



**Richmond VA**  
**Market #56**  
**12+ Population:**  
**850,600 (MSA)\* 1,304,200 (TSA)\*\***

**Surveyed:** Continuously  
**Updated:** August 28, 2002  
**Next:** September 26, 2002

**Spring 2002:** May/June/July

| Station: | Format: | Positioner:     | Owner:                    | Wi 2001                 | Sp 2001 | Su 2001 | Fa 2002 | Wi 2002 | Sp 2002 | Su 2002 | P1   | Chg  |
|----------|---------|-----------------|---------------------------|-------------------------|---------|---------|---------|---------|---------|---------|------|------|
| 1        | WTVR-FM | Soft AC         | Lite 98                   | Clear Channel           | 9.6     | 8.5     | 8.7     | 11.3    | 10.0    | 12.1    | 11.6 | -0.5 |
| 2        | WKHK-FM | Country         | K-95                      | Cox Radio               | 7.1     | 6.4     | 7.6     | 6.5     | 6.8     | 8.5     | 9.8  | +1.3 |
| 3        | WCDX-FM | Urban           | Power 92-1 Jamz           | Radio One               | 12.4    | 13.0    | 9.0     | 7.5     | 6.5     | 7.0     | 7.1  | +0.1 |
| 4        | WJMO-FM | Urban Oldies    | Jammin Oldies Magic 105.7 | Radio One               | 3.4     | 5.1     | 5.7     | 5.5     | 6.1     | 5.5     | 6.7  | +1.2 |
| 5        | WRVA-AM | News/Talk       | NewsRadio 1140            | Clear Channel           | 7.8     | 5.2     | 5.7     | 6.0     | 7.0     | 5.5     | 5.4  | -0.1 |
| 6        | WRVQ-FM | Mainstream CHR  | Q-94                      | Clear Channel           | 5.8     | 6.1     | 6.5     | 5.4     | 4.8     | 5.5     | 4.9  | -0.6 |
| 7        | WBTJ-FM | Urban           | 106-5 The Beat            | Clear Channel           | 2.8     | 3.7     | 6.0     | 4.8     | 4.4     | 4.2     | 4.5  | +0.3 |
| 8        | WKJS-FM | Urban AC        | 104.7 Kiss FM             | Radio One               | 4.5     | 6.4     | 4.9     | 5.6     | 4.2     | 4.9     | 4.4  | -0.5 |
| 9        | WMXB-FM | Hot AC          | B-103                     | Cox Radio               | 4.2     | 4.1     | 4.3     | 4.6     | 4.5     | 3.4     | 3.8  | +0.4 |
| 10       | WDYL-FM | Alternative     | Y-101                     | Cox Radio               | 2.2     | 3.1     | 2.8     | 3.4     | 3.1     | 3.3     | 3.5  | +0.2 |
| 11       | WKLR-FM | Classic Rock    | 96.5 The Planet           | Cox Radio               | 4.5     | 5.3     | 5.0     | 6.0     | 5.2     | 4.7     | 3.4  | -1.3 |
| 12       | WRXL-FM | Rock            | XL-102                    | Clear Channel           | 2.9     | 4.5     | 3.4     | 3.0     | 3.0     | 3.4     | 3.0  | -0.4 |
| 13       | WRHH-FM | Hip-Hop         | Hot 9-9-3                 | Radio One               |         | 1.2     | 2.1     | 1.7     | 2.2     | 2.4     | 2.7  | +0.3 |
| 14       | WBBT-FM | 80s-90s Hits    | Star 107.3                | The Main Quad Group     | 1.6     | 2.1     | 2.2     | 2.2     | 2.2     | 1.9     | 2.5  | +0.6 |
| 15       | WJZV-FM | Smooth Jazz     | Smooth Jazz 93.1          | Richmond Broadcasting   | 3.3     | 2.5     | 2.8     | 1.6     | 2.3     | 2.0     | 2.1  | +0.1 |
| 16       | WVNZ-AM | Adult Standards | Unforgettable 1320        | 4M Communications       |         |         | 1.4     | 1.8     | 1.8     | 2.3     | 1.2  | -1.1 |
| 17       | WLEE-AM | Hot Talk        | Hot Talk 990//1340        | 4M Communications       | 1.5     | 0.7     | 0.6     | 1.1     | 1.0     | 0.8     | 1.0  | +0.2 |
|          | WRNL-AM | Sports          | SportsRadio 910           | Clear Channel           | 2.0     | 0.8     | 1.5     | 1.5     | 1.3     | 1.0     | 1.0  | E    |
|          | WXEZ-FM | Black Gospel    | Star 94.1                 | Barnstable Broadcasting | 1.1     | 1.2     | 0.6     | 0.9     | 1.4     | 0.9     | 1.0  | +0.1 |
| 20       | WFTH-AM | Black Gospel    | The Light                 | James Johnson Jr        | 0.7     | 0.7     | 0.7     | 0.7     | 0.5     | 0.9     | 0.9  | E    |
|          | WREJ-AM | Gospel          | Rejoice Radio AM 1540     | 4M Communications       | 0.8     | 0.8     | 0.9     | 0.7     | 1.2     | 1.1     | 0.9  | -0.2 |
| 22       | WXGI-AM | Classic Country | AM 950 WXGI               | David Gee               | 1.1     | 1.1     | 1.6     | 1.6     | 2.0     | 0.7     | 0.8  | +0.1 |
| 23       | WGCV-AM | Black Gospel    | Your Gospel Connection    | Radio One               | 0.9     | 0.7     | 0.5     | 0.6     | 1.0     | 0.9     | 0.7  | -0.2 |
| 24       | WBBC-FM | New Country     | Bobcat Country 93-3       | Denbar Communications   |         |         |         |         |         |         | 0.5  | NR   |
| 25       | WAFX-FM | Classic Rock    | 106.9 The Fox             | Saga Communications     |         | 0.4     |         | 0.6     | 0.5     | 0.4     | 0.4  | E    |
|          | WCLM-AM | Urban Oldies    | Heart & Soul Of Richmond  | World Media             |         | 0.7     | 0.6     | 0.5     | 0.8     | 0.4     | 0.4  | E    |
|          | WWUZ-FM | Classic Rock    | Classic Rock 96.9         | Free Lance-Star         | 0.7     | 0.5     |         |         | 0.8     | 0.5     | 0.4  | -0.1 |

| The Biggest Gainers: | The Biggest Losers: | Cluster Totals:   |
|----------------------|---------------------|---|
| WKHK-FM... +1.3      | WKLR-FM... -1.3     | 1st Clear Channel Communications... 30.4 (+1.2) with 6 stations |
| WJMO-FM... +1.2      | WVNZ-AM... -1.1     | 2nd Radio One... 21.6 (+0.9) with 5 stations                    |
|                      |                     | 3rd Cox Radio... 20.5 (+0.6) with 4 stations                    |
|                      |                     | 4th 4M Communications... 3.1 (-1.1) 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.

\*\*\* Owned by Honolulu Broadcasting JSA with Radio One