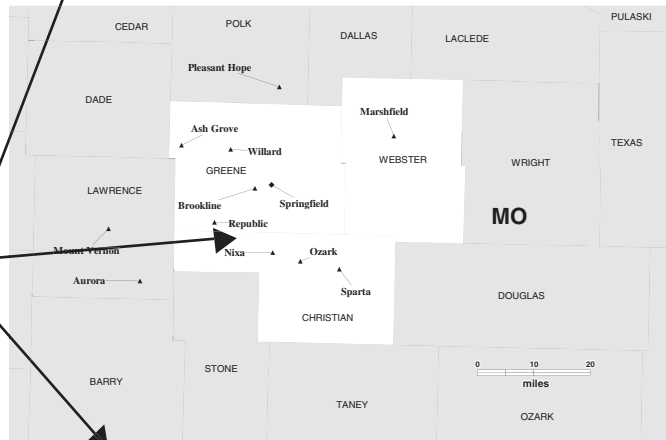


Springfield, MO Market Overview

Metro Rank: 136
Revenue Rank: 102



Metro Counties / Population (000)

| | |
|---------------|--------------|
| Christian, MO | 77.9 |
| Greene, MO | 281.3 |
| Webster, MO | 37.5 |
| Total | 396.7 |

Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES ★★★ | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Δ 04 - 09 |
|---------------------------------|-----------|--------------|--------------|--------------|----------------------|----------|-----------|
| | | \$21,600 | \$22,000 | \$21,300 | \$20,500 | \$20,000 | \$16,400 |
| ★★★ | Δ 08 - 09 | 2010 | 2011 | 2012 | 2013 | 2014 | Δ 09 - 14 |
| | -18.0% | \$17,400 | \$19,100 | \$19,700 | \$20,500 | \$21,300 | 5.4% |
| | | 2004 | 2009 | 2014 | Est. Breakout | | |
| Revenue/Retail Expend | | \$8.36/1,000 | \$5.26/1,000 | \$5.63/1,000 | Local | 72% | |
| Revenue/Capita | | \$62.61 | \$41.34 | \$46.79 | National | 28% | |

Demographic and Economic Overview

(000's, except Retail Expenditures and ADI in 000,000's)

| | 2004 | 2009 | Growth Rate | 2009 | 2014 | Growth Rate |
|----------------------|---------|---------|-------------|---------|---------|-------------|
| | | | | | | |
| MSA Population | 345.0 | 396.7 | 2.8% | 396.7 | 455.2 | 2.8% |
| Households | 143.8 | 155.9 | 1.6% | 155.9 | 169.2 | 1.7% |
| Retail Expenditures | 2,582.6 | 3,118.0 | 3.8% | 3,118.0 | 3,786.5 | 4.0% |
| Aggreg. Disp. Income | 6,142.3 | 7,699.9 | 4.6% | 7,699.9 | 9,514.9 | 4.3% |

Demographic Breakdown

| | Total | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000) | 192.7 | 31.8 | 15.8 | 20.2 | 29.7 | 26.8 | 26.2 | 42.2 |
| Women (000) | 204.0 | 30.1 | 15.3 | 20.5 | 30.7 | 26.7 | 27.1 | 53.6 |
| Total | 396.7 | 61.9 | 31.0 | 40.7 | 60.4 | 53.5 | 53.3 | 95.8 |
| Percentage | 100.0% | 15.6% | 7.8% | 10.3% | 15.2% | 13.5% | 13.4% | 24.1% |
| Per Capita | \$ 22,904 | | | | | | | |
| | | | | | | | | |
| Ethnic Population: White | 92.0% | | | | | | | |
| Black | 3.1% | | | | | | | |
| Asian | 1.0% | | | | | | | |
| Hispanic | 2.8% | | | | | | | |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable Stations | All FMs | All AMs | Total |
|------------|---------|---------|---------|-----------------|---------|---------|-------|
| # Stations | 2 | | 13 | 14 | 15 | 8 | 23 |
| Tot 12+ | 6.6 | | 74.0 | 74.1 | 74.6 | 3.8 | 78.4 |
| Avg 12+ | 3.3 | | 92.2 | 94.5 | 5.0 | 0.5 | 3.4 |
| Tot LCS | 8.4 | | 86.7 | 94.5 | 95.2 | 4.8 | 100.0 |
| Avg LCS | 4.2 | | 6.7 | 6.8 | 6.3 | 0.6 | 4.3 |

Market Overview

1 Geographic Information

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

Revenue Rank: The ranking of the market by BIA/Kelsey's estimate of 2009 market gross radio advertising revenues.

Market Map: A geographic orientation of the region with the actual market highlighted in white. These maps were created using MapInfo®. ♦ = Market City. ▼ = Cities with licensed commercial radio stations.

Metro Counties / Population: A listing of the counties that comprise the subject radio market along with its total 2009 population (presented in thousands or 000s), licensed from Experian/Applied Geographic Solutions.

2 Market Radio Financials

Estimated Historic, Present and Projected Revenues: These are BIA/Kelsey's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 2004 to 2014. The revenue estimates represent total time sales including local, regional and national spot sales, plus political and program revenues. They do not include trade and barter or production revenues. Historic market revenues have been adjusted to reflect current market composition.

Gross revenue estimates are based on several factors including retail sales growth, historical revenue trends, market development, new station entries and regional trends. BIA/Kelsey's direct consultation with and survey responses from station operators and group owners in most markets yield additional data.

Historic and Projected Growth Rates: We have also included the compound average annual rate for the periods indicated: Historically for the last five years (△ 04-09); Last year (△ 08-09); and projected for the next five years (△ 09-14).

★★★ **Confidence Rating:** These stars indicate BIA/Kelsey's confidence level for the estimated revenues. Three stars are awarded for a high level of confidence (several reliable outside sources); two stars for moderate confidence (limited outside sources); and one star for cautious confidence (estimated with our own resources).

Ratios: Radio market revenue to retail sales and revenue per capita are presented for three periods—historic, present and projected.

Estimated Revenue Breakout: Percentage of the market's revenues that are derived locally and from national billing.

3 Demographic and Economic Overview

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see

the tables on page 6. This information is licensed from Experian/Applied Geographic Solutions, and is reprinted herein with their permission.

MSA Population: Presented in thousands (000s) of people.

MSA Households: Presented in thousands (000s) of households.

MSA Retail Expenditures: Presented in hundreds of thousands (\$000,000s) of dollars.

MSA Aggregated Disposable Income (ADI): After tax disposable income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

4 Demographic Breakdown

This breakdown summarizes the population dispersion by age and gender; after-tax per capita, median household and average household incomes for the market in 2009 as well as ethnic populations. For comparison of each market's growth rates with the entire country, see the tables on page 6.

NOTE: Hispanic is defined by Arbitron, Inc. as being of Hispanic origin or decent. Percentages for Hispanic should not be added to the other three percentages as Hispanic is included in all of the ethnic categories.

NOTE: Median Income in markets where the geographic definition differs from that of the Standard Metropolitan Statistical Area (SMSA) is calculated as a weighted average of each county's median income figure.

NOTE: The Demographic Breakdown data and the Demographic and Economic Overview data discussed above are for the Radio Metro as defined by Arbitron, Inc. for the most recent survey period. Arbitron market ranking is based on the estimated 12+ population (i.e. the number of persons age 12 and older in the metro counties). As the geographic definition of the metro changes, the data are adjusted accordingly. Further, all data from 2004 are readjusted as well so that data from 2003, 2009 and 2014 represent the identical geography.

5 Market Summary

This last section of the Market Overview summarizes the aggregate stations in the market by the following categories by: 1) FCC Class of FM Stations; 2) Viable stations: those stations with significant ratings which we determine are serious competitors in the market; 3) All commercial AMs; 4) All commercial FMs; and 5) Total number of commercial radio stations in the market.

Tot 12+: The total Arbitron 12+ Average Quarter Hour (AQH) metro shares.

Avg 12+: The average Arbitron 12+ AQH metro shares is calculated by dividing the total shares in each category by the number of stations in that category.

Tot LCS: The total Local Commercial Share (LCS) adjusts for lost listening (LL) to non-commercial stations and stations not home to the market. The LCS is calculated by dividing the 12+ share by the sum of the commercial station shares in the market.

Avg LCS: The average Local Commercial Share per station = total LCS divided by number of stations in each class.

FM Stations

| Calls | City of License | FCC Class | Freq | Power (kW) | HAAT | C | Owner | Year Std | Date Acq'd | Sales Price (000) | L M A | Format | 2009 Est Revenue (000) 1/ | Power Ratio | Avg '09 Local Comm | ARB 12+ Metro Shares (see rights) | | | | | | | | | | |
|-----------------|-----------------|-----------|-------|------------|------|----|--------------------|----------|------------|-------------------|-------|-------------|---------------------------|-------------|--------------------|-----------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------|------|------|
| | | | | | | | | | | | | | | | | Fall 2009 | Spring 2009 | Fall 2008 | Spring 2008 | Fall 2007 | Spring 2007 | Fall 2006 | Spring 2006 | | | |
| KOMG | Ozark | C2 | 92.9 | 50.0 | 492 | g | MW SpringMO | 95 | 9912 | 3,000 | | Country | 1,350 | 1.87 | 4.4 | 3.6 | 3.7 | 3.0 | 4.9 | 5.8 | 6.1 | 4.7 | 7.2 | | | |
| KTTS | Springfield | C | 94.7 | 100.0 | 1102 | c | Journal Bcst Group | 48 | 9906 | | g1 | Country | 2,775 | 1.01 | 16.7 | 11.3 | 11.6 | 13.8 | 14.8 | 15.9 | 15.0 | 13.6 | 13.6 | | | |
| KTOZ | Pleasant Hope | C2 | 95.5 | 44.0 | 522 | d | Clear Channel | 94 | 0807 | | g | Hot AC | 1,400 | 1.61 | 5.3 | 4.3 | 4.1 | 4.0 | 3.7 | 4.8 | 7.2 | 4.7 | 6.0 | | | |
| KSPW | Sparta | C2 | 96.5 | 50.0 | 492 | c | Journal Bcst Group | 89 | 9906 | | g1 | CHR | 900 | 0.56 | 9.8 | 8.1 | 8.1 | 6.7 | 11.2 | 6.8 | 7.5 | 6.7 | 7.2 | | | |
| KXUS | Springfield | C1 | 97.3 | 100.0 | 581 | d | Clear Channel | 69 | 0807 | | g | Clsc Rock | 900 | 0.98 | 5.6 | 4.5 | 4.8 | 3.7 | 11.2 | 4.3 | 5.1 | 3.2 | 4.1 | | | |
| KWTO | Springfield | C1 | 98.7 | 100.0 | 551 | b | Meyer Comm Inc | 67 | 9501 | 1,880 | c1 | Sports | 225 | 0.53 | 2.6 | 3.2 | 1.5 | 2.5 | 3.0 | 3.4 | 1.6 | 2.7 | 2.4 | | | |
| KADI | Republic | C2 | 99.5 | 6.0 | 328 | f | Vision Comm (MO) | 90 | 0008 | 550 | | ChrsContemp | 150 | 0.91 | 1.0 | 0.5 | 0.4 | 1.2 | 0.7 | 1.0 | 1.2 | 1.2 | 0.7 | | | |
| KSWF | Aurora | C2 | 100.5 | 33.0 | 600 | d | Clear Channel | 68 | 0807 | | g | Country | 800 | 0.87 | 5.6 | 6.1 | 5.5 | 3.0 | 4.7 | 4.8 | 4.9 | 5.0 | 3.3 | | | |
| KTXR | Springfield | C | 101.3 | 100.0 | 1489 | b | Meyer Comm Inc | 62 | | | | Soft AC | 600 | 0.89 | 4.1 | 3.6 | 3.3 | 3.0 | 3.7 | 1.7 | 2.1 | 3.0 | 3.6 | | | |
| KQRA | Brookline | A | 102.1 | 4.9 | 361 | g | MW SpringMO | 02 | | | | Rock/Altve | 1,175 | 0.94 | 7.6 | 6.1 | 6.8 | 4.7 | 3.0 | 5.1 | 4.7 | 5.7 | 6.0 | | | |
| KSGF | Ash Grove | C3 | 104.1 | 19.0 | 374 | c | Journal Bcst Group | 94 | 0312 | 5,000 | d1 | News/Talk | 650 | 0.61 | 6.5 | 4.5 ^{3/} | 3.3 ^{3/} | 6.7 ^{3/} | 3.2 ^{3/} | 5.6 ^{3/} | 4.4 ^{3/} | 6.0 ^{3/} | 4.3 ^{3/} | | | |
| KKLH | Marshfield | C2 | 104.7 | 34.0 | 594 | g | MW SpringMO | 79 | 9607 | 1,800 | | Clsc Rock | 1,000 | 1.00 | 6.1 | 4.1 | 4.8 | 4.4 | 2.5 | 4.1 | 3.5 | 3.0 | 4.3 | | | |
| ● KOSP | Willard | C2 | 105.1 | 50.0 | 492 | g | MW SpringMO | 92 | | | | Clsc Hits | 1,275 | 1.73 | 4.5 | 5.0 | 4.6 | 2.2 | 5.7 | 3.9 | 4.7 | 4.0 | 3.6 | | | |
| ● KGBX | Nixa | C2 | 105.9 | 38.0 | 558 | d | Clear Channel | 42 | 0807 | | g | AC | 2,300 | 1.17 | 12.0 | 6.8 | 6.3 | 12.1 | 7.4 | 8.7 | 7.0 | 8.2 | 7.4 | | | |
| KRVI | Mount Vernon | C3 | 106.7 | 19.0 | 377 | c | Journal Bcst Group | 93 | 0312 | | d1 | Varty/AdHts | 200 | 0.44 | 2.8 | 2.9 | 2.2 | 2.0 | 4.0 | 1.9 | 2.6 | 4.2 | 3.6 | | | |
| # FM Stations - | | | | | | 15 | # Combos - | | | | | | 4 | FM TOTALS | | 9 | 10 | 94.6 | 74.6 | 71.0 | 73.0 | 72.7 | 77.8 | 77.6 | 75.9 | 77.1 |

Multicasting Stations

| Calls | City of License | Freq | Day Power (kW) | HAAT | C | Owner | Year Std | Format | ARB 12+ Metro Shares (see rights) | | | | | | | | | | | | | | |
|---------------------------|-----------------|-------|----------------|------|---|----------------|---------------------|---------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|--|--|--|--|--|--|--|
| | | | | | | | | | Fall 2009 | Spring 2009 | Fall 2008 | Spring 2008 | Fall 2007 | Spring 2007 | Fall 2006 | Spring 2006 | | | | | | | |
| KTXR-HD2 | Springfield | 101.3 | 100.0 | 1489 | b | Meyer Comm Inc | 08 | Soft AC | | | | | | | | | | | | | | | |
| # Multicasting Stations - | | | | | | 1 | Multicasting TOTALS | | | | | | | | | | | | | | | | |

AM Stations

| Calls | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C | Owner | Year Std | Date Acq'd | Sales Price (000) | L M A | Format | 2009 Est Revenue (000) 1/ | Power Ratio | Avg '09 Local Comm | ARB 12+ Metro Shares (see rights) | | | | | | | | | | |
|-----------------------------|-----------------|-----------|------|----------------|------------------|----|----------------------|----------|------------|-------------------|-------|-------------|---------------------------|------------------------------|--------------------|-----------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--|--|--|
| | | | | | | | | | | | | | | | | Fall 2009 | Spring 2009 | Fall 2008 | Spring 2008 | Fall 2007 | Spring 2007 | Fall 2006 | Spring 2006 | | | |
| KWTO | Springfield | B | 560 | 5.0 | 4.00 | b | Meyer Comm Inc | 33 | 9501 | | c1 | Talk | 450 | 0.70 | 3.9 | 2.9 | 2.8 | 3.2 | 2.5 | 3.1 | 1.9 | 3.0 | 3.8 | | | |
| KLTI | Springfield | D | 660 | 1.5 | 0.04 | e | Best Broadcast Group | 66 | 9608 | | na | Country | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | |
| KBFL | Springfield | D | 1060 | 0.5 | 0.00 | b | Meyer Comm Inc | 72 | 0602 | 275 | | Lite AC | 50 | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | |
| KSGF | Springfield | B | 1260 | 5.0 | 5.00 | c | Journal Bcst Group | 42 | 9906 | | g1 | News/Talk | | | 12 | KSGF ^{2/} | KSGF ^{2/} | KSGF ^{2/} | KSGF ^{2/} | KSGF ^{2/} | KSGF ^{2/} | KSGF ^{2/} | KSGF ^{2/} | | | |
| KADI | Springfield | C | 1340 | 1.0 | 1.00 | f | Vision Comm (MO) | 49 | 0504 | 375 | | Nws/Tlk/Spt | 75 | | 0.3 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.5 | 1.0 | 0.0 | | | |
| KGMV | Springfield | C | 1400 | 1.0 | 1.00 | d | Clear Channel | 26 | 0807 | | g | Sports | 125 | 0.76 | 1.0 | 0.9 | 0.4 | 1.2 | 0.5 | 0.0 | 0.7 | 0.5 | 1.0 | | | |
| KMRP | Marshfield | D | 1510 | 5.0 | 0.00 | a | New Life Evangel Ctr | 69 | 9406 | 28 | | Gospel | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | |
| KLFJ | Springfield | D | 1550 | 5.0 | 0.03 | | Perme, CJ | 74 | 9904 | 432 | | Tlk/Inf/Cdy | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | |
| # AM Stations - | | | | | | 8 | # Combos - | | | | | | 4 | AM TOTALS | | | | | | | | | | | | |
| AM & FM Stations Profiled - | | | | | | 23 | # Duopolies - | | | | | | 5 | Total Local Commercial Share | | | | | | | | | | | | |

13

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

2/ Included in TLR share for noted station

3/ TLR share includes listening shares from partner stations

Competitive Overview

6 Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

“•”: A bullet to the left of the station’s listing indicates that there has been a change to this station since the last edition was printed. It could be any combination of new call sign, technical upgrade, different format, new LMA or change in ownership.

Call Letters: Listed in order of frequency, these are the licensed call letters of the commercial radio stations either licensed to the market or those stations belonging to other markets which receive significant ratings in the market. The multicast signals are listed below the FM stations.

City of License: The city from which the radio station is licensed to operate as designated by the FCC.

FCC Class: The technical allocation of the facility as defined by the FCC.

Frequency: The number of cycles the station’s signal is transmitted per second in MHz for FM and kHz for AM.

Power (Day or Night): 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: Height above average terrain of the station’s center of radiation (antenna) with respect to its surrounding terrain in feet.

C: By matching the letters indicated in this column you will see the stations in the market that operate together as a “combo” (at least two stations with same owner in the market).

7 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

Owner: The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a “p” next to the Sales Price (see Keys & Codes, Page 13).

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

Date Acq’d: The date (Year Month) the station was acquired by the most recent or proposed purchaser.

Sales Price: Presented in thousands, this is the 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, Page 13.) **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 the weekday 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.

LMA: Local Marketing Agreement. The letter indicated in this column coincides with the other stations in the market that operate with this one under such an agreement.

8 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/Kelsey, see Pages 14 and 15.

9 Estimated Station Revenues

To improve the quality of this publication, we estimate gross revenues for the leading stations in the rated markets. BIA/Kelsey’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.

10 Power Ratio

In addition to station revenue estimates, we have also calculated power ratios for those stations. This was calculated by determining the estimated revenue share for the station (station revenues divided by market revenues) and dividing this by the local commercial share. See #11 below for explanation on calculation of Local Commercial Share (LCS).

11 Arbitron Ratings

BIA/Kelsey 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 eight ratings periods to enable the reader to analyze trends in a station’s performance. You will notice that Arbitron rates some markets 4 times per year and others only 2 times.

Average LCS: The Local Commercial Share is the average share for the prior 12-month period (beginning the previous Fall through the subsequent Summer ratings period) adjusted for lost listening to out-of-market and non-commercial stations. This is calculated by dividing the 12+ share by the total commercial station shares in the market.

12 Total Line Reporting

Footnote 2/ lists call letters of parent simulcast station. Footnote 3/ indicates share is for all 100% simulcast stations.

13 Other Market Information

Top of the page: Under the Metro Rank in the top right corner, we list for your reference, the other markets in which some of the stations of the subject market may also be rated.

Bottom of the page: Any new allocations through either Docket 80-90 or other FCC rulemaking are listed at the bottom of the page. Also any footnotes for the market.

NOTE: SEE COPYRIGHTS FOR SPECIAL NOTE ON PUERTO RICO MARKET

Keys and Codes

General

| | |
|--------------------|--|
| ADI | Aggregated Disposable Income |
| 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 |
| HD2 | Second multicast signal for Digital Radio station. If subsequent signals will be HD3, HD4, etc. |
| HH | Households |
| LCS | Local Commercial (Audience) Share - Adjusts for lost listening to non-commercial and out-of-market stations. Calculated by dividing the station share by the sum of shares of all commercial stations in the market over four periods (i.e., previous Fall through subsequent Summer ratings period). |
| LMA | Local Marketing Agreement |
| MSA | Metro Survey Area |
| Power Ratio | Comparison of revenue share to audience share. Calculated by dividing the station revenue by market revenue; then dividing the result by the local commercial share (LCS). |
| PPM | Portable People Meters - electronic listening share data collection device. |
| RE | Retail Expenditures |

Codes under “C” in header

The letter codes under the “C” heading indicate a combo or duopoly. All AM and FM stations with the same owner will have the same letter code.

Codes under “LMA” header

The numeric codes under the “LMA” heading indicate which stations are operating under an LMA.

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) |

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/Kelsey 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 | Chrly | Chy | Charlie | Adult Contemporary |
| 70Hts | 7Ht | 70s Hits | Oldies | Kids | Kds | Children | Miscellaneous |
| 70sOd | 70s | 70s Oldies | Oldies | Chrst | Cst | Christian | Religion |
| 80&90 | 8&9 | 80s & 90s | Oldies | Xmas | Xms | Christmas | Miscellaneous |
| 80Hts | 8Ht | 80s Hits | Oldies | CCtmp | CCt | Christian Contemporary | Religion |
| 90&20 | 9&2 | 90s & 2000s | Oldies | CsMOR | CMR | Classic MOR | Middle of the Road |
| AAA | AAA | AAA | Rock | Clsc | Cls | Classical | Classical |
| AC | AC | AC | Adult Contemporary | CIHts | 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 |
| BIGrs | 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 |

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