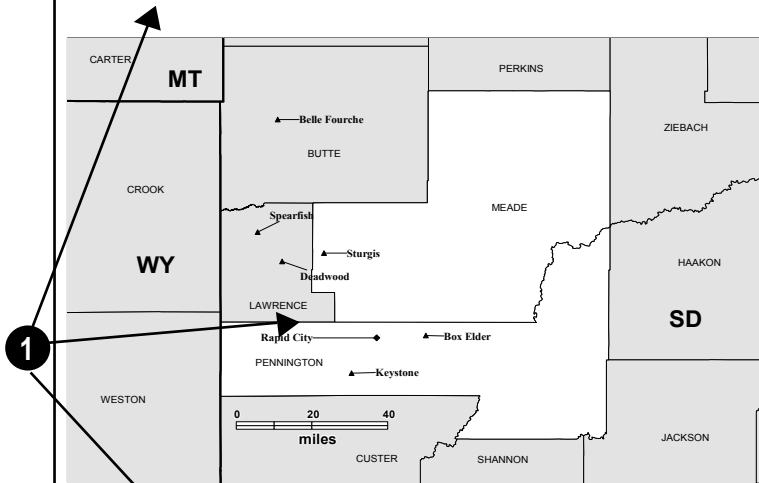


Metro Rank: 253

Revenue Rank: 171

Rapid City, SD Market Overview



Metro Counties / Population (000)

Meade, SD	27.7
Pennington, SD	111.2
Total	138.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

OVER-THE-AIR ESTIMATED GROSS REVENUES ★	2012	2013	2014	2015	2016	2017	Δ 12 - 17
	\$8,400	\$8,600	\$8,800	\$8,800	\$9,000	\$9,000	1.3%
	Δ 16 - 17	2018	2019	2020	2021	2022	Δ 17 - 22
		\$9,000	\$9,100	\$9,100	\$9,200	\$9,300	0.7%
	Online/Interactive Gross Revenue						
	2017	2018	2019	2020	2021	2022	Δ 17 - 22
	\$550	\$600	\$650	\$710	\$760	\$820	8.1%
	2012	2017	2022	Est. Breakout			
Revenue/Retail Sales	\$3.28/1,000	\$3.11/1,000	\$2.95/1,000	Local	85%		
Revenue/Capita	\$64.37	\$64.79	\$63.09	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and Total Personal Income in 000,000's)

	2012	2017	Growth Rate	2017	2022	Growth Rate
MSA Population	130.5	138.9	7.2%	138.9	147.4	1.2%
Households	31.1	31.8	2.3%	31.8	32.5	2.2%
Retail Sales	2,509.0	2,892.9	1.6%	2,892.9	3,157.7	1.8%
Total Personal Income	5,221.4	5,900.5	2.5%	5,900.5	6,680.6	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	70.8	12.0	6.3	6.3	10.0	8.3	7.8	20.1
Women (000)	68.1	11.2	5.0	5.0	9.1	8.0	7.7	22.0
Total	138.9	23.2	11.3	11.4	19.1	16.3	15.5	42.1
Percentage	100.0%	16.7%	8.2%	8.2%	13.7%	11.7%	11.2%	30.3%
Per Capita	\$42,480	Median Income		\$75,163		Avg Household		\$102,070
Ethnic Population:	White	82.8%	Black	2.1%	Asian	1.5%	Hispanic	5.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations			15	12	15	5	20
Tot 12+			69.5	64.3	69.5	10.3	79.8
Avg 12+			4.6	80.6	4.6	2.1	4.0
Tot LCS			87.1	80.6	87.1	12.9	100.0
Avg LCS			5.8	6.7	5.8	2.6	5.0

Market Overview

1 Geographic Information

Metro Rank: The ranking of the market by size of 12+ population based on the U.S. census.

Revenue Rank: The ranking of the market by BIA's estimate of 2017 market gross radio advertising revenues.

Market Map: A geographic orientation of the region with the actual market highlighted in white. These maps were created using MapInfo®. □ = Market City. t = Cities with licensed commercial radio stations.

Metro Counties / Population: A listing of the counties that comprise the subject radio market along with its total 2017 population (presented in thousands or 000s), licensed from Woods & Poole Economics, Inc.

2 Market Radio Financials

Estimated Historic, Present and Projected Revenues: BIA's estimates of gross advertising revenues (\$000s) for this market for the period 2012 to 2022. Revenue estimates represent over-the-air total time sales including local, regional and national spot sales, plus political and program revenues. They do not include trade and barter or production revenues. Historic market revenues have been adjusted to reflect current market composition. Also provided are estimates for total market revenues from station online activities. Gross revenue estimates are based on several factors including retail sales growth, historical revenues, new station entries and other trends. BIA's direct consultation with and survey responses from station operators and group owners in most markets yield additional data.

Historic and Projected Growth Rates: We have also included the compound average annual rate for the periods indicated: Historically for the last five years (△ 12-17); Last year (△ 16-17); and projected for the next five years (△ 17-22).

★★★ **Confidence Rating:** These stars indicate BIA's confidence level for the estimated revenues. Three stars are awarded for a high level of confidence (several reliable outside sources); two stars for moderate confidence (limited outside sources); and one star for cautious confidence (estimated with our own resources).

Ratios: Radio market revenue to retail sales and revenue per capita are presented for three periods—historic, present and projected.

Estimated Revenue Breakout: Percentage of the market's revenues derived locally and from national billing.

3 Demographic and Economic Overview

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see the tables on page 6. This information is licensed from Woods & Poole Economics, Inc. and is reprinted herein with their permission.

MSA Population: Presented in thousands (000s) of people.

MSA Households: Presented in thousands (000s) of households.

MSA Retail Sales: Presented in hundreds of thousands (\$000,000s) of dollars.

MSA Total Personal Income: Total income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

4 Demographic Breakdown

This breakdown summarizes the population dispersion by age and gender; per capita income, median household and average household incomes for the market in 2017 as well as ethnic populations. For comparison of each market's growth rates with the entire country, see the tables on page 6.

NOTE: Ethnic population is the percentage of each category population in the market. This is defined as: White—Caucasian, Black—African-American, Asian—Asian, Hispanic—persons of Hispanic origin or descent.

NOTE: Median Income in markets where the geographic definition differs from that of the Standard Metropolitan Statistical Area (SMSA) is calculated as a weighted average of each county's median income figure.

NOTE: The Demographic Breakdown data and the Demographic and Economic Overview data discussed above are for the **Radio Metro** as defined by Nielsen Audio for the most recent survey period. Nielsen Audio market ranking is based on the estimated 12+ population (i.e. the number of persons age 12 and older in the metro counties). As the geographic definition of the metro changes, the data are adjusted accordingly. Further, all data from 2010 are readjusted as well so that data from 2012, 2017 and 2022 represent the identical geography.

5 Market Summary

This last section of the Market Overview summarizes the aggregate stations in the market by the following categories by: 1) FCC **Class** of FM Stations; 2) **Viable stations:** those stations with significant ratings which we determine are serious competitors in the market; 3) **All commercial AMs;** 4) **All commercial FMs;** and 5) **Total** number of commercial radio stations in the market.

Tot 12+: The total Nielsen Audio 12+ Average Quarter Hour (AQH) metro shares.

Avg 12+: The average Nielsen Audio 12+ AQH metro shares is calculated by dividing the total shares in each category by the number of stations in that category.

Tot LCS: The total Local Commercial Share (LCS) adjusts for lost listening (LL) to non-commercial stations and stations not home to the market. The LCS is calculated by dividing the 12+ share by the sum of the commercial station shares in the market.

Avg LCS: The average Local Commercial Share per station = total LCS divided by number of stations in each class.

FM Stations

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Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2017 Est Revenue (000) 1/	Power Ratio	Avg '17 Local Comm	Nielsen Audio 12+ Metro Shares (see rights)									
															Fall 2017	Spring 2017	Fall 2016	Spring 2016	Fall 2015	Spring 2015	Fall 2014	Spring 2014		
KQRQ	Rapid City	C1	92.3	100.0	581	New Generation Bcstg	02			1	Clsc Hits	725	1.12	7.2	5.9	5.8	7.6	6.3	5.4	6.2	7.0	5.4		
KRCS	Sturgis	C0	93.1	100.0	1060	b Homeslice Media	72	1602		d2	CHR	525	0.81	7.2	6.7	5.8	5.3	5.6	4.6	5.4	5.4	5.4		
KMKK	Rapid City	C1	93.9	100.0	686	b Homeslice Media	59	1602		d2	Hot AC	650	1.13	6.4	5.2	5.1	4.6	6.3	6.9	4.6	4.7	4.7		
KSQY	Deadwood	6	95.1	100.0	1709	d Haugo Bcstg Inc	82				Rock	425	0.66	7.2	4.4	5.8	5.3	4.0	3.1	2.3	3.9	4.7		
KZZI	Belle Fourche	6	95.9	100.0	1788	Western SD Bcstng	95	990	7	79	1	Country	200	0.82	2.7	1.5	2.2	2.3	1.6	2.3	2.3	2.3	3.1	
KTPT	Rapid City	C	97.9	100.0	1900	a Bethesda Chrstn Bctg	68	9605	350		Chrst/CHR	100		0.9	1.5	0.7	0.8	1.6	0.8	0.8	1.6	1.6		
KOUT	Rapid City	C1	98.7	100.0	463	b Homeslice Media	94	1602		d2	Country	850	1.31	7.2	5.9	5.8	7.6	7.1	6.9	7.7	7.0	7.0		
KRKI	Keystone	C1	99.5	100.0	735	Oregon Trail Bcstg	03	1305		sw	Country	225	0.39	6.4	5.2	5.1	3.8	4.0	4.6	3.1	3.9	3.9		
KFXS	Rapid City	C1	100.3	100.0	463	b Homeslice Media	77	1602	2,500	d2	Clsc Rock	600	1.23	5.4	5.9	4.3	4.6	5.6	4.6	6.2	5.4	4.7		
KDDX	Spearfish	C	101.1	100.0	1788	c Duhamel Bcstg Entrp	85	9203	525	1	Rock	9		8.1	5.9	6.5	5.3	4.0	4.6	6.2	6.2	6.2		
KFMH	Belle Fourche	C	101.9	100.0	1490	Oregon Trail Bcstg	06	1305		sw	Clsc Hits	9		5.4	5.9	4.3	4.6	6.3	5.4	4.6	3.9	5.4		
KXMZ	Box Elder	C2	102.7	50.0	449	Haugo Bcstg Inc	08	1708	300		CHR/HotAC	250	0.51	5.4	3.7	4.3	3.8	4.0	3.8	3.8	3.9	4.7		
KIQK	Rapid City	C1	104.1	100.0	538	d Haugo Bcstg Inc	92	9812	1,970	c2	Country	525	0.81	7.2	5.9	5.8	4.6	4.0	4.6	4.6	4.7	5.4		
KZLK	Rapid City	C1	106.3	100.0	696	Duffy, Steven E.	01			1	Hot AC	350	1.44	2.7	2.2	2.2	2.3	2.4	3.1	3.1	3.1	3.1		
KSLT	Spearfish	C	107.1	100.0	1900	a Bethesda Chrstn Bctg	84				ChrsContemp	425	1.05	4.5	3.7	3.6	4.6	4.0	4.6	3.8	3.1	3.1		
# FM Stations - 15 # Combos - 9														FM TOTALS		83.9	69.5	67.3	67.1	66.8	65.3	64.7	66.1	68.4

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2017 Est Revenue (000) 1/	Power Ratio	Avg '17 Local Comm	Nielsen Audio 12+ Metro Shares (see rights)									
															Fall 2017	Spring 2017	Fall 2016	Spring 2016	Fall 2015	Spring 2015	Fall 2014	Spring 2014		
KBHB	Sturgis	D	810	25.0	0.06	b Homeslice Media	62	1406	650	c1	Country	3	1.16	3.6	2.2	2.9	2.3	2.4	3.1	3.1	2.3	2.3		
KKLS	Rapid City	D	920	5.0	0.11	b Homeslice Media	59	1406	200	c1	Os & Os	200	1.31	1.7	1.5	1.4	1.5	0.8	0.8	1.5	1.6	1.6 ^{3/}		
KIMM	Rapid City	D	1150	5.0	0.04	Black Hills Bcstg	62	1712	15		Sports	100		0.9	0.7 ^{3/}	0.7 ^{3/}	1.5 ^{3/}	2.4 ^{3/}	1.5 ^{3/}	1.5 ^{3/}	0.8 ^{3/}	0.8 ^{3/}		
KTOQ	Rapid City	C	1340	1.0	1.00	d Haugo Bcstg Inc	53	812		c2	Sports	175	1.14	1.7	0.7 ^{3/}	1.4	0.8	0.8	0.8	0.8	0.8	0.8	1.6	
KOTA	Rapid City	B	1380	1.0	3.00	duhamel Bcstg Entrp	36	5405		1	News/Talk	850	1.17	8.1	5.2 ^{3/}	6.5 ^{3/}	7.6	7.1	6.2	6.2	6.2	7.0		
# AM Stations - 5 # Combos - 4														AM TOTALS		16.0	10.3	12.9	13.7	13.5	12.4	13.1	11.7	13.3
Stations Profiled - 20 # Duopolies - 6														Total Local Commercial Share		79.8	80.2	80.8	80.3	77.7	77.8	77.8	81.7	

FM Translators Rebroadcasting AM Stations & Multicast Signals

Calls	City of License	Power (kW)	HAAT	C	Owner	Year Std	Format	Originating Station or Signal									
								Fall 2017	Spring 2017	Fall 2016	Spring 2016	Fall 2015	Spring 2015	Fall 2014	Spring 2014		
K264CP	Rapid City	100.7	0.3	308	Duhamel Bcstg Entrp	17	News/Talk	KOTA-AM	12	KOTA-AM							
K289AI	Rapid City	105.7	0.3	387	Haugo Bcstg Inc	86	Sports	KTOQ-AM		KTOQ-AM							
K294BT	Rapid City	106.7	0.3	397	Black Hills Bcstg	04	Sports	KIMM-AM		KIMM-AM	KIMM-AM	KIMM-AM	KIMM-AM	KIMM-AM	KIMM-AM	KIMM-AM	KIMM-AM

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Nielsen Audio reports a rolling average of the last two reporting periods for this market.

1/ See introduction section for interpretation of revenue estimates.

3/ TLR share includes listening shares from partner stations

Competitive Overview

6 Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

“*”: A bullet to the left of the station’s listing indicates that there has been a change to this station since the last edition was printed. It could be any combination of new call sign, technical upgrade, different format, new LMA or change in ownership.

Call Letters: Listed in order of frequency, these are the licensed call letters of the commercial radio stations either licensed to the market or those stations belonging to other markets which receive significant ratings in the market. The multicast signals are listed below the FM stations. FM Translators rebroadcasting AM Stations or Multicast signals are listed below AM station section.

City of License: The city from which the radio station is licensed to operate as designated by the FCC.

FCC Class: The technical allocation of the facility as defined by the FCC.

Frequency: The number of cycles the station’s signal is transmitted per second in MHz for FM and kHz for AM.

Power (Day or Night): The power in kilowatts at which the station transmits its signal. A “cp” indicated next to the station’s power signifies that a construction permit has been filed for approval with the FCC to change the station’s technical operations.

HAAT: Height above average terrain of the station’s center of radiation (antenna) with respect to its surrounding terrain in feet.

C: By matching the letters indicated in this column you will see the stations in the market that operate together as a “combo” (at least two stations with same owner in the market).

7 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

Owner: The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a “p” next to the Sales Price (see Keys & Codes, Page 13).

Year Started: The year the station first went on the air.

Date Acq’d: The date (Year Month) the station was acquired by the most recent or proposed purchaser.

Sales Price: Presented in thousands, this is the price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction. (See Keys & Codes, Page 13.) NOTE: Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data. We have attempted to include the most recent ownership transfer activity from 1981 to the weekday prior to publication. If a sale was proposed but not approved prior to publication, the owner listed is the proposed purchaser. Due to the complexity of the issue, major group purchase prices are not broken out among the stations purchased.

LMA: Local Marketing Agreement. The letter indicated in this column coincides with the other stations in the market that operate with this one under such an agreement.

8 Format

The format is the specific type of programming aired by the station. Format information is based on announcements in trade publications and direct contact with the stations through frequent telephone surveys and annual mail surveys. For a list of formats and the abbreviations used by BIA, see Pages 14 and 15.

9 Estimated Station Revenues

To improve the quality of this publication, we estimate gross revenues for the leading stations in the rated markets. BIA’s revenue estimates do not include trade/barter, or production revenues. We utilize direct mail surveys, telemarketing, market contacts and computer modeling to generate these estimates. Despite this effort, we must reiterate that these are just estimates. We view these estimates, however, as an important element to the book and encourage station operators and owners to participate in our surveys.

10 Power Ratio

In addition to station revenue estimates, we have also calculated power ratios for those stations. This was calculated by determining the estimated revenue share for the station (station revenues divided by market revenues) and dividing this by the local commercial share. See #11 below for explanation on calculation of Local Commercial Share (LCS).

11 Nielsen Audio Ratings

BIA is licensed by Nielsen Audio. to provide its Total Day, Average Quarter Hour (AQH) shares for persons 12 years and older. We profile the last eight ratings periods to enable the reader to analyze trends in a station’s performance. You will notice that Nielsen Audio rates some markets 4 times per year and others only 2 times.

Average LCS: The Local Commercial Share is the average share for the prior 12-month period (beginning the previous Fall through the subsequent Summer ratings period) adjusted for lost listening to out-of-market and non-commercial stations. This is calculated by dividing the 12+ share by the total commercial station shares in the market.

12 Total Line Reporting

Footnote 2/ lists call letters of parent simulcast station. Footnote 3/ indicates share is for all 100% simulcast stations.

13 Other Market Information

Top of the page: Under the Metro Rank in the top right corner, we list for your reference, the other markets in which some of the stations of the subject market may also be rated.

Bottom of the page: Any new allocations through either Docket 80-90 or other FCC rulemaking are listed at the bottom of the page. Also any footnotes for the market.

NOTE: SEE COPYRIGHTS FOR SPECIAL NOTE ON PUERTO RICO MARKET



Keys and Codes

General

cp	A “cp” following the Power column indicates that the station has a construction permit to change frequency, power, or its antenna height to upgrade its technical facilities. The station is also authorized to operate at the indicated power or height for testing purposes.
HAAT	Height Above Average Terrain for the transmitter antenna
HD2	Second multicast signal for Digital Radio station. If subsequent signals will be HD3, HD4, etc.
HH	Households
LCS	Local Commercial (Audience) Share - Adjusts for lost listening to non-commercial and out-of-market stations. Calculated by dividing the station share by the sum of shares of all commercial stations in the market over four periods (i.e., previous Fall through subsequent Summer ratings period).
LMA	Local Marketing Agreement
MSA	Metro Survey Area
Power Ratio	Comparison of revenue share to audience share. Calculated by dividing the station revenue by market revenue; then dividing the result by the local commercial share (LCS).
PPM	Portable People Meters - electronic listening share data collection device.
RS	Retail Sales
TPI	Total Personal Income

Codes under “C” in header

The letter codes under the “C” heading indicate a combo or duopoly. All AM and FM stations with the same owner will have the same letter code.

Codes under “LMA” header

The numeric codes under the “LMA” heading indicate which stations are operating under an LMA.

Codes for Sales Price

ac	Combo sale in adjacent market
al	Station sold for assumption of liabilities
cp	Sale of construction permit for unbuilt station.
c#	AM/FM combo sale. The combo price is listed with the FM station. The number following the “c” identifies the AM/FM combo involved. The AM and FM station will have the same number following the “c”.
d#	Duopoly sale of two or more stations in the same service, either two FM’s or two AM’s.
d	Distress sale
dn	Donation
e	Estimated sales price
g	Group sale. If a combo is involved, a number following the “g” will indicate the combo in that market. The AM and FM station will have the same number following the “g”.
na	No price available
nc	No cash consideration
p	Proposed sale
st	Transfer of stock or partnership interest
sw	Station swap
+	Plus additional considerations, (e.g., assumption of debt)

Formats for Radio Stations

Because some radio stations air multiple formats, abbreviations are often used for formats in the Competitive Overview section. These abbreviations may appear by themselves or combined with other format abbreviations. The abbreviations, their expansions, and the major format categories in which BIA/Kelsey classifies these formats are listed in the following table:

Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
70&80	7&8	70s & 80s	Oldies	Kids	Kds	Children	Miscellaneous
70Hts	7Ht	70s Hits	Oldies	Chrst	Cst	Christian	Religion
70sOd	70s	70s Oldies	Oldies	CCtmp	CCt	Christian Contemporary	Religion
80&90	8&9	80s & 90s	Oldies	Xmas	Xms	Christmas	Seasonal
80Hts	8Ht	80s Hits	Oldies	CIHts	CHt	Classic Hits	Oldies
90&20	9&2	90s & 2000s	Oldies	CsMOR	CMR	Classic MOR	Middle of the Road
AAA	AAA	AAA	Rock	ClRck	CRk	Classic Rock	Album Oriented Rock/Classic Rock
AC	AC	AC	Adult Contemporary	Clsc	Cls	Classical	Classical
AOR	AOR	AOR	Album Oriented Rock/Classic Rock	Comdy	Cdy	Comedy	Miscellaneous
AdCHR	ACH	Adult CHR	Contemporary Hit Radio/Top 40	Cntry	Cty	Country	Country
AdHts	AHt	Adult Hits	Adult Contemporary	Creol	Crl	Creole	Ethnic
AdRck	ARk	Adult Rock	Rock	Cmbia	Cmb	Cumbia	Spanish
AdStd	ASt	Adult Standards	Nostalgia/Big Band	DARK	DRK	DARK	Dark - Not on air
Altve	Alt	Alternative	Rock	Dance	Dnc	Dance	Contemporary Hit Radio/Top 40
Amerc	Amr	Americana	Country	DncOl	DnO	Dance Oldies	Oldies
Asian	Asn	Asian	Ethnic	Divrs	Dvs	Diverse	Miscellaneous
Beach	Bch	Beach	Oldies	Easy	Esy	Easy	Easy Listening/Beautiful Music
BtfMs	Btf	Beautiful Music	Easy Listening/Beautiful Music	Ecltc	Ecl	Eclectic	Miscellaneous
BgBnd	BBd	Big Band	Nostalgia/Big Band	Educa	Edu	Educational	Public/Educational
Black	Blk	Black	Urban	Elect	Etr	Electronica	Rock
BkGsp	BGp	Black Gospel	Religion	Ethnc	Eth	Ethnic	Ethnic
Blgrs	Bgs	Bluegrass	Country	Famly	Fmy	Family Hits	Miscellaneous
Blues	Blu	Blues	Urban	Folk	Flk	Folk	Miscellaneous
Bob	Bob	Bob	Adult Contemporary	Frnch	Fch	French	French
BrtAC	BtA	Bright AC	Adult Contemporary	FuSvc	FSv	Full Service	Middle of the Road
BusNw	BNw	Business News	News	Gospl	Gsp	Gospel	Religion
CHR	CHR	CHR	Contemporary Hit Radio/Top 40	Greek	Grk	Greek	Ethnic
NOA	NOA	CP- Not On Air	CP - Not On Air	Grupr	Grp	Grupero	Spanish
Cajun	Cjn	Cajun	Ethnic	Hwain	Hwn	Hawaiian	Ethnic
Chrly	Chy	Charlie	Adult Contemporary	HpHop	HHp	Hip Hop	Urban

Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
HotAC	HtA	Hot AC	Adult Contemporary	PubSv	PbS	Public Service	News
Hurbn	Hur	Hurban	Spanish	R&BOd	R&B	R&B Oldies	Urban
Info	Inf	Information	Miscellaneous	Rncha	Rch	Ranchera	Spanish
Inspr	Inp	Inspiration	Religion	Regga	Rga	Reggae	Miscellaneous
Intl	Int	International	Ethnic	Regat	Reg	Reggaeton	Spanish
Jack	Jck	Jack	Adult Contemporary	Relgn	Rlg	Religion	Religion
Japns	Jap	Japanese	Ethnic	RlgMs	RMs	Religious Music	Religion
Jazz	Jaz	Jazz	Jazz/New Age	RhyBl	R&B	Rhythm & Blues	Urban
Korea	Krn	Korean	Ethnic	Rhymc	Rym	Rhythmic	Contemporary Hit Radio/Top 40
Latno	Lto	Latino	Spanish	Rock	Rck	Rock	Rock
Lt AC	LtA	Lite AC	Adult Contemporary	Rk&Rl	R&R	Rock & Roll	Rock
LtRck	LRk	Lite Rock	Adult Contemporary	RckAC	RAC	Rock AC	Rock
MOR	MOR	MOR	Middle of the Road	Rmntc	Rmn	Romantic	Spanish
Mexcn	Mex	Mexican	Spanish	SAsan	SAn	South Asian	Ethnic
MixAC	Mix	Mix AC	Adult Contemporary	Sam	Sam	Sam	Adult Contemporary
ModAC	MdA	Modern AC	Adult Contemporary	SmJaz	SJz	Smooth Jazz	Jazz/New Age
MdRck	MRk	Modern Rock	Rock	SftAC	SAC	Soft AC	Adult Contemporary
Motvl	Mvl	Motivational	Talk	SfHts	SHt	Soft Hits	Adult Contemporary
NAC	NAC	NAC	Jazz/New Age	SftRk	SRk	Soft Rock	Adult Contemporary
NPR	NPR	NPR	Public/Educational	SGspl	SGp	Southern Gospel	Religion
Nvajo	Nvj	Navajo	Ethnic	Span	Spn	Spanish	Spanish
NwAge	NAg	New Age	Jazz/New Age	SpnAC	SpA	Spanish AC	Spanish
NwRck	NRk	New Rock	Rock	SpNws	SpN	Spanish News	Spanish
News	Nws	News	News	Sprts	Spt	Sports	Sports
Nrtno	Nrt	Norteno	Spanish	Talk	Tlk	Talk	Talk
Nstlg	Nst	Nostalgia	Nostalgia/Big Band	Tejno	Tej	Tejano	Spanish
Oldes	Old	Oldies	Oldies	Top40	T40	Top 40	Contemporary Hit Radio/Top 40
Polsh	Pol	Polish	Ethnic	Trpcl	Trp	Tropical	Spanish
Polka	Pka	Polka	Miscellaneous	Urban	Urb	Urban	Urban
Pop	Pop	Pop	Contemporary Hit Radio/Top 40	UrbAC	UAC	Urban AC	Urban
Portg	Ptg	Portuguese	Ethnic	UrCHR	UCH	Urban CHR	Urban
Pride	Prd	Pride	Contemporary Hit Radio/Top 40	UrCtp	UrC	Urban Contemporary	Urban
Prgsv	Pgv	Progressive	Rock	Varty	Var	Variety	Miscellaneous
Public	Pub	Public	Public/Educational	VarHt	VHt	Variety Hits	Miscellaneous