



RECHARGEABLE BATTERY RECYCLING CORPORATION

Final Radio PSA Monitoring Report

February 19, 2004

Distribution Date: December 1, 2003

Audio Distribution: Postage Reply Card Monitoring, Audio Pattern Recognition Technology, Syndicated Network. Network distribution to CBS Radio News, CNN Radio News, CNBC Radio, NBC News Radio; and on the Internet via Newstream.com for a combined reach of more than 9,500 stations.

Summary of Results

Station Hits: 505

Total Audience: 20,467,907

CONFIRMED AIRINGS

<u>RANK</u>	<u>STATION</u>	<u>FORMAT</u>	<u>DMA MARKET</u>	<u>DATE</u>	<u>AUDIENCE+</u>
1	WBAB-FM	RCK	New York, NY	12/7/2003	235,500
1	WICC-AM	ADC	New York, NY	12/1/2003	90,000
1	WGCH-AM	TLK	New York, NY	12/1/2003	48,000
2	KZLA-FM	CTY	Los Angeles, CA	1/5/04-1/11/04	5,900
2	KRLA-AM	TLK	Los Angeles, CA	12/1/2003	210,100
2	KMPC-AM	SPT	Los Angeles, CA	12/1/2003	80,000
2	KVTA-AM	TLK	Los Angeles, CA	12/1/2003	19,700
3	WJOL-AM	TLK	Chicago, IL	12/1/2003	17,400
3	WJG-AM	TLK	Chicago, IL	12/1/2003	500,000
3	WSPL-AM	TLK	Chicago, IL	12/1/2003	5,100
4	WHWH-AM	BIZ	Philadelphia, PA	12/1/2003	600,000
4	WWDB-AM	BIZ	Philadelphia, PA	12/1/2003	700,000
5	KPMO-AM	TLK	San Francisco, CA	12/1/2003	60,000
5	KDIA-AM	REL	San Francisco, CA	12/1/2003	50,000
6	WAAF-FM	RCK	Boston, MA	11/23/03-TFN	264,800
6	WBNW-AM	BIZ	Boston, MA	12/1/2003	10,000
6	WESO-AM	CTY	Boston, MA	12/1/2003	30,000
6	WDIS-AM	TLK	Boston, MA	12/1/2003	N/A
6	WGAW-AM	TLK	Boston, MA	12/1/2003	N/A
6	WKBK-AM	TLK	Boston, MA	12/1/2003	15,000
6	WMSX-AM	TLK	Boston, MA	12/1/2003	N/A

6	WORC-AM	NTK	Boston, MA	12/1/2003	5,500
6	WNSH-AM	TLK	Boston, MA	12/1/2003	200,000
6	WSRO-AM	TLK	Boston, MA	12/1/2003	N/A
6	WKVT-AM	TLK	Boston, MA	12/1/2003	N/A
6	WTSN-FM	NTK	Boston, MA	12/1/2003	19,400
6	WBNW-FM	BIZ	Boston, MA	12/1/2003	50,000
6	WCAP-AM	TLK	Boston, MA	12/1/2003	5,000
6	WPLM-FM	BIZ	Boston, MA	12/1/2003	173,900
6	WSMN-AM	NTK	Boston, MA	12/1/2003	N/A
6	WTPL-FM	NTK	Boston, MA	12/1/2003	2,900
6	WTSN-AM	NTK	Boston, MA	12/1/2003	19,400
7	KPYK-AM	STD	Dallas-Ft. Worth, TX	12/1/2003	N/A
8	WITH-FM	CHR	Dallas-Ft. Worth, TX	12/7/2003	545,800
8	WWDC-FM	RCK	Washington, DC	12/7/2003	460,500
8	WCBC-AM	NTK	Washington, DC	12/1/2003	30,000
8	WFTR-AM	TLK	Washington, DC	12/1/2003	N/A
8	WMET-AM	BIZ	Washington, DC	12/1/2003	N/A
9	WKHX-FM	CTY	Atlanta, GA	11/24/03-11/29/03	436,600
9	WKHX-FM	CTY	Atlanta, GA	12/7/03-12/12/03	436,600
9	WLBB-AM	CTY	Atlanta, GA	12/1/2003	N/A
11	KSEV-AM	TLK	Houston, TX	12/1/2003	122,700
11	KWBC-AM	VTY	Houston, TX	12/1/2003	2,000
11	KIKK-AM	BIZ	Houston, TX	12/1/2003	50,000
12	KZOK-FM	RCK	Seattle-Tacoma, WA	11/29/2003	250,600
12	KITZ-AM	TLK	Seattle-Tacoma, WA	12/1/2003	53,000
12	KKOL-AM	TLK	Seattle-Tacoma, WA	12/1/2003	12,000
12	KLKI-AM	STD	Seattle-Tacoma, WA	12/1/2003	60,000
12	KBKW-AM	OLD	Seattle-Tacoma, WA	12/1/2003	N/A

12	KELA-AM	TLK	Seattle-Tacoma, WA	12/1/2003	17,000
12	KIRO-AM	NTK	Seattle-Tacoma, WA	12/1/2003	495,500
12	KLAY-AM	TLK	Seattle-Tacoma, WA	12/1/2003	60,000
12	KNWX-AM	NWS	Seattle-Tacoma, WA	12/1/2003	35,000
12	KPQ-AM	NTK	Seattle-Tacoma, WA	12/1/2003	9,100
13	WENG-AM	TLK	Tampa-St. Petersburg-Sarasota, FL	12/1/2003	N/A
13	WIPC-AM	TLK	Tampa-St. Petersburg-Sarasota, FL	12/1/2003	N/A
13	WLKF-AM	NTK	Tampa-St. Petersburg-Sarasota, FL	12/1/2003	11,500
13	WZHR-AM	TLK	Tampa-St. Petersburg-Sarasota, FL	12/1/2003	20,000
13	WLWU-AM	BIZ	Tampa-St. Petersburg-Sarasota, FL	12/1/2003	14,200
13	WTMY-AM	BIZ	Tampa-St. Petersburg-Sarasota, FL	12/1/2003	15,000
14	KLIZ-AM	TLK	Minneapolis-St. Paul, MN	12/1/2003	36,000
14	KOWZ-AM	TLK	Minneapolis-St. Paul, MN	12/1/2003	8,200
14	KLTF-AM	TLK	Minneapolis-St. Paul, MN	12/1/2003	N/A
14	WWWI-AM	TLK	Minneapolis-St. Paul, MN	12/1/2003	3500
14	KCUE-AM	NTK	Minneapolis-St. Paul, MN	12/1/2003	N/A
14	WCCO-AM	BIZ	Minneapolis-St. Paul, MN	12/1/2003	600,000
15	KNTR-AM	TLK	Phoenix, AZ	12/1/2003	20,000
15	KXAM-AM	TLK	Phoenix, AZ	12/1/2003	N/A
15	KATO-AM	TLK	Phoenix, AZ	12/1/2003	250,000
15	KFNN-AM	BIZ	Phoenix, AZ	12/1/2003	49,200
15	KVSL-AM	TLK	Phoenix, AZ	12/1/2003	5,000
15	KYCA-AM	TLK	Phoenix, AZ	12/1/2003	12,200
16	WELW-AM	OLD	Cleveland, OH	12/1/2003	15,400
16	WERE-AM	NTK	Cleveland, OH	12/1/2003	35,700
16	WWOW-AM	OLD	Cleveland, OH	12/1/2003	15,000
17	WFFG-AM	TLK	Miami-Ft. Lauderdale, FL	12/1/2003	14,000
17	WFTL-AM	BIZ	Miami-Ft. Lauderdale, FL	12/1/2003	N/A

18	KDMN-AM	TLK	Denver, CO	12/1/2003	15,000
18	KLMO-AM	TLK	Denver, CO	12/1/2003	15,000
18	KSKE-AM	TLK	Denver, CO	12/1/2003	15,000
18	KIMN-AM	HAC	Denver, CO	12/1/2003	N/A
18	KCFC-AM	NTK	Denver, CO	12/1/2003	N/A
19	KAHI-AM	OLD	Sacramento, CA	12/1/2003	125,000
19	KTKZ-AM	TLK	Sacramento, CA	12/1/2003	26,800
19	KTHO-AM	TLK	Sacramento, CA	12/1/2003	N/A
20	WPGS-AM	TLK	Orlando-Daytona Beach, FL	12/1/2003	N/A
20	WIXL-AM	BIZ	Orlando-Daytona Beach, FL	12/1/2003	N/A
20	WMEL-AM	TLK	Orlando-Daytona Beach, FL	12/1/2003	22,100
20	WOCA-AM	TLK	Orlando-Daytona Beach, FL	12/1/2003	6,500
20	WORL-AM	BIZ	Orlando-Daytona Beach, FL	12/1/2003	15,000
20	WLBE-AM	TLK	Orlando-Daytona Beach, FL	12/1/2003	N/A
21	KJFF-AM	NTK	St. Louis, MO	12/1/2003	N/A
21	KLPW-AM	NTK	St. Louis, MO	12/1/2003	240,000
21	KTRS-AM	TLK	St. Louis, MO	12/1/2003	216,900
21	KTUI-AM	NTK	St. Louis, MO	12/1/2003	N/A
21	WBGZ-AM	DNC	St. Louis, MO	12/1/2003	N/A
21	WCBW-AM	CCN	St. Louis, MO	12/1/2003	10,000
21	WGNU-AM	TLK	St. Louis, MO	12/1/2003	19,100
21	KTUI-AM	NTK	St. Louis, MO	12/1/2003	N/A
22	WPTT-AM	TLK	Pittsburgh, PA	12/1/2003	64,700
23	WBIS-AM	BIZ	Baltimore, MD	12/1/2003	80,000
23	WCBM-AM	TLK	Baltimore, MD	12/1/2003	110,400
24	KBKR-AM	TLK	Portland, OR	12/1/2003	N/A
24	KBNP-AM	BIZ	Portland, OR	12/1/2003	N/A
24	KGAL-AM	NTK	Portland, OR	12/1/2003	N/A

24	KLBM-AM	TLK	Portland, OR	12/1/2003	N/A
24	KOTK-AM	HTK	Portland, OR	12/1/2003	66,700
24	KKAD-AM	TLK	Portland, OR	12/1/2003	N/A
24	KYKN-AM	NTK	Portland, OR	12/1/2003	25,000
24	KBN-AM	NTK	Portland, OR	12/1/2003	N/A
24	KMBD-AM	TLK	Portland, OR	12/1/2003	N/A
25	WHBU-AM	TLK	Indianapolis, IN	12/1/2003	N/A
25	WXFN-AM	SPT	Indianapolis, IN	12/1/2003	N/A
26	KFMB-AM	NTK	San Diego, CA	12/1/2003	214,100
26	KCEO AM	BIZ	San Diego, CA	12/1/2003	N/A
26	KSDO-AM	TLK	San Diego, CA	12/1/2003	53,300
27	WNTY-AM	VTY	Hartford, CT	12/1/2003	10,000
28	WSPC-AM	TLK	Charlotte, NC	12/1/2003	N/A
28	WXIT-AM	TLK	Charlotte, NC	12/1/2003	N/A
28	WHKY-AM	TLK	Charlotte, NC	12/1/2003	N/A
28	WSTP-AM	NTK	Charlotte, NC	12/1/2003	N/A
28	WXIT-AM	TLK	Charlotte, NC	12/1/2003	N/A
29	WQNX-AM	TLK	Raleigh-Durham, NC	12/1/2003	N/A
30	WANT-FM	CWT	Nashville, TN	12/1/2003	10,900
30	WHOP-FM	CTY	Nashville, TN	12/1/2003	19,100
30	WJZM-AM	TLK	Nashville, TN	12/1/2003	8,000
30	WLIJ-AM	CWT	Nashville, TN	12/1/2003	25,000
30	WPTN-AM	OLD	Nashville, TN	12/1/2003	3,500
30	WQKR-AM	TLK	Nashville, TN	12/1/2003	N/A
30	WZNG-AM	TLK	Nashville, TN	12/1/2003	619,466
30	WHOP-AM	TLK	Nashville, TN	12/1/2003	400
30	WGNS-AM	NTK	Nashville, TN	12/1/2003	N/A
31	KCXL-AM	TLK	Kansas City, MO	12/1/2003	N/A

31	KMRN-AM	BIZ	Kansas City, MO	12/1/2003	450,000
34	WCOL-FM	CTY	Columbus, OH	11/30/2003	212,000
34	WNCI-FM	CHR	Columbus, OH	11/30/2003	323,100
34	WBCO-AM	TLK	Columbus, OH	12/1/2003	7,000
34	WHTH-AM	TLK	Columbus, OH	12/1/2003	N/A
35	WSPA-FM	ADC	Greenville-Spartanburg, SC	12/1/2003	92,800
35	WSPA-AM	NTK	Greenville-Spartanburg, SC	12/1/2003	9,000
35	WAIM-AM	TLK	Greenville-Spartanburg, SC	12/1/2003	N/A
35	WCSZ-AM	SPT	Greenville-Spartanburg, SC	12/1/2003	N/A
35	WORD-AM	TLK	Greenville-Spartanburg, SC	12/1/2003	31,500
35	WYRD-AM	TLK	Greenville-Spartanburg, SC	12/1/2003	34,300
35	WLMA-AM	TLK	Greenville-Spartanburg, SC	12/1/2003	N/A
36	KLO-AM	TLK	Salt Lake City, UT	12/1/2003	27,000
36	KSUB-AM	TLK	Salt Lake City, UT	12/1/2003	5,616
36	KTKK-AM	TLK	Salt Lake City, UT	12/1/2003	24,000
37	KGNB-AM	NTK	San Antonio, TX	12/1/2003	15,900
38	WGV5-FM	VTY	Grand Rapids, MI	12/1/2003	N/A
38	WKLZ-AM	TLK	Grand Rapids, MI	12/1/2003	N/A
38	WKMI-AM	TLK	Grand Rapids, MI	12/1/2003	17,500
38	WTKG-AM	TLK	Grand Rapids, MI	12/1/2003	18,500
38	WGV5-AM	TLK	Grand Rapids, MI	12/1/2003	N/A
38	WMFN-AM	TLK	Grand Rapids, MI	12/1/2003	14,000
39	WAXE-AM	NTK	West Palm Beach, FL	12/1/2003	7,000
39	WBZT-AM	TLK	West Palm Beach, FL	12/1/2003	18,500
39	WJNA-AM	STD	West Palm Beach, FL	12/1/2003	69,600
39	WJNX-AM	NTK	West Palm Beach, FL	12/1/2003	13,300
39	WPBR-AM	TLK	West Palm Beach, FL	12/1/2003	10,000
39	WDJA-AM	BIZ	West Palm Beach, FL	12/1/2003	N/A

39	WPSL-AM	TLK	West Palm Beach, FL	12/1/2003	8,500
39	WSTU-AM	BIZ	West Palm Beach, FL	12/1/2003	6,000
40	WAPI-AM	TLK	Birmingham, AL	12/1/2003	53,200
40	WDNG-AM	NTK	Birmingham, AL	12/1/2003	11,000
40	WNSI-AM	TLK	Birmingham, AL	12/1/2003	45,000
41	WGAI-AM	TLK	Norfolk, VA	12/1/2003	4,600
42	WASO-AM	TLK	New Orleans, LA	12/1/2003	N/A
42	WSLA-AM	SPT	New Orleans, LA	12/1/2003	8,800
42	WTIX-FM	OLD	New Orleans, LA	12/1/2003	42,000
42	WTIX-AM	TLK	New Orleans, LA	12/1/2003	22,000
42	WGSO-AM	NWS	New Orleans, LA	12/1/2003	28,300
43	WEGR-FM	RCK	Memphis, TN	12/1/03-12/22/03	109,100
43	KCRV-AM	CWO	Memphis, TN	12/1/2003	7,200
43	WTCK-AM	SPT	Memphis, TN	12/1/2003	9,400
44	WFRM-FM	ADC	Buffalo, NY	12/1/2003	N/A
44	WFRM-AM	CTY	Buffalo, NY	12/1/2003	N/A
44	WWKB-AM	BIZ	Buffalo, NY	12/1/2003	48,200
45	KRXO-FM	RCK	Oklahoma City, OK	11/27/2003	118,200
45	WKY-AM	TLK	Oklahoma City, OK	12/1/2003	49,900
45	KGWA-AM	NTK	Oklahoma City, OK	12/1/2003	N/A
46	WLOE-AM	TLK	Greensboro-High Point, NC	12/1/2003	N/A
46	WMYN-AM	TLK	Greensboro-High Point, NC	12/1/2003	N/A
46	WLXN-AM	TLK	Greensboro-High Point, NC	12/1/2003	N/A
47	WHP-AM	TLK	Harrisburg-Lancaster-Lebanon-York, PA	12/1/03-12/31/03	79,000
47	WRW-FM	OLD	Harrisburg-Lancaster-Lebanon-York, PA	12/1/03-12/31/03	110,300
47	WRBT-FM	CTY	Harrisburg-Lancaster-Lebanon-York, PA	12/1/03-12/31/03	84,900
47	WHKF-FM	CHR	Harrisburg-Lancaster-Lebanon-York, PA	12/1/03-12/31/03	79,700
47	WTKT-AM	SPT	Harrisburg-Lancaster-Lebanon-York, PA	12/1/03-12/31/03	11,700

47	WHVR-AM	SAC	Harrisburg-Lancaster-Lebanon-York, PA	12/1/2003	10,600
48	WHJJ-AM	TLK	Providence, RI	12/1/2003	108,800
48	WICE-FM	OLD	Providence, RI	12/1/2003	N/A
48	WNRI-AM	TLK	Providence, RI	12/1/2003	192,000
48	WPEP-AM	TLK	Providence, RI	12/1/2003	N/A
48	WDDZ-AM	TLK	Providence, RI	12/1/2003	2,400,000
48	WSAR-AM	TLK	Providence, RI	12/1/2003	13,100
49	KBQI-FM	CTY	Albuquerque-Santa Fe, NM	11/27/03-11/28/03	81,600
49	KBQI-FM	CTY	Albuquerque-Santa Fe, NM	12/3/2003	81,600
49	KBQI-FM	CTY	Albuquerque-Santa Fe, NM	12/10/2003	81,600
49	KSVA-AM	CCN	Albuquerque-Santa Fe, NM	12/1/2003	N/A
49	KSVP-AM	TLK	Albuquerque-Santa Fe, NM	12/1/2003	N/A
49	KINN-AM	TLK	Albuquerque-Santa Fe, NM	12/1/2003	3,400
49	KRSN-AM	TLK	Albuquerque-Santa Fe, NM	12/1/2003	2,500
49	KTRC-AM	STD	Albuquerque-Santa Fe, NM	12/1/2003	5,400
50	WXXA-AM	SPT	Louisville, KY	12/1/2003	31,300
50	WULF-FM	TLK	Louisville, KY	12/1/2003	13,200
50	WKJK-AM	TLK	Louisville, KY	12/1/2003	N/A
51	KNUU-AM	NTK	Las Vegas, NV	12/1/2003	31,900
51	KRLV-AM	TLK	Las Vegas, NV	12/1/2003	12,900
51	KLAV-AM	VTY	Las Vegas, NV	12/1/2003	15,000
52	WFOY-AM	TLK	Jacksonville, FL	12/1/2003	125,000
52	WGIG-AM	NTK	Jacksonville, FL	12/1/2003	9,000
52	WJGR-AM	TLK	Jacksonville, FL	12/1/2003	N/A
52	WVOJ-AM	TLK	Jacksonville, FL	12/1/2003	N/A
53	WILK-AM	NTK	Wilkes-Barre, Scranton, PA	12/1/2003	47,200
53	WMLP-AM	SGS	Wilkes-Barre, Scranton, PA	12/1/2003	2,500
55	WKRD-FM	MOD	Albany, NY	12/1/03-12/21/03	22,800

55	WXBH-AM	TLK	Albany, NY	12/1/2003	N/A
56	KURB-FM	HAC	Little Rock, AR	11/24/03-11/25/03	80,600
56	KURB-FM	HAC	Little Rock, AR	11/30/2003	80,600
56	KURB-FM	HAC	Little Rock, AR	12/8/03-12/9/03	80,600
56	KURB-FM	HAC	Little Rock, AR	12/14/03-12/19/03	80,600
56	KARN-AM	NTK	Little Rock, AR	12/1/2003	54,200
56	KARN-FM	NTK	Little Rock, AR	12/1/2003	22,400
56	KBJT-AM	TLK	Little Rock, AR	12/1/2003	N/A
56	KGFL-AM	TLK	Little Rock, AR	12/1/2003	N/A
56	KOTN-AM	TLK	Little Rock, AR	12/1/2003	N/A
56	KWCK-AM	TLK	Little Rock, AR	12/1/2003	N/A
56	KZNG-AM	TLK	Little Rock, AR	12/1/2003	N/A
57	KTIP-AM	TLK	Fresno, CA	12/1/2003	11,100
58	WKLV-AM	SPT	Richmond, VA	12/1/2003	100,000
58	WHAN-AM	BIZ	Richmond, VA	12/1/2003	N/A
59	WKBV-AM	TLK	Dayton, OH	12/1/2003	4,100
59	WBLL-AM	TLK	Dayton, OH	12/1/2003	15,000
59	WCSM-AM	TLK	Dayton, OH	12/1/2003	N/A
60	KOKL-AM	OLD	Tulsa, OK	12/1/2003	N/A
61	WMEN-AM	TLK	Knoxville, TN	12/1/2003	8,700
61	WRWB-AM	TLK	Knoxville, TN	12/1/2003	N/A
62	WEBY-AM	TLK	Mobile-Pensacola, FL	12/1/2003	8,100
62	WABB-AM	NTK	Mobile-Pensacola, AL	12/1/2003	13,000
63	WIOI-AM	STD	Charleston-Huntington, WV	12/1/2003	N/A
63	WQBE-AM	CTY	Charleston-Huntington, WV	12/1/2003	71,400
63	WDKD-AM	TLK	Charleston-Huntington, WV	12/1/2003	N/A
63	WKYH-AM	TLK	Charleston-Huntington, WV	12/1/2003	N/A
63	WRVC-AM	NTK	Charleston-Huntington, WV	12/1/2003	9,900

63	WSIP-AM	TLK	Charleston-Huntington, WV	12/1/2003	500,000
63	WVOW-AM	ADC	Charleston-Huntington, WV	12/1/2003	N/A
64	WFDF-AM	TLK	Flint-Saginaw-Bay City, MI	12/1/2003	8,800
65	WVLK-AM	ADC	Lexington, KY	12/1/2003	41,200
65	WHIR-AM	TLK	Lexington, KY	12/1/2003	N/A
65	WVLK-FM	CTY	Lexington, KY	12/1/2003	80,700
66	WCBX-AM	TLK	Roanoke, VA	12/1/2003	N/A
66	WLVA-AM	STD	Roanoke, VA	12/1/2003	N/A
67	KSCB-AM	TLK	Wichita-Hutchinson, KS	12/1/2003	N/A
67	KFLA-AM	REL	Wichita-Hutchinson, KS	12/1/2003	N/A
67	KFRM-AM	FRM	Wichita-Hutchinson, KS	12/1/2003	N/A
67	KIUL-AM	TLK	Wichita-Hutchinson, KS	12/1/2003	N/A
67	KSAL-AM	NTK	Wichita-Hutchinson, KS	12/1/2003	N/A
68	WAPL-FM	NTK	Green Bay, WI	11/24/03-11/29/03	39,600
68	WAPL-FM	RCK	Green Bay, WI	12/1/03-12/2/03	39,600
68	WHBY-AM	NTK	Green Bay, WI	12/1/2003	35,000
68	WRPN-AM	TLK	Green Bay, WI	12/1/2003	N/A
68	KFIZ-FM	HAC	Green Bay, WI	12/1/2003	15,400
68	KFIZ-AM	NTK	Green Bay, WI	12/1/2003	N/A
69	WABJ-AM	TLK	Toledo, OH	12/1/2003	N/A
70	WGUF-FM	CLX	Ft. Myers-Naples FL	12/1/2003	13,100
70	WINK-AM	NTK	Ft. Myers-Naples FL	12/1/2003	10,500
70	WNOG-AM	NTK	Ft. Myers-Naples FL	12/1/2003	42,600
70	WCCF-AM	TLK	Ft. Myers-Naples FL	12/1/2003	25,000
70	WCNZ-AM	NWS	Ft. Myers-Naples FL	12/1/2003	12,500
71	KMXZ-FM	ADC	Tucson, AZ	11/30/2003	145,900
71	KJLL-AM	TLK	Tucson, AZ	12/1/2003	29,800
74	WCNM-AM	NWS	Portland-Auburn, ME	12/1/2003	2,700

74	WKTQ-AM	REL	Portland-Auburn, ME	12/1/2003	5,000
74	WPHX-AM	TLK	Portland-Auburn, ME	12/1/2003	4,800
74	WTME-AM	REL	Portland-Auburn, ME	12/1/2003	2,700
75	WGVA-AM	TLK	Rochester, NY	12/1/2003	50,000
75	WACK-AM	TLK	Rochester, NY	12/1/2003	N/A
76	KCHR-AM	NWS	Paducah, KY	12/1/2003	15,000
76	KLID-AM	OLD	Paducah, KY	12/1/2003	N/A
76	WINI-AM	TLK	Paducah, KY	12/1/2003	4,800
76	WKJM-AM	NTK	Paducah, KY	12/1/2003	N/A
76	WKRO-AM	CTY	Paducah, KY	12/1/2003	N/A
76	WNBS-AM	NTK	Paducah, KY	12/1/2003	5,000
76	WJPF-AM	NTK	Paducah, KY	12/1/2003	12,400
77	KHLP-AM	XXM	Omaha, NE	12/1/2003	N/A
77	KFAB-AM	NTK	Omaha, NE	12/1/2003	103,600
78	KOZQ-AM	TLK	Springfield, MO	12/1/2003	N/A
78	KRMS-AM	TLK	Springfield, MO	12/1/2003	15,000
78	KSWM-AM	TLK	Springfield, MO	12/1/2003	N/A
78	KBNN-AM	BIZ	Springfield, MO	12/1/2003	N/A
78	KWPM-AM	NTK	Springfield, MO	12/1/2003	60,000
80	KTSL-FM	CCN	Spokane, WA	12/7/2000	34,200
80	KOZE-FM	RCK	Spokane, WA	12/1/2003	N/A
80	KOZE-AM	TLK	Spokane, WA	12/1/2003	N/A
80	KULE-AM	NWS	Spokane, WA	12/1/2003	N/A
80	KWVR-AM	TLK	Spokane, WA	12/1/2003	4,000
80	KQQQ -AM	NTK	Spokane, WA	12/1/2003	N/A
80	KSBN-AM	BIZ	Spokane, WA	12/1/2003	4,500
80	KULE-FM	NWS	Spokane, WA	12/1/2003	N/A
81	KBEL-FM	CTY	Shreveport, LA	12/1/2003	N/A

81	KBEL-AM	SPT	Shreveport, LA	12/1/2003	N/A
81	KNOC-AM	NTK	Shreveport, LA	12/1/2003	N/A
81	KXAR-AM	TLK	Shreveport, LA	12/1/2003	N/A
81	KTFS-AM	TLK	Shreveport, LA	12/1/2003	4,800
83	WBCF-AM	TLK	Huntsville, AL	12/1/2003	3,100
83	WTKI-AM	TLK	Huntsville, AL	12/1/2003	N/A
83	WYAM-AM	VTY	Huntsville, AL	12/1/2003	N/A
83	WRSA-AM	SAC	Huntsville, AL	12/1/2003	48,600
84	WISW-AM	STD	Columbia, SC	12/1/2003	26,000
85	WTDY-AM	TLK	Madison, WI	12/1/2003	24,200
86	WBLJ-AM	NTK	Chattanooga, GA	12/1/2003	N/A
87	WHFB-AM	TLK	South Bend-Elkhart, IN	12/1/2003	N/A
88	KCNZ-AM	NTK	Cedar Rapids, IA	12/1/2003	3,700
88	KDNZ-AM	NTK	Cedar Rapids, IA	12/1/2003	3,400
89	WTWK-AM	TLK	Burlington-Plattsburgh, VT	12/1/2003	N/A
89	WLFE-AM	TLK	Burlington-Plattsburgh, VT	12/1/2003	N/A
89	WLFE-FM	CTY	Burlington-Plattsburgh, VT	12/1/2003	14,400
89	WSNO-AM	TLK	Burlington-Plattsburgh, VT	12/1/2003	N/A
89	WSYB-AM	TLK	Burlington-Plattsburgh, VT	12/1/2003	N/A
89	WLTN-AM	TLK	Burlington-Plattsburgh, VT	12/1/2003	14,400
90	WKOZ-AM	NTK	Jackson, MS	12/1/2003	2,000
90	WJNT-AM	NTK	Jackson, MS	12/1/2003	22,600
90	WPBQ-AM	TLK	Jackson, MS	12/1/2003	N/A
91	WTCW-AM	TLK	Tri Cities, TN-VA	12/1/2003	N/A
91	WKIN-AM	TLK	Tri Cities, TN-VA	12/1/2003	6,200
92	WTAW-AM	TLK	Waco, TX	12/1/2003	16,400
93	KWYD-AM	REL	Colorado Springs-Pueblo, CO	12/1/2003	N/A
93	KKCS-AM	TLK	Colorado Springs-Pueblo, CO	12/1/2003	11,100

94	WHTS-FM	CHR	Davenport-Rock Island, IA	12/1/2003	74,900
94	WKEI-AM	NTK	Davenport-Rock Island, IA	12/1/2003	5,100
94	WZOE-AM	NTK	Davenport-Rock Island, IA	12/1/2003	N/A
95	WJBO-AM	NTK	Baton Rouge, LA	12/1/2003	59,300
95	WYNK-AM	NTK	Baton Rouge, LA	12/1/2003	9,800
96	WKBI-FM	HAC	Johnstown-Altoona, PA	12/1/2003	13,400
96	WKBI-AM	STD	Johnstown-Altoona, PA	12/1/2003	2,900
96	WMAJ-AM	TLK	Johnstown-Altoona, PA	12/1/2003	9,900
96	WMAJ-FM	ADC	Johnstown-Altoona, PA	12/1/2003	16,200
96	WRTA-AM	TLK	Johnstown-Altoona, PA	12/1/2003	14,800
98	WLUH-FM	UAC	Savannah, GA	11/24/03-12/25/03	35,200
99	WOMI-AM	TLK	Evansville, KY	12/1/2003	N/A
100	KHEY-FM	CTY	El Paso, TX	12/8/03-12/31/03	59,300
100	KBIV-AM	CTY	El Paso, TX	12/1/03-12/24/03	N/A
100	KROD-AM	NTK	El Paso, TX	11/24/03-TFN	28,500
100	KSII-FM	HAC	El Paso, TX	11/24/03-TFN	61,400
100	KTSM-AM	TLK	El Paso, TX	12/1/2003	28,200
102	KAMI-AM	TLK	Lincoln, NE	12/1/2003	N/A
103	WJNC-AM	TLK	Greenville-New Bern, NC	12/1/2003	5,200
103	WTKF-FM	TLK	Greenville-New Bern, NC	12/1/2003	15,000
104	WTMA-AM	NTK	Charleston, SC	12/1/2003	38,500
105	WAWK-AM	OLD	Fort Wayne, IN	12/1/2003	500,000
105	WGL-AM	TLK	Fort Wayne, IN	12/1/2003	25,900
106	WCAT-AM	TLK	Springfield, MA	12/1/2003	N/A
106	WMAS-AM	STD	Springfield, MA	12/1/2003	26,200
107	KEES-AM	TLK	Tyler, TX	12/1/2003	5,800
107	KSFA-AM	TLK	Tyler, TX	12/1/2003	N/A
107	KTBB-AM	NTK	Tyler, TX	12/1/2003	31,600

108	KFAY-AM	NTK	Ft. Smith-Fayetteville, Springdale, AR	12/1/2003	17,900
111	WTAL-AM	TLK	Tallahassee, FL	12/1/2003	7,500
112	WATT-AM	TLK	Traverse City, MI	12/1/2003	N/A
112	WMKT-AM	TLK	Traverse City, MI	12/1/2003	4,000
112	WTCM-AM	NTK	Traverse City, MI	12/1/2003	28,200
113	KSOO-AM	TLK	Sioux Falls, SD	12/1/2003	N/A
113	KWSN-AM	SPT	Sioux Falls, SD	12/1/2003	15,000
113	KIJV-AM	OLD	Sioux Falls, SD	12/1/2003	N/A
113	KJJQ-AM	OLD	Sioux Falls, SD	12/1/2003	N/A
114	WKIM-AM	TLK	Augusta, GA	12/1/2003	200,000
114	WXRS-FM	CTY	Augusta, GA	12/1/2003	120,000
114	WXRS-AM	TLK	Augusta, GA	12/1/2003	N/A
114	WBUB-AM	NTK	Augusta, GA	12/1/2003	27,200
115	WGYV-AM	OLD	Montgomery, AL	12/1/2003	N/A
116	KXTO-AM	TLK	Reno, NV	12/1/2003	N/A
118	KCNN-AM	TLK	Fargo, ND	12/1/2003	6,700
119	KJEE-FM	MOD	Santa Barbara, CA	11/24/03-11/30/03	32,500
120	KJEE-FM	MOD	Santa Barbara, CA	1/5/04-01/11/04	32,500
121	KJEE-FM	MOD	Santa Barbara, CA	1/12/04-1/18/04	32,500
119	KKOM-AM	TLK	Santa Barbara, CA	12/1/2003	4,100
119	KIST-AM	SPT	Santa Barbara, CA	12/1/2003	6,400
119	KSMA-AM	NTK	Santa Barbara, CA	12/1/2003	12,600
120	KBBR-AM	NTK	Eugene, OR	12/1/2003	N/A
120	KOOZ-AM	TLK	Eugene, OR	12/1/2003	N/A
120	KTBR-FM	TLK	Eugene, OR	12/1/2003	N/A
120	KUGN-AM	NTK	Eugene, OR	12/1/2003	59,800
121	KOMY-AM	TLK	Monterey-Salinas-Santa Cruz, CA	12/1/2003	20,000
121	KSCO-AM	TLK	Monterey-Salinas-Santa Cruz, CA	12/1/2003	22,000

121	KSRK-AM	CPN	Monterey-Salinas-Santa Cruz, CA	12/1/2003	3,600
121	KNRY-AM	TLK	Monterey-Salinas-Santa Cruz, CA	12/1/2003	N/A
122	WMAC-AM	TLK	Macon, GA	12/1/2003	30,500
123	KSRV-AM	TLK	Boise, ID	12/1/2003	N/A
123	KSRV-FM	CTY	Boise, ID	12/1/2003	N/A
124	KVPI-AM	NWS	Lafayette, LA	12/1/2003	N/A
126	WAYY-AM	NTK	La Crosse, WI	12/1/2003	12,600
127	KXLE-AM	TLK	Yakima, WA	12/1/2003	N/A
127	KZXR-AM	TLK	Yakima, WA	12/1/2003	N/A
127	KIT-AM	NTK	Yakima, WA	12/1/2003	32,900
127	KRSE-FM	SAC	Yakima, WA	12/1/2003	19,700
128	KBRA-FM	NTK	Corpus Christi, TX	12/1/2003	N/A
128	KEYS-AM	TLK	Corpus Christi, TX	12/1/2003	25,600
129	KGNC-AM	NTK	Amarillo, TX	12/1/2003	25,400
130	KRAB-FM	RCK	Bakersfield, CA	11/26/2003	61,900
130	KQAB-AM	TLK	Bakersfield, CA	12/1/2003	6,000
130	KGET-AM	TLK	Bakersfield, CA	12/1/2003	N/A
131	WANI-AM	TLK	Columbus-Tupelo-West Point, MS	12/1/2003	30,000
131	WAMY-AM	TLK	Columbus-Tupelo-West Point, MS	12/1/2003	N/A
132	KQMS-AM	NTK	Chico-Redding, CA	12/1/2003	27,300
135	KELD-AM	TLK	Monroe, LA	12/1/2003	N/A
135	KGGM-FM	TLK	Monroe, LA	12/1/2003	N/A
136	WNMT-AM	NTK	Duluth-Superior, MN	12/1/2003	25,000
136	WCSW-AM	TLK	Duluth-Superior, MN	12/1/2003	N/A
136	KRBT-AM	TLK	Duluth-Superior, MN	12/1/2003	25,000
139	KRES-AM	CTY	Columbia-Jefferson City, MO	12/1/2003	3,100
139	KWIX-AM	TLK	Columbia-Jefferson City, MO	12/1/2003	100,000
139	WDXY-AM	TLK	Columbia-Jefferson City, MO	12/1/2003	3,000

140	KNTK-FM	TLK	Medford, OR	12/1/2003	15,000
140	KMJC-AM	CHR	Medford, OR	12/1/2003	N/A
140	KSYC-AM	NTK	Medford, OR	12/1/2003	N/A
141	WJET-AM	TLK	Erie, PA	12/1/2003	22,700
141	WPSE-AM	BIZ	Erie, PA	12/1/2003	N/A
143	KXCA-AM	TLK	Wichita Falls, TX	12/1/2003	30,000
143	KPNS-AM	TLK	Wichita Falls, TX	12/1/2003	20,000
144	KMNS-AM	TLK	Sioux City, IA	12/1/2003	8,800
145	KYKK-AM	TLK	Albany, GA	12/1/2003	N/A
145	WDMG-FM	CLR	Albany, GA	12/1/2003	N/A
145	WDMG-AM	TLK	Albany, GA	12/1/2003	N/A
146	KQYX-AM	TLK	Joplin, MO	12/1/2003	6,000
148	WAOV-AM	TLK	Terre Haute, IN	12/1/2003	N/A
148	WPRS-AM	TLK	Terre Haute, IN	12/1/2003	12,000
149	WKHZ-AM	CHR	Salisbury, MD	12/1/2003	N/A
149	WGMD-FM	TLK	Salisbury, MD	12/1/2003	23,000
150	WHIS-AM	TLK	Bluefield- Beckley, WV	12/1/2003	4,900
150	WMTD-FM	CLR	Bluefield- Beckley, WV	12/1/2003	15,300
150	WMTD-AM	TLK	Bluefield- Beckley, WV	12/1/2003	100
150	WTZE-AM	TLK	Bluefield- Beckley, WV	12/1/2003	300
150	WWNR-AM	TLK	Bluefield- Beckley, WV	12/1/2003	4,000
151	WOMP-AM	TLK	Wheeling-Steubenville, WV	12/1/2003	6,300
151	WSTV-AM	TLK	Wheeling-Steubenville, WV	12/1/2003	600
151	WVLY-AM	SPT	Wheeling-Steubenville, WV	12/1/2003	3,000
152	KCHA-AM	STD	Rochester-Mason City-Austin, MN-IA	12/1/2003	N/A
154	WNBF-AM	TLK	Binghamton, NY	12/1/2003	37,500
155	KFQD-AM	NTK	Anchorage, AK	12/1/2003	21,400
155	KSRM-AM	NTK	Anchorage, AK	12/1/2003	N/A

155	KUDO-AM	BIZ	Anchorage, AK	12/1/2003	N/A
156	WVMI-AM	TLK	Biloxi-Gulfport, MS	12/1/2003	12,500
157	KACT-AM	CTY	Odessa-Midland, TX	12/1/2003	2,000
157	KACT-FM	CTY	Odessa-Midland, TX	12/1/2003	2,200
157	KLBO-AM	OLD	Odessa-Midland, TX	12/1/2003	40,000
158	WLTG-AM	NTK	Panama City, FL	12/1/2003	6,600
158	WYOO-AM	TLK	Panama City, FL	12/1/2003	14,200
160	KPSI-AM	NTK	Palm Springs, CA	12/1/2003	14,600
160	KPSI-FM	HAC	Palm Springs, CA	12/1/2003	48,000
162	WTMN-AM	SPT	Gainesville, FL	12/1/2003	60,700
164	KZNR-AM	TLK	Idaho Falls-Pocatello, ID	12/1/2003	33,900
164	KZNI-AM	TLK	Idaho Falls-Pocatello, ID	12/1/2003	50,800
165	WXKX-AM	TLK	Clarksburg-Weston, WV	12/1/2003	N/A
166	WCAZ-AM	FRM	Quincy-Hannibal, IL	12/1/2003	N/A
166	KBKB-AM	TLK	Quincy-Hannibal, IL	12/1/2003	N/A
167	WIBX-AM	NTK	Utica, NY	12/1/2003	35,900
169	KGVO-AM	NTK	Missoula, MT	12/1/2003	N/A
169	KLYQ-AM	NTK	Missoula, MT	12/1/2003	N/A
170	KODI-AM	TLK	Billings, MT	12/1/2003	N/A
170	KBLG-AM	NTK	Billings, MT	12/1/2003	12,100
170	KHDN-AM	TLK	Billings, MT	12/1/2003	12,084
171	WRJM-AM	EZY	Dothan, AL	12/1/2003	9,400
172	KBLU-AM	TLK	Yuma-El Centro, AZ	12/1/2003	11,400
173	WCLI-AM	TLK	Elmira, NY	12/1/2003	N/A
173	WENY-AM	TLK	Elmira, NY	12/1/2003	N/A
173	WLEA-AM	SAC	Elmira, NY	12/1/2003	4,200
173	WHHO-AM	TLK	Elmira, NY	12/1/2003	N/A
173	WENY-FM	ADC	Elmira, NY	12/1/2003	15,000

174	KIMM-AM	CWO	Rapid City, SD	12/1/2003	7,200
176	KSYL-AM	TLK	Alexandria, LA	12/1/2003	6,900
177	WATN-FM	TLK	Watertown, NY	12/1/2003	3,100
177	WTNY-AM	TLK	Watertown, NY	12/1/2003	6,300
179	KBTM-AM	NTK	Jonesboro, AR	12/1/2003	4,300
180	WSVA-AM	NTK	Harrisonburg, VA	12/1/2003	23,200
181	WBGN-AM	SPT	Bowling Green, KY	12/1/2003	4,600
181	WAIN-FM	CTY	Bowling Green, KY	12/1/2003	17,000
181	WAIN-AM	TLK	Bowling Green, KY	12/1/2003	N/A
181	WKCT-AM	TLK	Bowling Green, KY	12/1/2003	8,100
182	WDSK-AM	TLK	Greenwood-Greenville, MS	12/1/2003	3,000
183	WNWS-AM	TLK	Jackson, TN	12/1/2003	N/A
183	WDXI-AM	BIZ	Jackson, TN	12/1/2003	8,000
183	WNWS-FM	TLK	Jackson, TN	12/1/2003	14,200
186	WINA-AM	TLK	Charlottesville, VA	12/1/2003	19,000
188	KAAC-FM	ADC	Great Falls, MT	12/1/2003	21,600
193	KGOE-AM	TLK	Eureka, CA	12/1/2003	2,271
193	KINS-AM	NTK	Eureka, CA	12/1/2003	11,670
194	KAAR-FM	CTY	Butte, MT	12/1/2003	20,000
194	KBCK-AM	SPT	Butte, MT	12/1/2003	N/A
194	KBLL-FM	CTY	Butte, MT	12/1/2003	N/A
194	KMMS-AM	TLK	Butte, MT	12/1/2003	N/A
196	KRAE-AM	OLD	Cheyenne, WY	12/1/2003	4,300
196	KOLT-FM	CTY	Cheyenne, WY	12/1/2003	N/A
196	KOLT-AM	NTK	Cheyenne, WY	12/1/2003	N/A
196	KGAB-AM	TLK	Cheyenne, WY	12/1/2003	6,500
200	KKTL-AM	TLK	Casper-Riverton, WY	12/1/2003	3,200
202	WHIZ-AM	STD	Zanesville, OH	12/1/2003	9,900

205	WEGP-AM	TLK	Presque Isle, ME	12/1/2003	N/A
207	KBLL-AM	NTK	Helena, MT	12/1/2003	6,000
208	WATZ-AM	TLK	Alpena, MI	12/1/2003	4,000
999	WRRR-AM	VTY	US Territories, VI	12/1/2003	N/A
999	WDHP-AM	VTY	US Territories, VI	12/1/2003	N/A
999	WAXJ-FM	TLK	US Territories, VI	12/1/2003	N/A
	21ST CENTURY CABLE		Chicago, IL	12/1/2003	N/A
	ARMED FORCES RADIO WORLDWIDE			12/1/2003	N/A

TFN: Till Further Notice
N/A: Audience figures are unavailable.

News of the Day December 1, 2003

- Intense Firefight Leaves Over 50 Dead & Iraqis Angry
 - Shake-Up At Disney Company As Board Members Quit, Slam CEO Eisner
 - Retailers Thankful After Thanksgiving Shopping Weekend
-

Understanding Your Audience Data

Audience figures represent combined weekly cumes for stations tracked by Arbitron, the nation's leading audience measurement agency for radio. (Some figures were independently confirmed). The cume represents the average number of persons listening to a particular station during a day-part over a period of a week. Most radio stations play the same segments several times within a particular day-part, throughout a day, or even over a period of days. Therefore the cume may be a more accurate barometer of actual audience reached.

Audio Pattern Recognition Technology-- The sound pattern taken from the master tape of your PSA is distributed to decoding computers in 100 markets. These decoders scan the airwaves, searching for an identical "fingerprint" that matches the broadcast signal of your PSA. Data from the matched patterns are then centrally processed, and used to generate a report confirming station usage. The report indicates the exact time the PSA aired on a given radio station. Audience figures for overnight airplay are not provided, as Arbitron does not measure listenership levels during that time period.

Format Description

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.

ACW AC & Country Just what it says. A near 50/ 50 blend of music from the two formats.

ADC Adult Contemporary

An adult oriented pop/ rock station. The Adult Contemporary station will play many of the same Records as are heard on mainstream CHR stations but will leave out those that are at the extremes of rock, rhythmic and rap. A high percentage (up to 75%) of records from the 80's and 90's (and some from the 70's) will also be played. The target audience runs from 25 to 54.

ARK Active Rock

AOR Mainstream rock as defined by contemporary artists that appear on the "rock" charts in music industry trade publications such as Billboard and Radio & Records. At least 60% of the music played on the Active Rock station is drawn from the latest album releases of these contemporary artists. The target audience is somewhere between ages 12 and 34 and often skews male.

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.

BIZ Business News

An all- news or news- talk station, which focuses on business and financial issues. This can be in the form of news blocks that cover current events in the business world and talk shows that dispense financial advice to the audience.

BLG Bluegrass

A station whose playlist focuses on Bluegrass music. Some traditional sounding country music may be included in the programming as well.

BLU Blues

A station whose playlist focuses on Blues music. Some older rhythm & blues or soul music may also be included.

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 target audience for the Contemporary Christian station is broadly defined as 18- 54 and is quite variable depending on what, if any, sub-genre is stressed.

CHR CHR

A format that focuses on current popular music, often encompassing a variety of styles from rock, Contemporary Christian audience through dance, that appears on the mainstream music charts in music industry trade publications such as Billboard and Radio & Records. If the station leans towards dance music it is a candidate for the DNC Dance CHR code discussed below. If the station leans towards rock music it is a candidate for the MOD- Modern Rock code described below.

CLA Classical

Classical/ Fine Arts Airplay of orchestral music, chamber music, opera and other forms of non- contemporary vocal.

CLR Classic Rock

Mainstream rock of the 60's, 70's and 80's with little or no current rock music included. The target age group is 35- 54 and tends to skew male.

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. No current music is included. The target age group is 25- 54.

CTY Country

A station playing a variety of country music styles as listed in the charts found in music industry trade publications such as Billboard and Radio & Records. The target audience for the country station ranges between 25 and 54. The target audience tends to be evenly split between male and female.

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. Often this decision is related to a market's historical experience with country music on the radio. With so wide a range in the years that they cover, Classic Country stations can target a variety of demographics. Most find their audience in the 35 to 64 year old age range.

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. The target audience for this station runs 35- 64 and tends to skew male.

DNC Dance- CHR

A contemporary hit radio station that focuses on rhythmic music. This station generally targets a multi- racial audience between ages 12 and 34.

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. No current music is included. The target age group is 25- 44.

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 directed to one national group are followed by programs of a different language or a different national group target. Full- time Spanish language stations receive Spanish specific codes that are outlined below.

EZY Easy Listening Standards

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. These stations generally have a target audience of 55+.

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.

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.

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.

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. Generally, rap and hip-hop music that might be found on a mainstream CHR station would not be present on a Hot AC outlet. The Hot Adult Contemporary station does not play as much older music as the Adult Contemporary station and the older music that is played does not date back as far. Older music on the Hot AC station dates back only to the 80's and 90's. The target demographic for this format is 25- 44. The audience tends to skew female.

HTK Hot Talk

A talk station designed to appeal to a younger demographic than traditional talk stations, the Hot Talk formatted station will differentiate itself through the use of talk show hosts with "attitude" who delve into topics that are not always found on the traditional talk station. Usually these revolve around lifestyle issues rather than the political/ current events discussions found on traditional talk stations.

INF Surveillance/ Weather/ Traffic

These are fully licensed radio stations that provide programming which 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.

JAZ Jazz

A station that programs music from within the full spectrum of jazz. This includes the jazz music of many eras and incorporates both instrument and vocal jazz music.

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.

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.

MOD Modern Rock

A contemporary hit radio station that focuses on modern rock music. This station generally targets an audience between ages 12 and 34.

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 day parts.

NWS News

This station broadcasts continuous news and information for all of the hours its on the air.

OLD Oldies

Popular music of the 50's, 60's and 70's. Current popular music is played in only rare exceptions.

RCK Rock (50% library- 50% current)

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. These stations usually strike a 50%- 50% balance between music drawn from the albums of these artists. The target audience is somewhere between ages 18 and 44 and often skews male.

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.

REL Religious Teaching

Long form religious teaching or ministry programs. These Teaching programs may be produced by the station or originate elsewhere, they may be live or prerecorded. The station may use black gospel, contemporary Christian, gospel or southern gospel music as filler between programs.

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. The target audience is generally 35- 54.

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. The format has a target audience of ages 35- 64 and skews female.

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.

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 is included.

SPT Sports

Talk shows focusing on sports. Play- by- play coverage of sports is not included in this format.

STD Adult Standards

American popular standards mixed with soft popular music, mainly vocal.

TLK Talk

Talk shows of general interest or varied topics. The talk shows can be of both the call- in and straight interview type. The audience for these stations is generally 35+.

TVL Travel Information

Stations that carry continuous advertisements and features for tourist destinations.

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 the music industry trade publications such as Billboard and Radio & Records. The target audience for this format is blacks ages 25- 54.

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. The target audience is generally blacks 35- 54.

URB Urban Contemporary

A blend of the current R& B, rap, hip- hop and dance music Contemporary that appears on the R& B and urban music charts in music industry trade publications such as Billboard and Radio & Records. The station's target audience is generally black although Latino and white listeners are also a component and target listeners' ages range from 12- 44.

VTY Variety

A station that incorporates three or more distinct formats.