

Radio Market Report

Survey Schedule

Fall 2008 September 18 - December 10
Winter 2009 January 08 - April 01
Spring 2009 April 02 - June 24
Summer 2009 June 25 - September 16
Fall 2009 September 17 - December 09



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Media Rating
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Further information about the MRC's accreditation and auditing procedures can be obtained from the Executive Director, Media Rating Council, Inc., 420 Lexington Avenue, Suite 343, New York, New York 10170.

Preface

This report is designed to provide radio audience estimates representing radio listening during an average week for this market for this survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the "Target Listener Trends" pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

This report is intended to furnish radio station, advertiser and agency clients of Arbitron with an aid in evaluating radio audience size and composition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained in the "Listener Estimates" section of this report. A more detailed description of Arbitron methodology can be found in a separate publication titled *Arbitron Radio Description of Methodology* (available at www.arbitron.com) and other associated relevant documents, available to all Arbitron Radio Report subscribers.

Warning

All Arbitron audience estimates and Arbitron maps are proprietary and confidential.

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Please note: Users of this report should become familiar with the sections of this report titled "Description of Methodology" and "Limitations." Instructions for estimating reliability and effective sample bases for this report can be found on Pages ME-1 and ME-2.

The estimates and data contained in this printed report have been obtained from Arbitron's electronic Radio Market Report ("Arbitron eBook") and are for the exclusive use of Arbitron subscribers pursuant to a written license agreement. See the Arbitron eBook for further information on limitations and restrictions on use.

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Ethnic Composition

Persons 12+						
Monday-Sunday 6AM-MID						
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
WAML-AM						
Total	2	100	0.1	17	100	1.0
Black	1	41	0.2	14	81	3.3
WBBN-FM						
Total	28	100	1.7	426	100	26.2
Black	1	4	0.2	12	3	2.9
WFMM-FM						
Total	4	100	0.2	99	100	6.1
Black		3		5	5	1.2
WGDQ-FM						
Total	1	100	0.1	35	100	2.2
Black	1	50	0.2	13	37	3.1
WHER-FM						
Total	6	100	0.4	139	100	8.6
Black		4		12	9	2.9
WJKX-FM						
Total	12	100	0.7	203	100	12.5
Black	11	95	2.6	186	92	44.3
WJMG-FM						
Total	6	100	0.4	145	100	8.9
Black	5	89	1.2	128	88	30.5
WKZW-FM						
Total	9	100	0.6	212	100	13.1
Black		4		5	2	1.2
WMXI-FM						
Total	10	100	0.6	126	100	7.8
Black		3		6	5	1.4
WNSL-FM						
Total	15	100	0.9	314	100	19.3
Black	2	11	0.5	39	12	9.3

Persons 12+						
Monday-Sunday 6AM-MID						
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
*WORV-AM						
Total	5	100	0.3	29	100	1.8
Black	5	98	1.2	27	93	6.4
WUSW-FM						
Total	5	100	0.3	153	100	9.4
Black	1	10	0.2	6	4	1.4
WXRR-FM						
Total	10	100	0.6	242	100	14.9
Black		2		4	2	1.0
WZLD-FM						
Total	21	100	1.3	278	100	17.1
Black	18	87	4.3	229	82	54.5
WHLH-FM						
Total	1	100	0.1	19	100	1.2
Black	1	97	0.2	18	92	4.3
WJMI-FM						
Total	1	100	0.1	30	100	1.8
Black	1	99	0.2	30	100	7.1
WKXI-FM						
Total	2	100	0.1	36	100	2.2
Black	2	94	0.5	32	88	7.6
WXHB-FM						
Total	3	100	0.2	69	100	4.3
Black		2		2	2	0.5
WZKX-FM						
Total	6	100	0.4	149	100	9.2
Black				1		0.2
TOTALS						
Total	191	100	11.8	1453	100	89.5
Black	58	30	13.8	380	26	90.5

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters – see "Special Notices."

& Both of the previous footnotes apply.

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