is also authorized to operate at the indicated power or height for testing purposes.

HAAT Height Above Average Terrain for the transmitter antenna

PPM Portable People Meters - electronic listening share data collection device.

Codes for Sales Price

- ac** Combo sale in adjacent market
- al** Station sold for assumption of liabilities
- cp** Sale of construction permit for unbuilt station.
- c#** AM/FM combo sale. The combo price is listed with the FM station. The number following the “c” identifies the AM/FM combo involved. The AM and FM station will have the same number following the “c”.
- d#** Duopoly sale of two or more stations in the same service, either two FM’s or two AM’s.
- d** Distress sale
- dn** Donation
- e** Estimated sales price
- g** Group sale. If a combo is involved, a number following the “g” will indicate the combo in that market. The AM and FM station will have the same number following the “g”.
- na** No price available
- nc** No cash consideration
- p** Proposed sale
- st** Transfer of stock or partnership interest
- sw** Station swap
- +** Plus additional considerations, (e.g., assumption of debt)

Ownership Report Overview

1 Ownership Contact Information

Company Name: This is the common name of the owning entity of the stations profiled.

NOTE: This may not be the licensee's name.

Primary Contact: Either through survey responses or from FCC documentation, this is the primary contact provided for this owner. Unless instructed otherwise by the profiled company, BIA lists the President, CEO, Managing Partner, Chairman or other top executive position.

Address: The address of the company's headquarters is profiled.

Phone and Fax: We provide the primary contact's phone and fax numbers.

2 Arbitron Market and Rank

Market: The name of the market(s) in which the profiled company's stations are rated. This market is defined by The Arbitron Company. An asterisk (*) in front of market name indicates it is a PPM Market.

Rank: The ranking of the market by size of 12+ population based on the U.S. census.

3 Technical Attributes

Call Letters: Listed in order of market rank, these are the licensed call letters of the commercial radio stations licensed to the owner or proposed to be sold to this owner (signified by a "p" after the Sales Price).

Frequency: The frequency from which the station broadcasts on the AM or FM dial.

Power: The power in kilowatts at which the station transmits its signal. A "cp" indicated next to the station's power signifies that a construction permit has been filed for approval with the FCC to change the station's technical operations.

HAAT/Night Power: For FMs the height above average terrain of the station's center of radiation (antenna) with respect to its surrounding terrain in feet is featured in this column. For AM stations, the number listed is the power at which the station is licensed to transmit at night.

4 Station Acquisition Information

Year Std: The year the station first went on the air.

Date Acq: The date (yy/mm) the station was acquired by this owner. If this is a pending sale, a "p" will follow the date.

Sales Price: Presented in thousands, this is the estimated price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction (see Keys & Codes). **NOTE:** Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data. We have attempted to include the most recent ownership transfer activity from 1981 to a point just prior to publication. If a sale was proposed but not approved prior to publication, the owner listed is the proposed purchaser. Due to the complexity of the issue, major group purchase prices are not broken out among the stations purchased.

5 Format

The format is the specific type of programming aired by the station. Format information is based on announcements in trade publications and direct contact with the stations through frequent telephone surveys and annual mail surveys. For a list of formats and the abbreviations used by BIA, see Formats for Radio Stations on the following pages.

6 Estimated Station Revenues

In an effort to improve the quality of this publication, we estimate revenues for the leading stations in most markets. BIA's revenue estimates do not include trade/barter, or production revenues. We utilize direct mail surveys, telemarketing, market contacts and computer modeling to generate these estimates. Despite this effort, we must reiterate that these are just estimates. We view these estimates, however, as an important element to the book and encourage station operators and owners to participate in our surveys.

7 Owner's Total Estimated Revenues

This figure is the sum of the Arbitron-rated market stations' revenues estimated by BIA for this owner. Please note that this figure is just an estimate and may not include all the radio stations licensed to this owner. Some of the owner's stations may not be rated in a designated Arbitron-rated market (a "non-Metro" station) and, therefore, will not be profiled here. Also, BIA does not estimate revenues for every station in an Arbitron-rated market for various reasons.

8 ARB 12+ Metro Shares

BIA is licensed by Arbitron, Inc. to provide its Total Day, Average Quarter Hour (AQH) shares for persons 12 years and older. We profile the last four ratings periods to enable the reader to analyze annual trends in a station's performance. You will notice that Arbitron rates some markets 4 times per year and others only 2 times (Fall and Spring).

Information About Investing in Radio® Ownership Report

Formats for Radio Stations

Because some radio stations air multiple formats, abbreviations are often used for formats in the Competitive Overview section. These abbreviations may appear by themselves or combined with other format abbreviations. The abbreviations, their expansions, and the major format categories in which BIA classifies these formats are listed in the following table:

Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
70&80	7&8	70s & 80s	Oldies	Kids	Kds	Children	Miscellaneous
70Hts	7Ht	70s Hits	Oldies	Chrst	Cst	Christian	Religion
70sOd	70s	70s Oldies	Oldies	Xmas	Xms	Christmas	Miscellaneous
80&90	8&9	80s & 90s	Oldies	CCtmp	CCt	Christian Contemporary	Religion
80Hts	8Ht	80s Hits	Oldies	CsMOR	CMR	Classic MOR	Middle of the Road
AAA	AAA	AAA	Rock	ClscI	Clc	Classical	Classical
AC	AC	AC	Adult Contemporary	ClHts	CHt	Classic Hits	Rock
AOR	AOR	AOR	Album Oriented Rock/Classic Rock	ClRck	CRk	Classic Rock	Album Oriented Rock/Classic Rock
AdStd	ASt	Adult Standards	Nostalgia/Big Band	Comdy	Cdy	Comedy	Miscellaneous
AdCHR	ACH	Adult CHR	Contemporary Hit Radio/Top 40	Cntry	Cty	Country	Country
AdHts	AHt	Adult Hits	Adult Contemporary	DARK	DRK	DARK	Dark - Not on air
AdRck	ARk	Adult Rock	Rock	Dance	Dnc	Dance	Contemporary Hit Radio/Top 40
Altve	Alt	Alternative	Rock	DncOl	DnO	Dance Oldies	Oldies
Amerc	Amr	Americana	Country	Divrs	Dvs	Diverse	Miscellaneous
Asian	Asn	Asian	Ethnic	Easy	Esy	Easy	Easy Listening/Beautiful Music
Beach	Bch	Beach	Oldies	Ecltc	Ecl	Eclectic	Miscellaneous
BgBnd	BBd	Big Band	Nostalgia/Big Band	Educa	Edu	Educational	Public/Educational
Black	Blk	Black	Urban	Ethnc	Eth	Ethnic	Ethnic
BkGsp	BGp	Black Gospel	Religion	Famly	Fmy	Family Hits	Miscellaneous
BlGrS	BGs	Blue Grass	Country	Folk	Flk	Folk	Miscellaneous
Bob	Bob	Bob	Adult Contemporary	FuSvc	FSv	Full Service	Middle of the Road
BrtAC	BtA	Bright AC	Adult Contemporary	Gospl	Gsp	Gospel	Religion
BtfMs	Btf	Beautiful Music	Easy Listening/Beautiful Music	Greek	Grk	Greek	Ethnic
BusNw	BNw	Business News	News	Grupr	Grp	Grupera	Spanish
CHR	CHR	CHR	Contemporary Hit Radio/Top 40	Hwain	Hwn	Hawaiian	Ethnic
NOA	NOA	CP- Not On Air	CP - Not On Air	HpHop	HHp	Hip Hop	Urban
Chrly	Chy	Charlie	Adult Contemporary	HotAC	HtA	Hot AC	Adult Contemporary

Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
Hurbn	Hur	Hurban	Spanish	Rncha	Rch	Ranchera	Spanish
Info	Inf	Information	Miscellaneous	Regat	Reg	Reggaeton	Spanish
Inspr	Inp	Inspiration	Religion	RlGMs	RMs	Religious Music	Religion
Intnl	Int	International	Ethnic	Relgn	Rlg	Religion	Religion
Jack	Jck	Jack	Adult Contemporary	RhyBl	R&B	Rhythm & Blues	Urban
Japns	Jap	Japanese	Ethnic	Rhymc	Rym	Rhythmic	Contemporary Hit Radio/Top 40
Jazz	Jaz	Jazz	Jazz/New Age	Rock	Rck	Rock	Rock
Korea	Krn	Korean	Ethnic	Rk&RI	R&R	Rock & Roll	Rock
Latno	Lto	Latino	Spanish	RckAC	RAC	Rock AC	Rock
Lt AC	LtA	Lite AC	Adult Contemporary	Rmntc	Rmn	Romantic	Spanish
LtRck	LRk	Lite Rock	Adult Contemporary	Sam	Sam	Sam	Adult Contemporary
MOR	MOR	MOR	Middle of the Road	SmJaz	SJz	Smooth Jazz	Jazz/New Age
Mexcn	Mex	Mexican	Spanish	SftAC	SAC	Soft AC	Adult Contemporary
MixAC	Mix	Mix AC	Adult Contemporary	SfHts	SHT	Soft Hits	Adult Contemporary
ModAC	MdA	Modern AC	Adult Contemporary	SftRk	SRk	Soft Rock	Adult Contemporary
MdRck	MRk	Modern Rock	Rock	SGspl	SGp	Southern Gospel	Religion
Motvl	Mvl	Motivational	Talk	Span	Spn	Spanish	Spanish
NAC	NAC	NAC	Jazz/New Age	SpnAC	SpA	Spanish AC	Spanish
NPR	NPR	NPR	Public/Educational	Sprts	Spt	Sports	Sports
NwAge	NAg	New Age	Jazz/New Age	Talk	Tlk	Talk	Talk
NwRck	NRk	New Rock	Rock	Tejno	Tej	Tejano	Spanish
News	Nws	News	News	Top40	T40	Top 40	Contemporary Hit Radio/Top 40
Nrtno	Nrt	Norteno	Spanish	Trpcl	Trp	Tropical	Spanish
Nstlg	Nst	Nostalgia	Nostalgia/Big Band	Urban	Urb	Urban	Urban
Oldes	Old	Oldies	Oldies	UrbAC	UAC	Urban AC	Urban
Polsh	Pol	Polish	Ethnic	UrCHR	UCH	Urban CHR	Urban
Polka	Pka	Polka	Miscellaneous	UrCtp	UrC	Urban Contemporary	Urban
Pop	Pop	Pop	Contemporary Hit Radio/Top 40	Varty	Var	Variety	Miscellaneous
Portg	Ptg	Portuguese	Ethnic	VarHt	VHT	Variety Hits	Miscellaneous
Prgvs	Pgv	Progressive	Rock				
Public	Pub	Public	Public/Educational				
PubSv	PbS	Public Service	News				
R&BOd	R&B	R&B Oldies	Urban				