



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

Surveyed: Continuously
Updated: June 28, 2002
Next: July 30, 2002

Spring 2002:
Arbitrends Ph 2: March/April/May

Station:	Format:	Positioner:	Owner:	Sp 2001	Su 2001	Fa 2001	Wi 2002	Sp 2002 Ph 1	Sp 2002 Ph 2	Chg
1 WTVR-FM	Soft AC	Lite 98	Clear Channel	8.5	8.7	11.3	10.0	9.5	9.6	+0.1
3 WKHK-FM	Country	K-95	Cox Radio	6.4	7.6	6.5	6.8	7.1	8.1	+1.0
2 WCDX-FM	Urban	Power 92-1 Jamz	Radio One	13.0	9.0	7.5	6.5	7.4	7.6	+0.2
4 WRVA-AM	News/Talk	NewsRadio 1140	Clear Channel	5.2	5.7	6.0	7.0	5.9	5.8	-0.1
6 WJMO-FM	Urban Oldies	Jammin Oldies Magic 105.7	Radio One	5.1	5.7	5.5	6.1	5.1	5.4	+0.3
5 WKLR-FM	Classic Rock	96.5 The Planet	Cox Radio	5.3	5.0	6.0	5.2	5.7	5.3	-0.4
WKJS-FM	Urban AC	104.7 Kiss FM	Radio One	6.4	4.9	5.6	4.2	4.8	5.1	+0.3
7 WRVQ-FM	Mainstream CHR	Q-94	Clear Channel	6.1	6.5	5.4	4.8	5.0	5.1	+0.1
8 WBTJ-FM	Urban	106-5 The Beat	Clear Channel	3.7	6.0	4.8	4.4	4.8	4.2	-0.6
10 WMXB-FM	Hot AC	B-103	Cox Radio	4.1	4.3	4.6	4.5	4.4	4.1	-0.3
11 WDYL-FM	Alternative	Y-101	Cox Radio	3.1	2.8	3.4	3.1	3.5	3.5	E
12 WRXL-FM	Rock	XL-102	Clear Channel	4.5	3.4	3.0	3.0	3.0	3.5	+0.5
16 WJZV-FM	Smooth Jazz	Smooth Jazz 93.1	Richmond Broadcasting	2.5	2.8	1.6	2.3	2.1	2.5	+0.4
15 WRHH-FM	Hip-Hop	Hot 9-9-3	Radio One	1.2	2.1	1.7	2.2	2.2	2.4	+0.2
WVNZ-AM	Adult Standards	Unforgettable 1320	4M Communications	0.0	1.4	1.8	1.8	2.4	2.2	-0.2
13 WBBT-FM	80s-90s Hits	Star 107.3	The Main Quad Group	2.1	2.2	2.2	2.2	2.4	1.9	-0.5
18 WREJ-AM	Gospel	Rejoice Radio AM 1540	4M Communications	0.8	0.9	0.7	1.2	1.4	1.6	+0.2
17 WXGI-AM	Classic Country	AM 950 WXGI	David Gee	1.1	1.6	1.6	2.0	1.6	1.1	-0.5
20 WRNL-AM	Sports	SportsRadio 910	Clear Channel	0.8	1.5	1.5	1.3	1.2	1.0	-0.2
22 WGCV-AM	Black Gospel	Your Gospel Connection	Radio One	0.7	0.5	0.6	1.0	0.9	0.9	E
WXEZ-FM	Black Gospel	Star 94.1	Barnstable Broadcasting	1.2	0.6	0.9	1.4	1.4	0.8	-0.6
WZEZ-FM	Adult Standards	EZ-100.5	Huffman Communications	0.0	0.0	1.1	0.5	0.6	0.8	+0.2
23 WCLM-AM	Urban Oldies	Heart & Soul Of Richmond	World Media	0.7	0.6	0.5	0.8	0.8	0.7	-0.1
WFTH-AM	Black Gospel	The Light	James Johnson Jr	0.7	0.7	0.7	0.5	0.4	0.7	+0.3
WLEE-AM	Hot Talk	Hot Talk 990//1340	4M Communications	0.7	0.6	1.1	1.0	1.1	0.7	-0.4
WWUZ-FM	Classic Rock	Classic Rock 96.9	Free Lance-Star	0.5	0.0	0.0	0.8	0.6	0.6	E
24 WAFX-FM	Classic Rock	106.9 The Fox	Saga Communications	0.4	0.0	0.6	0.5	0.6	0.4	-0.2

The Biggest Gainers:

WKHK-FM... +1.0
 WRXL-FM... +0.5
 WJZV-FM... +0.4

The Biggest Losers:

WBTJ-FM... -0.6
 WXEZ-FM... -0.6
 WXGI-AM... -0.5
 WBBT-FM... -0.5

Cluster Totals:

1st Clear Channel Communications... 29.2 (-0.6) with 6 stations
 2nd Radio One... 21.4 (+0.6) with 5 stations
 3rd Cox Radio... 21.0 (+0.3) with 4 stations
 4th 4M Communications... 4.5 (-0.4) 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