



Fredericksburg VA
Market #165
12+ Population:
227,700 (MSA)* 288,000 (TSA)**

Surveyed: Continuously
Updated: August 20, 2002
Next: September 18, 2002

Summer 2002 Phase 1: May/June/July

Station	Format	Positioner	Owner	Sp 2001	Su 2001	Fa 2001	Wi 2002	Sp 2002	Su 2002 P1	Chg	
1	WFLS-FM	Country	93 WFLS	Free Lance-Star	19.1	15.5	17.2	17.9	17.9	15.2	-2.7
2	WBQB-FM	Hot AC	B-101.5	Mid-Atlantic Network	9.7	12.4	9.3	8.6	8.5	8.3	-0.2
3	WJFK-FM	Hot Talk	106.7 WJFK	Infinity Broadcasting	6.4	4.3	2.5	4.8	4.1	5.0	+0.9
4	WTOP-A/F	News	WTOP	Bonneville International	1.8	5.9	5.7	6.2	5.3	4.9	-0.4
5	WGRQ-FM	50s-70s Oldies	Virginia's Rockin' Oldies	Telemedia Broadcasting	3.6	2.5	3.7	2.4	3.4	4.3	+0.9
	WPGC-FM	CHR/Rhythmic	95.5 WPGC	Infinity Broadcasting	3.3	4.0	3.4	2.4	3.8	4.3	+0.5
7	WFVA-AM	Adult Standards	The Memories Station	Mid-Atlantic Network	1.8	2.2	2.0	2.4	3.4	3.0	-0.4
	WGRX-FM	Rockish Country	Thunder 104.5	Telemedia Broadcasting	0.6	1.2	1.1	2.1	4.4	3.0	-1.4
	WKYS-FM	Urban	93.9 WKYS	Radio One	2.7	3.4	2.8	1.0	3.1	3.0	-0.1
	WYSK-FM	Alternative	99-3 WYSK	Free Lance-Star	0.6	1.6	2.0	2.7	2.2	3.0	+0.8
11	WWUZ-FM	Classic Rock	Classic Rock 96.9	Free Lance-Star	3.0	1.9	2.0	1.0	2.8	2.6	-0.2
12	WBTJ-FM	Urban	106-5 The Beat	Clear Channel		1.6	2.0	2.4	1.6	2.3	+0.7
	WWZZ-FM	Modern AC	Z-104	Bonneville International	3.6	3.4	3.7	3.1	2.2	2.3	+0.1
14	WCDX-FM	Urban	Power 92-1 Jamz	Radio One	2.1	1.2	3.1	1.4	1.6	2.0	+0.4
15	WARW-FM	Classic Rock	Classic Rock 94.7	Infinity Broadcasting	1.8	1.6	1.7	1.7	1.9	1.7	-0.2
	WHUR-FM	Urban AC	96.3 WHUR	Howard University	3.0	1.6	2.0	2.4	2.5	1.7	-0.8
	WIHT-FM	CHR/Pop	Hot 99-5	Clear Channel	0.6		1.1	2.1	1.6	1.7	+0.1
	WJZW-FM	Smooth Jazz	Smooth Jazz 105.9	ABC Radio	1.5	2.5	2.0	2.1	0.6	1.7	+1.1
	WMZQ-FM	Country	98.7 MZQ	Clear Channel	1.5	0.6	1.1	2.1	1.9	1.7	-0.2
	WWDC-FM	Alternative	DC-101	Clear Channel	2.1	2.8	3.1	2.7	1.6	1.7	+0.1
21	WAVA-FM	Cont Christian	WAVA	Salem Communications	0.9		1.1	0.7	1.3	1.3	E
	WBIG-FM	Oldies	Big 100	Clear Channel	0.9		1.7	1.4	1.3	1.3	E
	WGMS-FM	Classical	Classical 103.5	Bonneville International	0.6	1.2	1.1	1.0		1.3	NR
	WRXL-FM	Rock	XL-102	Clear Channel	1.8	1.9	1.4	1.0	1.3	1.3	E
25	WASH-FM	Soft Rock	Soft Rock 97.1	Clear Channel	1.2	0.6	1.1	1.0	0.6	0.7	0.1
	WINC-FM	Hot AC	92.5 WINC-FM	Mid-Atlantic Network	0.9		0.6		0.6	0.7	0.1
	WJMA-FM	Country	98.9 WJMA	Piedmont Communications	0.9	1.6	1.1	2.4	1.3	0.7	-0.6
	WKJS-FM	Urban AC	104.7 Kiss FM	Radio One						0.7	NR
	WTVR-FM	AC	Lite 98	Clear Channel	1.2	1.6	0.8	1.4	0.6	0.7	+0.1

The Biggest Gainers:

WJZW-FM... +1.1
WJFK-FM... +0.9
WGRQ-FM... +0.9

The Biggest Losers:

WFLS-FM... -2.7
WGRX-FM... -1.4
WHUR-FM... -0.8

Cluster Totals:

1st Free Lance-Star Publishing... 20.8 (-2.1) with 3 stations
2nd Mid-Atlantic Network... 12.0 (-0.5) with 3 stations
3rd Clear Channel Communications... 11.4 (+0.3) with 8 stations
4th Infinity Broadcasting... 11.0 (+1.2) with 3 stations
5th Bonneville International Corporation... 1.5 (+1.0) with 3 stations

* Metro Survey Area (MSA): Includes a city (or cities) whose population is specified as that of the central city together with the county (or counties) in which it is located. The Metro also includes contiguous or additional counties when the economic and social relationships between the central and additional counties meet specific criteria. Arbitron Metros generally correspond to the Metropolitan Statistical Areas (MSAs) defined by the U.S. Government's Office of Management and Budget. They are subject to exceptions dictated by historical industry usage and other marketing considerations.

** Total Survey Area (TSA): A geographic area that encompasses the Metro Survey Area and may include additional counties located outside the Metro which meet certain listening criteria to Metro-licensed stations.