



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

**Surveyed:** Continuously  
**Updated:** September 18, 2002  
**Next:** October 16, 2002

**Summer 2002 Phase 2: June/July/August**

Station	Format	Positioner	Owner	Sp 2001	Su 2001	Fa 2001	Wi 2002	Sp 2002	Su 2002 P1	Su 2002 P2	Chg	
1	WFLS-FM	Country	93 WFLS	Free Lance-Star	19.1	15.5	17.2	17.9	17.9	15.2	15.4	+0.2
2	WBQB-FM	Hot AC	B-101.5	Mid-Atlantic Network	9.7	12.4	9.3	8.6	8.5	8.3	8.4	+0.1
3	WTOP-A/F	News	WTOP	Bonneville International	1.8	5.9	5.7	6.2	5.3	4.9	5.3	+0.4
4	WGRQ-FM	50s-70s Oldies	Virginia's Rockin' Oldies	Telemedia Broadcasting	3.6	2.5	3.7	2.4	3.4	4.3	5.0	+0.7
5	WGRX-FM	Rockish Country	Thunder 104.5	Telemedia Broadcasting	0.6	1.2	1.1	2.1	4.4	3.0	4.0	+1.0
	WPGC-FM	CHR/Rhythmic	95.5 WPGC	Infinity Broadcasting	3.3	4.0	3.4	2.4	3.8	4.3	4.0	-0.3
	WYSK-FM	Alternative	99-3 WYSK	Free Lance-Star	0.6	1.6	2.0	2.7	2.2	3.0	4.0	+1.0
8	WKYS-FM	Urban	93.9 WKYS	Radio One	2.7	3.4	2.8	1.0	3.1	3.0	3.3	+0.3
9	WFVA-AM	Adult Standards	The Memories Station	Mid-Atlantic Network	1.8	2.2	2.0	2.4	3.4	3.0	3.0	E
	WWUZ-FM	Classic Rock	Classic Rock 96.9	Free Lance-Star	3.0	1.9	2.0	1.0	2.8	2.6	3.0	+0.4
11	WGMS-FM	Classical	Classical 103.5	Bonneville International	0.6	1.2	1.1	1.0		1.3	2.7	+1.4
	WJFK-FM	Hot Talk	106.7 WJFK	Infinity Broadcasting	6.4	4.3	2.5	4.8	4.1	5.0	2.7	-2.3
	WWZZ-FM	Modern AC	Z-104	Bonneville International	3.6	3.4	3.7	3.1	2.2	2.3	2.7	+0.4
14	WARW-FM	Classic Rock	Arrow 94.7	Infinity Broadcasting	1.8	1.6	1.7	1.7	1.9	1.7	2.3	+0.6
	WWDC-FM	Alternative	DC-101	Clear Channel	2.1	2.8	3.1	2.7	1.6	1.7	2.3	+0.6
16	WBIG-FM	Oldies	Big 100	Clear Channel	0.9		1.7	1.4	1.3	1.3	1.7	+0.4
	WBTJ-FM	Urban	106-5 The Beat	Clear Channel		1.6	2.0	2.4	1.6	2.3	1.7	-0.6
	WCDX-FM	Urban	Power 92-1 Jamz	Radio One	2.1	1.2	3.1	1.4	1.6	2.0	1.7	-0.3
	WHUR-FM	Urban AC	96.3 WHUR	Howard University	3.0	1.6	2.0	2.4	2.5	1.7	1.7	E
	WIHT-FM	CHR/Pop	Hot 99-5	Clear Channel	0.6	0.0	1.1	2.1	1.6	1.7	1.7	E
	WJZW-FM	Smooth Jazz	Smooth Jazz 105.9	ABC Radio	1.5	2.5	2.0	2.1	0.6	1.7	1.7	E
22	WMZQ-FM	Country	98.7 MZQ	Clear Channel	1.5	0.6	1.1	2.1	1.9	1.7	1.3	-0.4
	WRXL-FM	Active Rock	102.1 The X	Clear Channel	1.8	1.9	1.4	1.0	1.3	1.3	1.3	E
24	WASH-FM	Soft Rock	Soft Rock 97.1	Clear Channel	1.2	0.6	1.1	1.0	0.6	0.7	0.7	E
	WAVA-FM	Cont Christian	WAVA	Salem Communications	0.9		1.1	0.7	1.3	1.3	0.7	-0.6
	WINC-FM	Hot AC	92.5 WINC-FM	Mid-Atlantic Network	0.9		0.6		0.6	0.7	0.7	E
	WJMA-FM	Country	98.9 WJMA	Piedmont Communications	0.9	1.6	1.1	2.4	1.3	0.7	0.7	E
	WKJS-FM	Urban AC	104.7 Kiss FM	Radio One						0.7	0.7	E
	WRQX-FM	Hot AC	Mix 107.3	ABC Radio	0.9	1.6	0.8				0.7	NR
	WRVQ-FM	CHR/Pop	Q-94	Clear Channel		0.9	1.1				0.7	NR
	WTVR-FM	AC	Lite 98	Clear Channel	1.2	1.6	0.8	1.4	0.6	0.7	0.7	E

The Biggest Gainers:	The Biggest Losers:	Cluster Totals:
WGMS-FM... +1.4	WJFK-AM... -2.3	1st Free Lance-Star Publishing... 22.4 (+1.6) with 3 stations
WYSK-FM... +1.0	WBTJ-FM... -0.6	2nd Mid-Atlantic Network... 12.1 (+0.1) with 3 stations
WGRX-FM... +1.0	WAVA-FM... -0.6	2nd Clear Channel Communications... 12.1 (+0.7) with 9 stations
		4th Bonneville International Corporation... 10.7 (+2.2) with 3 stations
		5th Infinity Broadcasting... 9.0 (-2.0) 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.

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