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Folder Title:
American Urban Radio Networks

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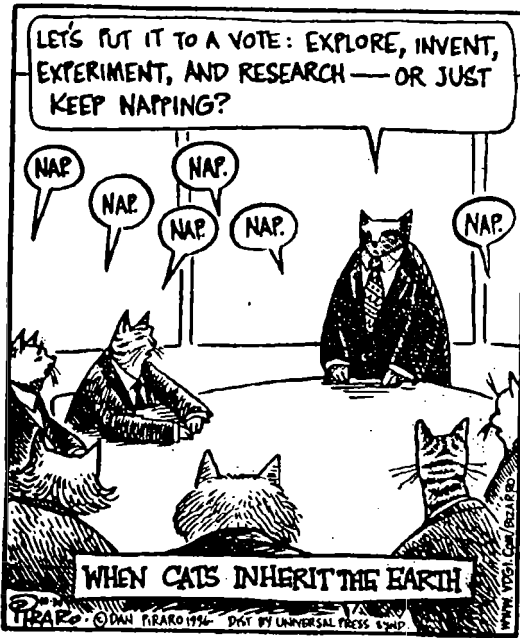
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3

8/19/99



TO SANDRA THURMAN, DIRECTOR
FROM ED DOHERTY
SUBJ AURN

DEAR SANDRA

JAY WILLIAMS SUGGESTED I SEND
A BRIEF PROPOSAL ON AURN TO YOUR
ATTENTION.

I THINK YOU'LL FIND ITS COMMON SENSE
LOGIC INVITING...

THANKS FOR YOUR ATTENTION, I'LL
BE IN TOUCH

REGARDS

Ed Doherty

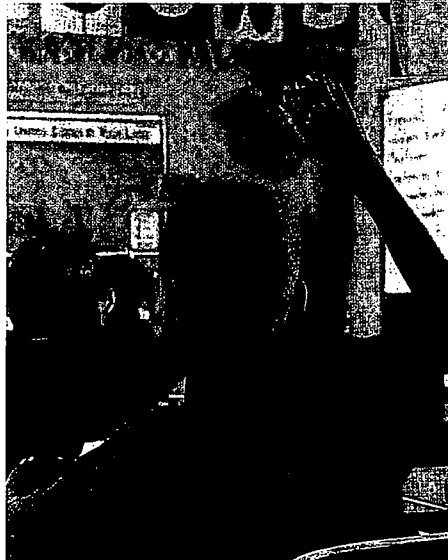
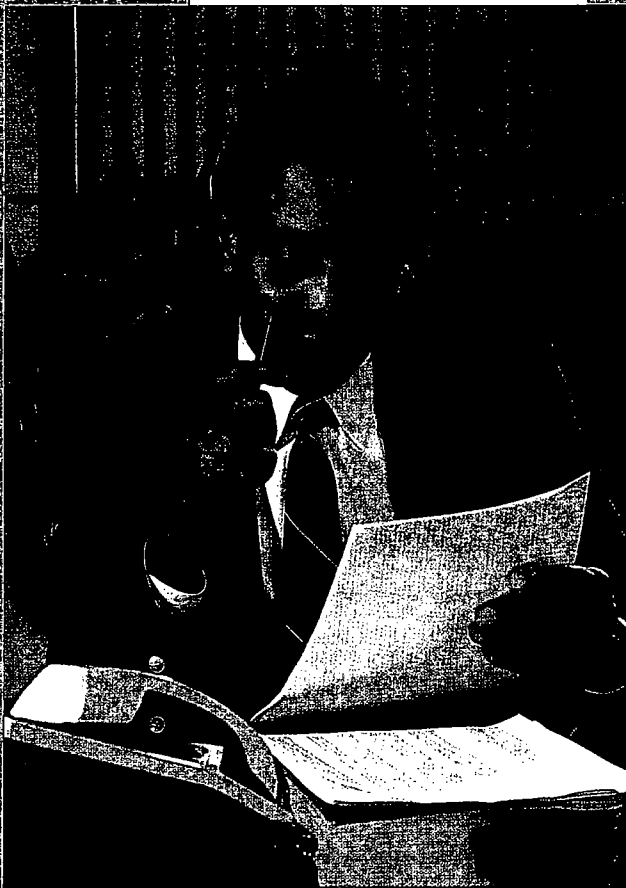
AMERICAN URBAN RADIO NETWORKS


EDWARD J. DOHERTY

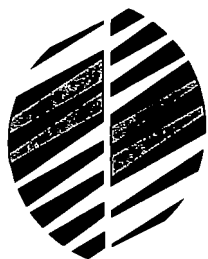
655 Third Avenue, 24th Floor, New York, NY 10017
(212) 883-2102 **Fax: (212) 297-2571**

MANY VOICES

PHOTOCOPY
PRESERVATION

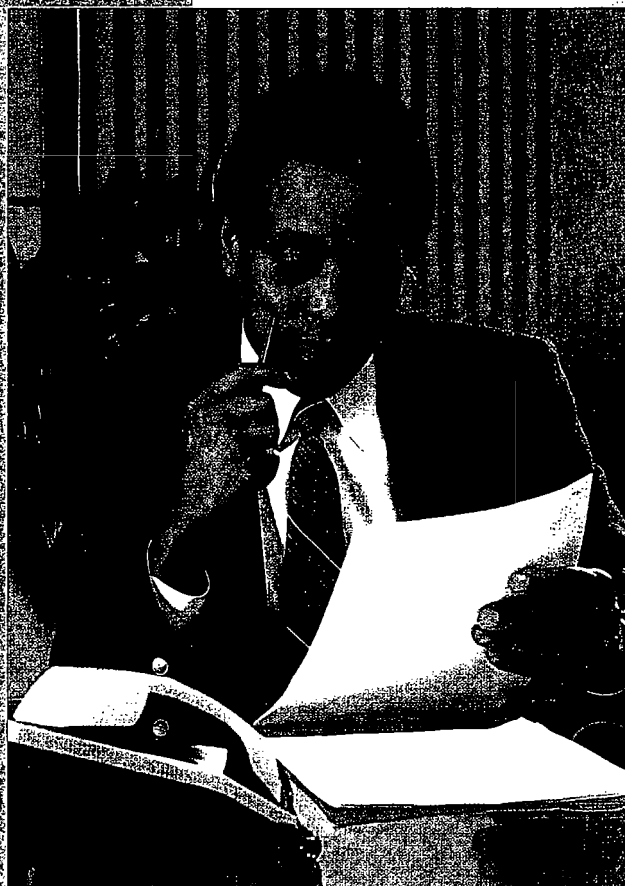


ONE CHOICE

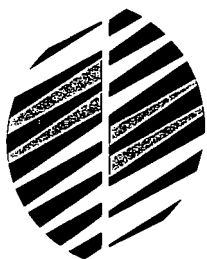


AMERICAN
URBAN RADIO

VOICES



ONE
CHOICE



AMERICAN
URBAN RADIO
NETWORKS



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PRESERVATION

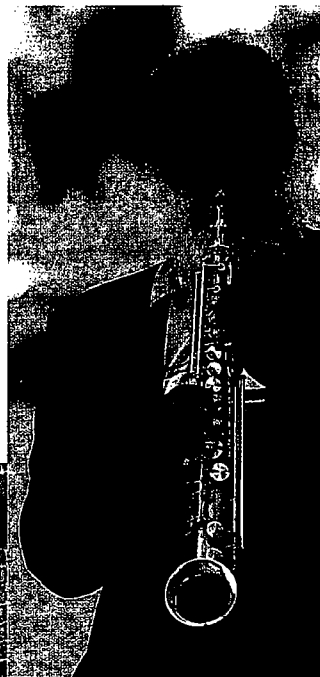
**PHOTOCOPY
PRESERVATION**

AFFILIATE RELATIONS & PROGRAMMING:

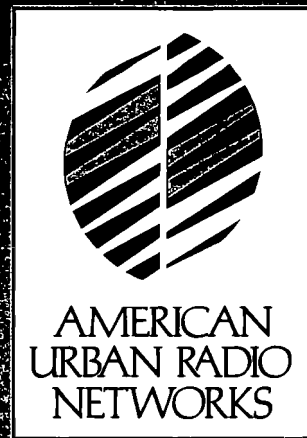
960 PENN AVENUE • SUITE 200 • PITTSBURGH, PA 15222 • (412) 456-4000 • (1-800) 456-4211
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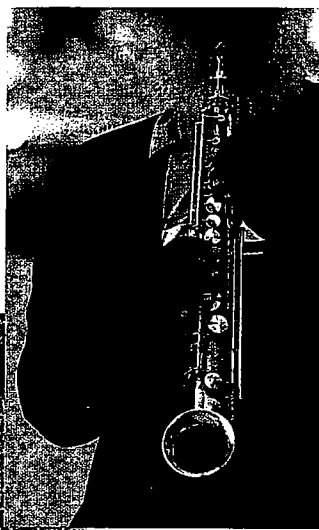
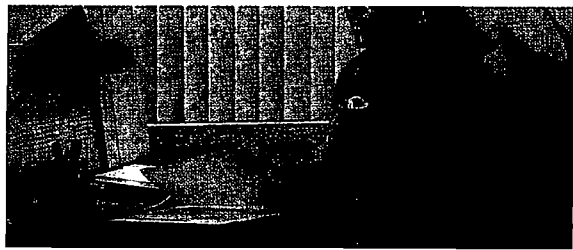
AMERICAN
URBAN RADIO
NETWORKS

REACHING AND TOUCHING BLACK AMERICA LIKE NO OTHER

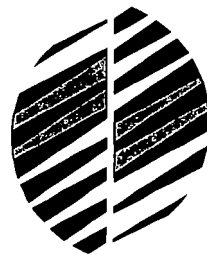
NEWS

INFORMATION





PHOTOCOPY
PRESERVATION



AMERICAN
URBAN RADIO
NETWORKS

REACHING
AND
TOUCHING
BLACK
AMERICA
LIKE NO
OTHER

NEWS

INFORMATION

ENTERTAINMENT

SPORTS

PROMOTIONS

AURN

Radar 61 (000)

Planning Costs, Audience Delivery & Efficiencies

SUGGESTED SCHEDULE

DAY	DAYPART	FREQ.	COST 30"
Mon-Fri	6AM-10AM	4/wk	2,000
Mon-Fri	10AM-3PM	2/wk	1,500
Mon-Fri	3PM-7PM	5/wk	2,000
Mon-Fri	7PM-10PM	2/wk	1,000
Saturday	6AM-7PM	2/day	1,500

15 network 30" announcements weekly = \$26,000 week

AFRICAN-AMERICAN AUDIENCE DELIVERY

CATEGORY	P12+	TEENS	A 18-24	A 25-34	P 12-34	A 18-34	A 25-49	A 25-54	A 35-49	W 25-49	A 35+	A 18+
Gross Impressions	16510	2340	1474	3321	7135	4795	8017	9150	4696	5308	9385	14170
A/A Gross Rating Points	59.3	58.8	41.6	58.3	52.4	49.7	61.4	61.9	63.9	73.4	65.7	59.4
A/A Cost Per Point	439	443	626	446	496	523	423	420	407	355	395	438
Cost Per Thousand	1.57	11.11	17.64	7.83	3.66	5.42	3.24	2.85	5.54	4.90	2.77	1.83
Gen Mkt GRP's	7.1	9.8	7.3	8.4	8.0	7.3	7.5	7.7	7.1	10.4	6.6	6.6
Gen Mkt CPP	3663	2653	3562	3095	3250	3562	3467	3377	3692	2500	3939	3939

SOURCES: Radar 61 (Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	Persons 12+	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	1,405	.6	5.0	2,000
Mon-Fri	10AM-3PM	937	.4	3.4	1,500
Mon-Fri	3PM-7PM	1,136	.5	4.1	2,000
Mon-Fri	7PM-12MID	769	.3	2.8	1,000
Saturday	6AM-7PM	899	.4	3.2	1,500

POPULATION ESTIMATES PERSONS 12+ (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Persons 12+	223,244	27,872	12.5

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	TEENS	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	161	.7	4.1	2,000
Mon-Fri	10AM-3PM	67	.3	1.7	1,500
Mon-Fri	3PM-7PM	192	.8	4.8	2,000
Mon-Fri	7PM-12MID	172	.7	4.3	1,000
Saturday	6AM-7PM	129	.5	3.2	1,500

POPULATION ESTIMATES TEENS (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Teens	23,865	3,971	16.6%

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	ADULTS 18 - 24	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	90	.4	2.3	2,000
Mon-Fri	10AM-3PM	88	.4	2.2	1,500
Mon-Fri	3PM-7PM	120	.5	3.0	2,000
Mon-Fri	7PM-12MID	87	.4	2.2	1,000
Saturday	6AM-7PM	82	.4	2.1	1,500

POPULATION ESTIMATES PERSONS 18-24 (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Adults 18-24	25,427	3,957	15.6

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	ADULTS 25 - 34	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	290	.7	5.1	2,000
Mon-Fri	10AM-3PM	238	.6	4.2	1,500
Mon-Fri	3PM-7PM	235	.6	4.1	2,000
Mon-Fri	7PM-12MID	142	.4	2.5	1,000
Saturday	6AM-7PM	113	.3	2.0	1,500

POPULATION ESTIMATES PERSONS 25-34 (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Adults 25-34	39,737	5,706	14.4

*Source Radar 61(Spring/'99)

AURN

(000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	Persons 12-34	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	541	.6	4.0	2,000
Mon-Fri	10AM-3PM	393	.4	2.9	1,500
Mon-Fri	3PM-7PM	547	.6	4.0	2,000
Mon-Fri	7PM-12MID	401	.5	2.9	1,000
Saturday	6AM-7PM	324	.4	2.4	1,500

POPULATION ESTIMATES PERSONS 12-34 (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Persons 12-34	89,029	13,634	15.3

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	ADULTS 18 - 34	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	380	.6	3.9	2,000
Mon-Fri	10AM-3PM	326	.5	3.4	1,500
Mon-Fri	3PM-7PM	355	.5	3.7	2,000
Mon-Fri	7PM-12MID	229	.4	2.4	1,000
Saturday	6AM-7PM	195	.3	2.0	1,500

POPULATION ESTIMATES PERSONS 18-34 (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Adults 18-34	65,164	9,663	14.8

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	ADULTS 25 - 49	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	767	.7	5.9	2,000
Mon-Fri	10AM-3PM	456	.4	3.5	1,500
Mon-Fri	3PM-7PM	553	.5	4.2	2,000
Mon-Fri	7PM-12MID	269	3	2.1	1,000
Saturday	6AM-7PM	367	.4	2.8	1,500

POPULATION ESTIMATES PERSONS 25-49 (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Adults 25-49	103,362	13,056	12.7

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	ADULTS 25 - 54	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	890	.7	6.0	2,000
Mon-Fri	10AM-3PM	564	.5	3.8	1,500
Mon-Fri	3PM-7PM	602	.5	4.1	2,000
Mon-Fri	7PM-12MID	295	.3	2.0	1,000
Saturday	6AM-7PM	431	.4	2.9	1,500

POPULATION ESTIMATES PERSONS 25-54 (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Adults 25-54	119,056	14,725	12.4

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	ADULTS 35-49	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	477	.7	6.5	2,000
Mon-Fri	10AM-3PM	218	.3	3.0	1,500
Mon-Fri	3PM-7PM	318	.5	4.3	2,000
Mon-Fri	7PM-12MID	127	.2	1.7	1,000
Saturday	6AM-7PM	254	.4	3.5	1,500

POPULATION ESTIMATES PERSONS 35-49 (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Adults 35-49	63,625	7,350	11.6

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	WOMEN 25-49	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	462	.9	6.4	2,000
Mon-Fri	10AM-3PM	264	.5	3.7	1,500
Mon-Fri	3PM-7PM	392	.8	5.4	2,000
Mon-Fri	7PM-12MID	211	.4	2.9	1,000
Saturday	6AM-7PM	275	.5	3.8	1,500

POPULATION ESTIMATES WOMEN 25-49 (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Women 25-49	52,217	7,228	13.8

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	ADULTS 35+	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	864	.6	6.1	2,000
Mon-Fri	10AM-3PM	544	.4	3.8	1,500
Mon-Fri	3PM-7PM	589	.4	4.1	2,000
Mon-Fri	7PM-12MID	368	.3	2.6	1,000
Saturday	6AM-7PM	575	.4	4.0	1,500

POPULATION ESTIMATES PERSONS 35+ (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Adults 35+	134,215	14,238	10.6

*Source Radar 61(Spring/'99)

AURN (000)

AFRICAN-AMERICAN AUDIENCE DELIVERY (000)

Audience and African-American Rating By Daypart*

DAY	DAYPART	ADULTS 18 +	GEN	A/A	30"/ COST
Mon-Fri	6AM-10PM	1244	.6	5.2	2,000
Mon-Fri	10AM-3PM	870	.4	3.6	1,500
Mon-Fri	3PM-7PM	944	.5	4.0	2,000
Mon-Fri	7PM-12MID	597	.3	2.5	1,000
Saturday	6AM-7PM	770	.4	3.2	1,500

POPULATION ESTIMATES PERSONS 18+ (000)

POPULATION BASE	GENERAL MARKET (000)	A/A MARKET (000)	%
Adults 18+	199,379	23,901	11.9

*Source Radar 61(Spring/'99)

A National Marketing Opportunity

For

OFFICE OF NATIONAL AIDS POLICY

Prepared for:

Sandra L. Thurman
Director
Office of National AIDS Policy
736 Jackson Place, N.W.
Washington, DC 20503

August 19, 1999

Edward J. Doherty
American Urban Radio Networks
655 Third Avenue, 24th Floor
New York, NY 10017
(212) 883-2102

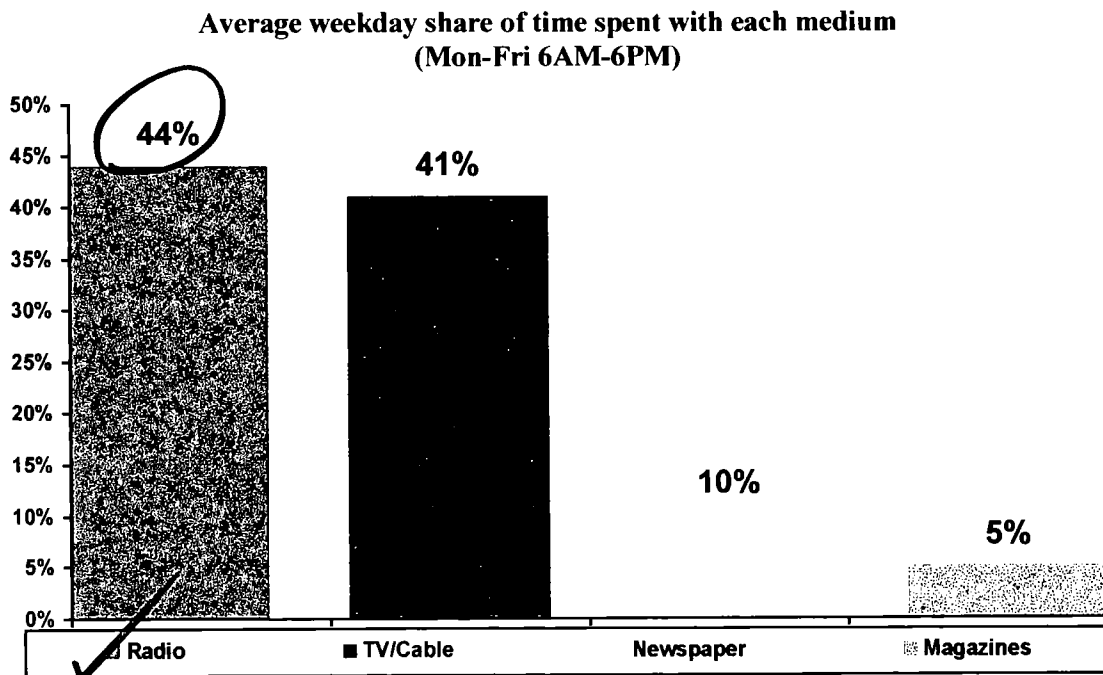
INTRODUCTION

We would like to introduce the **American Urban Radio Networks (AURN)**, a black owned, 275 radio station network covering 92% of the country's African/Americans and reaching 1 in every 3 African-Americans in the course of a week.

AURN is the largest reach vehicle in black media and is ideal for the **Office of National AIDS Policy** to communicate its message of prevention, education and awareness to the African-American community efficiently, expediently and at low out of pocket pricing.

THE MEDIUM

*RADIO IS THE MEDIUM OF CHOICE ALL DAY



✓ Mon - Fri 6A - 6P /

*SOURCE: Media Targeting 2000: The Arbitron/RAB Consumer Study 1995

THE PRODUCT

The **American Urban Radio Networks (AURN)** consists of 275 black formatted radio stations (70% of all Black stations in America) combining to form the largest African-American reach vehicle in the United States. ✓

✓ Black owned, **AURN** delivers black oriented news every hour at the 50-minute mark (i.e. 7:50AM). **AURN** provides the African-American listener with award winning global and national news from over 150 correspondents and is the only African-American broadcast outlet with a news bureau in the White House.

✓ **AURN** reaches 7.3 million of the estimated 22.4 million national African-American population on a weekly basis.*

**Our Coverage Is Local
The Perspective Is Black!** ✓

SOURCE: Simmons, Spring 1998

COMPETITIVE MEDIA FACTS

Radio reaches 93.6% of the 55.5% of readers who usually read the Front Page;
Radio reaches 91% of the 44.5%, of readers WHO DON'T usually read the Front Page.

Radio reaches 94.4% of the 32.5% of readers who usually read the Spots Section;
Radio reaches 91.6% of the 67.5% of readers, WHO DON'T usually read the Sports Section.

Radio reaches 91.9% of the 35.8% of adults who watch Daytime Television
Radio reaches 93.2% of the 64.2% of adults WHO DON'T watch Daytime Television

Radio reaches 93.4% of the 65.1% of adults who watch Prime Time TV;
Radio reaches 90.6% of the 34.9% of adults WHO DON'T watch Prime Time TV.

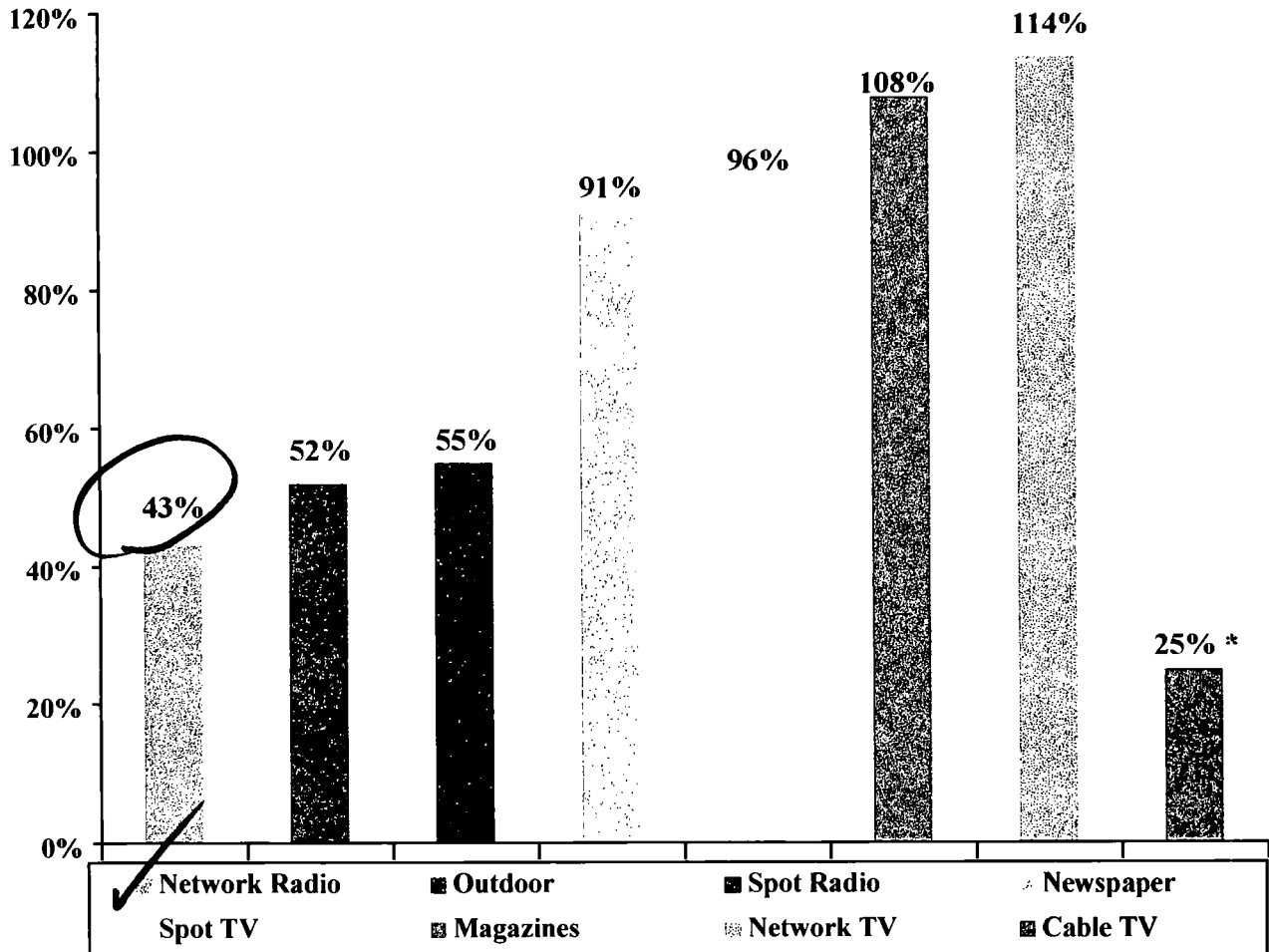
Radio reaches 90% of the 73.7% of adults who subscribe to Cable or Satellite TV;
Radio reaches 89% of the 26.3% of adults WHO DON'T subscribe to Cable or Satellite TV.

Radio reaches 94% of the 43.5% of adults who own a home P.C.;
Radio reaches 88% of the 56.5% of adults WHO DON'T own a home P.C.

SOURCES: The Media Audit, Jan-Dec 1997
Media Targeting 2000, The Arbitron/RAB Consumer Study
Simmons Study of Media and Markets 19998

15 YEAR COST PER THOUSAND (CPM)

Increase Comparison (1984 -1998)



✓ BLACK NETWORK RADIO (AURN) EVEN LOWER!

* Cable TV has only been measured since 1995.

SOURCE: CPM Trends/McCann-Erickson 1998

SOME PERSPECTIVE

When TV's Rosie O'Donnell held up a chocolate covered Ring Ding snack cake, smacked her lips and declared her love for the lunch box snack, a publicist sighed and said to me "You can't pay for publicity like that?" "Oh yes you can, I replied. "On Radio".

Yet the perception remains:

A TV ad is like buying cashmere, while radio is the purchasing equivalent of polyester. True, broadcast TV does reach a large audience, but it's not as snug-fitting a niche' market as radio. Offering listeners everyone from call-in psychologists to shock jocks, radio can effectively zero in on key demographics.

Moreover, while NBC charges some \$600,000 a spot for Seinfeld and American Express spends millions to have him personally endorse its card, an advertiser need only part with upwards of \$10,000 per national ad for Don Imus or Howard Stern, \$1,500 for a local ad on Scott Shannon's drive time frenzy or \$6,500 with Rush Limbaugh to secure similar services...

WPLJ (NY)
AURN'S TOP DRIVE TIME PRICING
STILL \$2000/30" SPOT, FOR A 275 STATION
NETWORK

This is CHEAP, CHEAP, CHEAP

Jill Brooke
Fourth Estate
October 27, 1997, Adweek

ARGUMENT

The **American Urban Radio Network** covers 92% of all African-American adults in the USA, reaching 1 in every 3 in the course of a week; and *delivers 3.0 – 4.0 ratings in most adult demographics*.

African-American radio is formatted by daypart segment, contrasted with general market radio which enables the audience to expect the same programming day or night.

Morning Drive is predominantly time and temperature, music, news and community interests.

Daytime programming is generally more relaxed atmosphere, softer music and commentary catering to working women or housewives.

Afternoon, **Nighttime**, and **Weekend** reflect a younger, after-school listening audience with a greater emphasis on current music tastes (i.e. R&B, Rap, Soul, etc.).

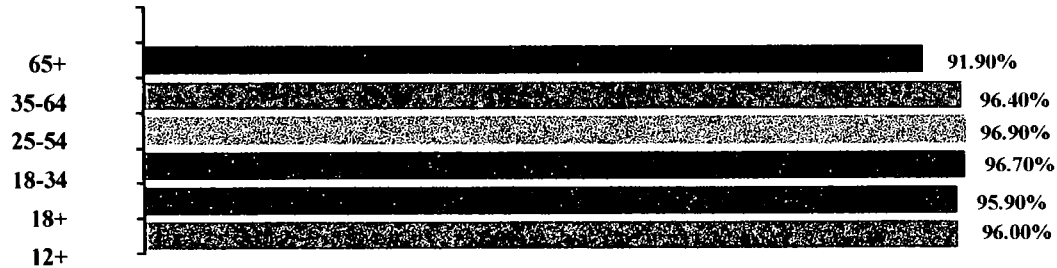
Put in perspective, any general market media vehicle would have to deliver an average quarter audience of 3 million (target demographic) adults **to duplicate AURN's performance among African-Americans**.^{*} This captive network dominance is similar to local general market dominance, provided by such 50,000 Watt powerhouse stations (KMOX-St Louis, WSB-Atlanta, WGN-Chicago, WJR-Detroit, KDKA-Pittsburgh) of a generation ago, at low out of pocket cost and an extremely efficient cost per point.

SOURCE: Radar 60 (Winter'99)

THE AFRICAN-AMERICAN MEDIUM OF CHOICE

Monday-Sunday (6AM-12MID)

Radio reaches 96 percent of African-Americans 12 and older every week. And with 25 hours and 30 minutes of weekly time-spent listening, Radio plays a vital role in their daily lives.



Demo		+Weekly Reach (%)	Weekly Time Spent Listening
			Hrs: Mins
Persons	12+	96.0%	25:30
Teens	12-17 ✓	96.8% ✓	19:15 ✓
Adults	18+ ✓	95.6% ✓	26:15 ✓
	18-34	96.7%	25:30
	25-54	96.9%	26:45
	35-64	96.4%	26:45
	65+	91.1%	26:30
Men	18+	95.4%	26:15
	18-34	95.7%	25:00
	25-54	96.2%	26:30
	35-64	96.0%	27:15
	65+	91.0%	26:00
Women	18+	96.3%	26:15
	18-34	97.5%	26:00
	25-54	97.5%	27:00
	35-64	96.7%	26:30
	65+	91.1%	6:45

RADIO, not TV, not Print, is most definitely the African-American medium of choice!

SOURCE: Arbitron Fall 1997 National Database (African American Cume and TSL Estimates).

RATIONALE

Teen Delivery

Radar, Arbitron and Simmons with their different methodologies place the African-American Teen population between approximately 3 and 4 million.

Survey	Population (000)	AURN Weekly (000)	%
Radar	3,971	1,276	32.1
Arbitron	2,961	1,000	34
Simmons	3,497	1,830	52.3

Selecting the survey that shows AURN with the smallest cume % of population (Radar), AURN still reaches 32.1% of all African-American Teens in the United States.

A general market radio network (i.e. ABC) would need to cume between 7 and 8 million (32.1% of 23,865,000 general market Teen population) just to maintain parity with AURN percentage wise.

The Office of National AIDS Policy will reach AURN's captive teen audience and at a fraction of the cost of using conventional general market media.

***Sources:**

Radar 61 (Spring/'99)
Arbitron (Fall/'98)
Simmons (Spring/'98)

RATIONALE

African-American

Adult 18-54 Delivery

Radar, Arbitron and Simmons with their different methodologies place the African-American adult 18-54 population between 16 and 19 million.

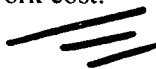
African-American Adults A 18-54

Survey	Population (000)	AURN Weekly (000)	%
Radar 61	18,682	4,654	24.9
Arbitron	16,498	4,833	29.3
Simmons	17,879	6,328	35.4

Any general market radio network (i.e. ABC, Westwood, AM/FM, etc.) would need to come over 27 million adults 18-54 (24.9% of the 144,483 general population, adults 18-54) just to maintain parity with AURN percentage wise.

And...

AURN is a fraction of the general market's network cost.



*Sources:

Radar 61 (Spring/'99)

Arbitron (Fall/'98)

Simmons (Spring/'98)

CONCLUSION

Black owned AURN will provide the **Office of National AIDS Policy** with a strong consistent reach vehicle against this currently under-served African-American market.

The key reasons AURN's impact should strongly be considered for inclusion in any media effort are:

1. Loyalty AURN's captive African-American audience is known to respond positively to messages that enhance awareness and have an impact on the quality of life.
2. Cost AURN's 30" Network Cost is the lowest and most efficient in reaching its target audience (African-Americans) in network radio.
3. Media Value The largest African-American reach vehicle in Media...
Reaching 1 in every 3 African-Americans nationally, in the course of a week. ✓

Finally, the **Office of National AIDS Policy** can reach this vital African-American market to stamp out the AIDS scourge with its message of awareness, education and prevention.

SANDRA,
THANK'S FOR YOUR ATTENTION...
ED

*Develop this vital captive
12% of America with AURN...*

AMERICAN URBAN RADIO NETWORKS
AFFILIATE LIST
AUGUST 1999

RANK	BLACK 12+ DMA POP.	DMA MARKET CITY OF LICENSE	STATIONS
1	2,464,900	<u>NEW YORK</u> New York, NY New York, NY New York, NY	WLIB-AM WMCA-AM WWRL-AM
2	1,302,000	<u>CHICAGO</u> Chicago, IL Gary, IN	WGCI-AM WLTH-AM
3	997,400	<u>PHILADELPHIA</u> Philadelphia, PA Philadelphia, PA	WHAT-AM WDAS-AM
4	957,500	<u>LOS ANGELES</u> Compton, CA Glendale, CA	KJLH-FM KIEV-AM
5	956,700	<u>WASHINGTON, DC</u> Washington, DC Washington, DC Indian Head, MD	WYCB-AM WOL-AM WWGB-AM
6	863,300	<u>ATLANTA</u> Jefferson, GA Hogansville, GA Atlanta, GA	WBKZ-AM WMXY-AM WPLV-AM
7	819,300	<u>DETROIT</u> Detroit, MI Taylor, MI	WGPR-FM WCHB-AM
8	633,900	<u>HOUSTON</u> Baytown, TX Conroe, TX Houston, TX Wharton, TX	KWWJ-AM KCHC-AM KCOH-AM KANI-AM

9	571,800	<u>BALTIMORE</u> Baltimore, MD Baltimore, MD	WBGR-AM WOLB-AM
10	535,800	<u>DALLAS - FORT WORTH</u> Dallas, TX Dallas, TX	KGGR-AM KKDA-AM
11	519,600	<u>RALEIGH - DURHAM</u> New Hope, NC Raleigh, NC Goldsboro, NC Wilson, NC Fayetteville, NC Rocky Mount, NC Durham, NC Lumberton, NC Laurens, NC Fairmont, NC	WAUG-AM WCLY-AM WFMC-AM WGTM-AM WIDU-AM WRSV-FM WSRC-AM WAGR-AM WEWO-AM WFMO-AM
12	500,500	<u>MEMPHIS</u> Memphis, TN Memphis, TN Clarksdale, MS	KJMS-FM KWAM-AM WAID-FM
13	493,300	<u>MIAMI - FORT LAUDERDALE</u> Wilton Manors, FL Miami Beach, FL Ft. Lauderdale, FL	WEXY-AM WMBM-AM WSRF-AM
14	440,600	<u>SAN FRANCISCO</u> Vallejo, CA	KDYA-AM
15	423,700	<u>NORFOLK - PORTSMOUTH</u> Portsmouth, VA Franklin, VA Newsport News, VA	WPCE-AM WLQM-AM WTJZ-AM
16	418,000	<u>CLEVELAND</u> Cleveland, OH North Ridgeville, OH	WABQ-AM WJTB-AM
17	409,300	<u>NEW ORLEANS</u> New Orleans, LA New Orleans, LA	WBOK-AM WYLD-AM

18	359,100	<u>ST. LOUIS</u> East St. Louis, IL St. Louis, MO	WESL-AM KMJM-AM
19	325,000	<u>CHARLOTTE</u> Charlotte, NC Charlotte, NC Hamlet, NC	WGSP-AM WGIV-AM WKDX-AM
20	312,500	<u>RICHMOND</u> Richmond, VA Richmond, Va Petersburg, VA Petersburg, VA	WFTH-AM WREJ-AM WVST-FM WSOJ-FM
21	291,200	<u>JACKSON</u> Port Gibson, MS Jackson, MS Magee, MS Natchez, MS Jackson, MS Canton, MS Fayette, MS Jackson, MS Hazelhurst, MS Hattiesburg, MS	WKPG-AM WKXI-AM WKXI-FM WMIS-AM WOAD-AM WONG-AM WTYJ-FM WZRZ-AM WOEG-AM WJMG-FM*
22	274,600	<u>BIRMINGHAM</u> Birmingham, AL Birmingham, AL Birmingham, AL Selma, AL Fairfield, AL Gadsden, AL	WAGG-AM WATV-AM WAYE-AM WJAM-FM WJLD-AM WMGJ-AM
23	262,100	<u>TAMPA - ST. PETERSBURG</u> St. Petersburg, FL Dunedin, FL Tampa, FL Cypress Gardens, FL	WRXB-AM WTBL-AM WTMP-AM WHNR-AM
24	252,900	<u>ORLANDO</u> South Daytona, FL Winter Garden, FL Melbourne, FL	WPUL-AM WOKB-AM WXXU-AM

25	252,100	<u>COLUMBIA, SC</u> Cayce, SC Columbia, SC St. Matthews, SC South Congaree, SC Sumter, SC Holly Hill, SC Orangeburg, SC	WTGH-AM WOIC-AM WQKI-AM WFMV-FM WLJI-FM WJBS-AM WSSB-AM
26	235,300	<u>JACKSONVILLE</u> Jacksonville, FL Jacksonville, FL Jacksonville, FL Jacksonville, FL	WCGL-AM WSVE-AM WZAZ-AM WOBS-AM
27	231,800	<u>SHREVEPORT - TEXARKANA</u> Marshall, TX Boyce, LA New Boston, TX	KBWC-FM KBCE-FM* KZRB-FM
28	225,700	<u>BOSTON</u> Boston, MA	WILD-AM
29	219,800	<u>GREENSBORO - WIN. SALEM - H. POINT</u> Winston Salem, NC Winston Salem, NC	WAAA-AM WSMX-AM
30	218,400	<u>GREENVILLE - SPARTANSBURG</u> Gaffney, SC Greenville, SC San Souci, SC Spartanburg, SC	WFGN-AM WPJM-AM WHYZ-AM WASC-AM
31	215,700	<u>MOBILE - PENSACOLA</u> Chickasaw, AL Moss Point, MS Cantonment, FL Gulf Breeze, FL Mobile, AL	WGOK-AM WYOK-FM WNVY-AM WRNE-AM WDLT-AM
32	207,200	<u>NASHVILLE</u> Nashville, TN Clarksville, TN Minor Hill, TN Nashville, TN	WNAH-AM WCTZ-AM WEUP-FM WNSG-AM

33	202,400	<u>BATON ROUGE</u> Baton Rouge, LA Baton Rouge, LA Maurice, LA	KCLF-AM WXOK-AM KFXZ-FM*
34	195,700	<u>MONTGOMERY</u> Greenville, AL Montgomery, AL Wetumpka, AL Montgomery, AL Tuskegee, AL	WKXN-FM WXVI-AM WAPZ-AM WMCZ-FM WBIL-AM
35	191,600	<u>SAVANNAH</u> Savannah, GA Savannah, GA Beaufort, SC	WSOK-AM WLJ-AM WVGB-AM
36	187,200	<u>MILWAUKEE</u> Milwaukee, WI Racine, WI	WNOV-AM WKKV-FM
37	186,400	<u>KANSAS CITY</u> Kansas City, MO Kansas City, MO Kansas City, MO	KPRS-FM KPRT-AM KGGN-AM
38	185,100	<u>AUGUSTA</u> Augusta, GA Waynesboro, GA Barnswell, SC	WKZK-AM WBRO-AM WIIZ-FM
39	181,300	<u>MACON</u> Macon, GA Macon, GA Macon, GA Forsyth, GA Ft. Valley, GA Albany, GA	WDDO-AM WLCG-AM WLCG-FM WFXM-FM WXKO-AM WJIZ-FM*
40	179,900	<u>INDIANAPOLIS</u> Indianapolis, IN Franklin, IN	WTLC-AM WPZZ-FM
41	177,000	<u>LITTLE ROCK</u> Little Rock, AR Little Rock, AR	KLRG-AM KLIH-AM

42	173,900	<u>CINCINNATI</u> Cincinnati, OH Covington, KY Erlanger, KY	WCIN-AM WCVG-AM WIZF-FM
43	166,400	<u>PITTSBURGH</u> Pittsburgh, PA Pittsburgh, PA Pittsburgh, PA Pittsburgh, PA Monroeville, PA Greensburg, PA	WAMO-FM WCXJ-AM WAMO-AM WPGR-AM WXVX-AM WSSZ-FM
44	162,800	<u>COLUMBUS, OH</u> London, OH Upper Arlington, OH Columbus, OH	WCKX-FM WXMG-FM WVKO-AM
45	162,000	<u>TALLAHASSEE</u> Chattahooche, FL Tallahassee, FL Valdosta, GA Monticello, FL	WTCL-AM WHBT-AM WJEM-AM WVHT-FM
46	161,900	<u>CHARLESTON, SC</u> Georgetown, SC St. George, SC St. Stephens, SC Walterboro, SC Walterboro, SC	WLMC-AM WQIZ-AM WTUA-FM WPAL-FM WALD-AM
47	157,700	<u>GREENVILLE - N. BERN - WASH.</u> Greenville, NC Washington, NC Wilson, NC Plymouth, NC	WOOW-AM WTOW-AM WGTM-AM* WPNC-AM
48	156,800	<u>COLUMBUS, GA</u> Columbus, GA Columbus, GA Columbus, GA Albany, GA	WFXE-FM WOKS-AM WEAM-AM WJIZ-FM*
49	153,300	<u>HARTFORD - NEW HAVEN</u> Windsor, CT New Britain, CT	WKND-AM WNEZ-AM

50	150,900	<u>FLORENCE</u> Florence, SC Florence, SC Dillon, SC Darlington, SC	WYNN-AM WYNN-FM WDSC-AM WPFM-AM
52	142,500	<u>ROANOKE - LYNCHBURG</u> Chatham, VA Danville, VA Salem, VA	WKBY-AM WILA-AM WTOY-AM
54	128,800	<u>MONROE - EL DORADO</u> Rayville, LA West Monroe, LA Bastrop, LA Bastrop, LA Lake Providence, LA	KXLA-AM KYEA-FM KTRY-AM KTRY-FM KLPL-FM
56	125,400	<u>SEATTLE</u> Seattle, WA Sumner, WA	KRIZ-AM KZIZ-AM
57	118,700	<u>LAFAYETTE</u> Lafayette, LA Maurice, LA Washington, LA	KJCB-AM KFXZ-FM KNEK-FM
58	117,500	<u>LOUISVILLE</u> Corydon, IN Louisville, KY Louisville, KY Jeffersontown, KY	WGZB-FM WLLV-AM WLOU-AM WMJM-FM
59	115,400	<u>BUFFALO</u> Depew, NY Amherst, NY	WBLK-FM WUFO-AM
60	114,800	<u>ALBANY, GA</u> Albany, GA Albany, GA Sylvester, GA	WJIZ-FM WJYZ-AM WRXZ-FM
61	113,400	<u>DAYTON</u> Dayton, OH	WDAO-AM

62	106,100	<u>FLINT - SAGINAW</u> Fenton, MI Saginaw, MI Vassar, MI	WWON-AM WTLZ-FM WOWE-FM
62	106,100	<u>GREENWOOD - GREENVILLE</u> Leland, MS Leland, MS Greenwood, MS Cleveland, MS Cleveland, MS Greenwood, MS Greenwood, MS	WBAD-FM WESY-AM WKXG-AM WCLD-AM WOHT-FM WGNL-FM WCLD-FM
64	103,400	<u>COLUMBUS - TUPELO</u> Columbus, MS Columbus, MS Columbus, MS Tupelo, MS	WACR-AM WACR-FM WKOR-AM WNRX-AM
65	101,000	<u>WACO</u> Bryan, TX	KVJM-FM
66	100,400	<u>GRAND RAPIDS - KALAMAZOO</u> Kentwood, MI	WKWM-AM
68	96,900	<u>OKLAHOMA CITY</u> Oklahoma City, OK	KVSP-AM
69	94,900	<u>DENVER</u> Littleton, CO	KDKO-AM
70	92,400	<u>TYLER</u> Tyler, TX Marshall, TX	KZEY-AM KZEY-FM
71	89,700	<u>PHOENIX</u> Buckeye, AZ	KMJK-FM
72	86,000	<u>HUNTSVILLE - DECATUR</u> Huntsville, AL Tuscumbia, AL Tuscumbia, AL Minor Hill, TN	WEUP-AM WLOR-AM WZZA-AM WEUP-FM*
74	83,300	<u>SAN ANTONIO</u> San Antonio, TX	KCHL-AM

76	79,400	<u>BEAUMONT - PORT ARTHUR</u> Port Arthur, TX Beaumont, TX Beaumont, TX	KALO-AM KQHN-AM KZZB-AM
78	69,000	<u>TULSA</u> Tulsa, OK Sand Springs, OK	KJMM-FM KTOW-FM
79	65,800	<u>WILMINGTON, NC</u> Chadbourn, NC	WVOE-AM
80	61,400	<u>TOLEDO</u> Toledo, OH	WDMN-AM
81	59,700	<u>CHATTANOOGA</u> Chattanooga, TN	WNOO-AM
82	58,800	<u>HATTIESBURG - LAUREL</u> Hattiesburg, MS Hattiesburg, MS Wellsville, MS Magee, MS	WJMG-FM WORV-AM WJKX-FM WKXI-FM*
84	54,500	<u>SALISBURY</u> Canton, NJ	WJKS-FM
85	54,400	<u>MERIDIAN</u> Meridian, MS Magee, MS	WNBN-AM WKXI-FM*
86	52,000	<u>YOUNGSTOWN</u> Youngstown, OH Youngstown, OH	WGFT-AM WRBP-FM
87	51,200	<u>SOUTH BEND</u> South Bend, IN South Bend, IN Niles, MI	WUBS-FM WUBU-FM WSMK-FM
88	50,900	<u>BILOXI - GULFPORT</u> Long Beach, MS Moss Point, MS Eutaw, AL Chickasaw, AL	WJZD-FM WYOK-FM WQLW-FM* WDLT-FM*

89	48,200	<u>ALEXANDRIA, LA</u> Alexandria, LA Boyce, LA	KLBG-AM KBCE-FM
90	48,100	<u>FRESNO</u> Fowler, CA	KQEQ-AM
92	47,700	<u>LEXINGTON</u> Lexington, KY	WUGR-AM
96	43,800	<u>OMAHA</u> Omaha, NE	KNOS-FM
98	42,000	<u>KNOXVILLE</u> Knoxville, TN	WKGN-AM
99	41,800	<u>SYRACUSE</u> Syracuse, NY	WRDS-FM
101	39,700	<u>DOTHAN</u> Dothan, AL	WJJN-FM
102	39,200	<u>LANSING</u> De Witt, MI Dimondale, MI	WQHH-FM WXLA-AM
103	38,600	<u>LAKE CHARLES, LA</u> Lake Charles, LA Lake Charles, LA Port Arthur, TX	KXZZ-AM KZWA-AM KALO-AM*
105	38,000	<u>WICHITA</u> Andover, KS	KDGS-FM
107	34,900	<u>TUSCALOOSA</u> Tuscaloosa, AL	WWPG-AM
110	29,700	<u>WICHITA FALLS, TX</u> Lawton, OK Lawton, OK	KJMZ-FM KKRX-AM
111	28,000	<u>PEORIA</u> Peoria, IL Peoria, IL	WVEL-AM WBGE-AM
112	27,000	<u>JACKSON, TN</u> Bolivar, TN	WOJG-FM

120	22,800	<u>TOPEKA</u> Kansas City, MO	KPRS-FM*
130	17,200	<u>DES MOINES</u> Des Moines, IA	KJMC-FM
136	13,600	<u>SALT LAKE CITY</u> West Jordan, UT	KLLB-AM
138	12,900	<u>CEDAR RAPIDS - WATERLOO</u> Waterloo, IA	KBBG-FM
152	8,100	<u>WHEELING - STEUBENVILLE</u> Steubenville, OH Pittsburgh, PA	WDIG-AM WAMO-FM*

TOTAL AFFILIATES: 260

BLACK MARKET COVERAGE: 92.4%

GENERAL MARKET COVERAGE: 75.0%

***Spill-in Stations**

Population Source: Arbitron Radio Metro and Television Population Estimates, 1997-1998