



**Hampton Roads VA  
Market #38**

**12+ Population:  
1,264,600 (MSA)\* 1,632,300 (TSA)\*\***

**Surveyed:** Continuously  
**Updated:** September 26, 2002  
**Next:** October 24, 2002

**Spring 2002:** June/July/August

Station:	Format:	Positioner:	Owner:	Wi 2001	Sp 2001	Su 2001	Fa 2001	Wi 2002	Sp 2002	Su 2002	P1	Chg
1	WWDE-F	Mainstream AC	101.3 - 2WD	Entercom	6.9	5.9	8.3	7.2	7.2	7.0	6.6	-0.4
2	WOWI-F	Urban	103 Jamz	Clear Channel	8.3	7.6	9.5	7.3	6.3	6.9	6.5	-0.4
3	WGH-F	New Country	Eagle 97.3	Barnstable Broadcasting	5.6	5.1	5.2	5.5	4.9	5.8	6.0	+0.1
4	WNOR-F	Active Rock	FM99	Saga Communications	5.8	6.0	6.4	5.8	5.5	5.6	5.8	+0.2
	WVKL-F	Urban AC	95-7 R&B	Entercom	5.4	4.5	4.4	5.1	6.4	6.6	5.8	-0.8
6	WPTE-F	Modern AC	94.9 The Point	Entercom	4.3	5.0	4.4	4.3	5.7	5.6	5.6	E
7	WAFX-F	Classic Hits	106.9 The Fox	Saga Communications	5.9	6.3	6.1	4.1	4.9	5.0	5.3	+0.3
	WCMS-F	Country	100.5 WCMS	Barnstable Broadcasting	5.8	6.3	4.4	5.2	4.1	5.0	5.3	+0.3
	WXEZ-F	Black Gospel	Star 94.1	Barnstable Broadcasting	4.7	5.9	4.6	5.9	4.7	5.7	5.1	-0.6
10	WNVZ-F	Rhythmic CHR	Z-104	Entercom	5.1	6.0	5.3	4.7	4.9	4.6	4.8	+0.2
11	WWSO-F	70s-60s Oldies	Oldies 92-9	Barnstable Broadcasting	2.6	2.7	2.8	5.7	5.2	4.4	4.7	+0.3
12	WROX-F	Alternative	96X	Sinclair Telecable	2.5	2.6	2.6	3.2	3.5	3.5	3.7	+0.2
13	WSVY-F	Urban AC	Vibe 105	Clear Channel	2.0	1.9	2.4	3.0	3.9	3.3	3.4	+0.1
14	WNIS-A	News	NewsRadio 790	Sinclair Telecable	3.7	4.5	5.0	4.6	3.4	3.3	3.1	-0.2
15	WJCD-F	Smooth Jazz	Smooth Jazz - CD 107.7	Clear Channel	4.3	2.6	3.0	2.3	3.4	3.0	2.7	-0.3
	WKOC-F	Triple-A	93-7 The Coast	Sinclair Telecable	2.6	2.6	1.6	2.2	3.0	2.7	2.7	E
17	WBHH-F	Hip-Hop	92.1 The Beat	Clear Channel	2.3	2.3	2.4	2.2	2.0	1.9	1.9	E
18	WWHV-F	Urban	Hot 102.1	On Top Communications			0.4	0.9	1.0	1.0	1.4	+0.4
19	WJOI-A	Adult Standards	Hampton Roads' Joy	Saga Communications	1.6	2.0	1.5	1.2	1.7	1.5	1.2	-0.3
20	WTAR-A	News/Talk	TalkRadio 850	Sinclair Telecable	1.2	1.3	1.4	1.6	1.0	1.1	1.1	E
21	WPCE-A	Black Gospel	Your Inspirational Leader	Willis Broadcasting	1.4	1.3	0.5	0.9	1.2	1.1	0.8	-0.3
22	WGH-A	Sports	ESPN Radio 1310	Barnstable Broadcasting	1.0	0.8	0.8	1.0	0.6	0.6	0.7	+0.1
23	WFOG-A	Adult Standards	AM 1050 The Fog	Barnstable Broadcasting	0.4						0.6	NR
24	WCXL-FM	Hot AC	Beach 104	Ray-D-O-Biz							0.4	NR
	WTJZ-A	Black Gospel	AM 1270 The Light	Chesapeake-Portsmouth					0.4	0.4	0.4	E
	WXGM-A/F	AC	Xtra 99.1	WXGM Inc	0.4	0.6	0.4	1.0	0.4	0.4	0.4	E

**The Biggest Gainers:**

WWHV-F...+0.4

**The Biggest Losers:**

WVKL-F... -0.8

WXEZ-F... -0.6

**Cluster Totals:**

- 1st Entercom... 22.8 (-1.0) with 4 stations
- 2nd Barnstable Broadcasting... 22.4 (-0.1) with 6 stations
- 3rd Clear Channel Communications... 14.5 (-0.6) with 4 stations
- 4th Saga Communications... 12.3 (+0.2) with 3 stations
- 5th Sinclair Telecable... 10.6 (E) with 4 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.

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