

Summer 2004
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Radio Market Report

Santa Rosa

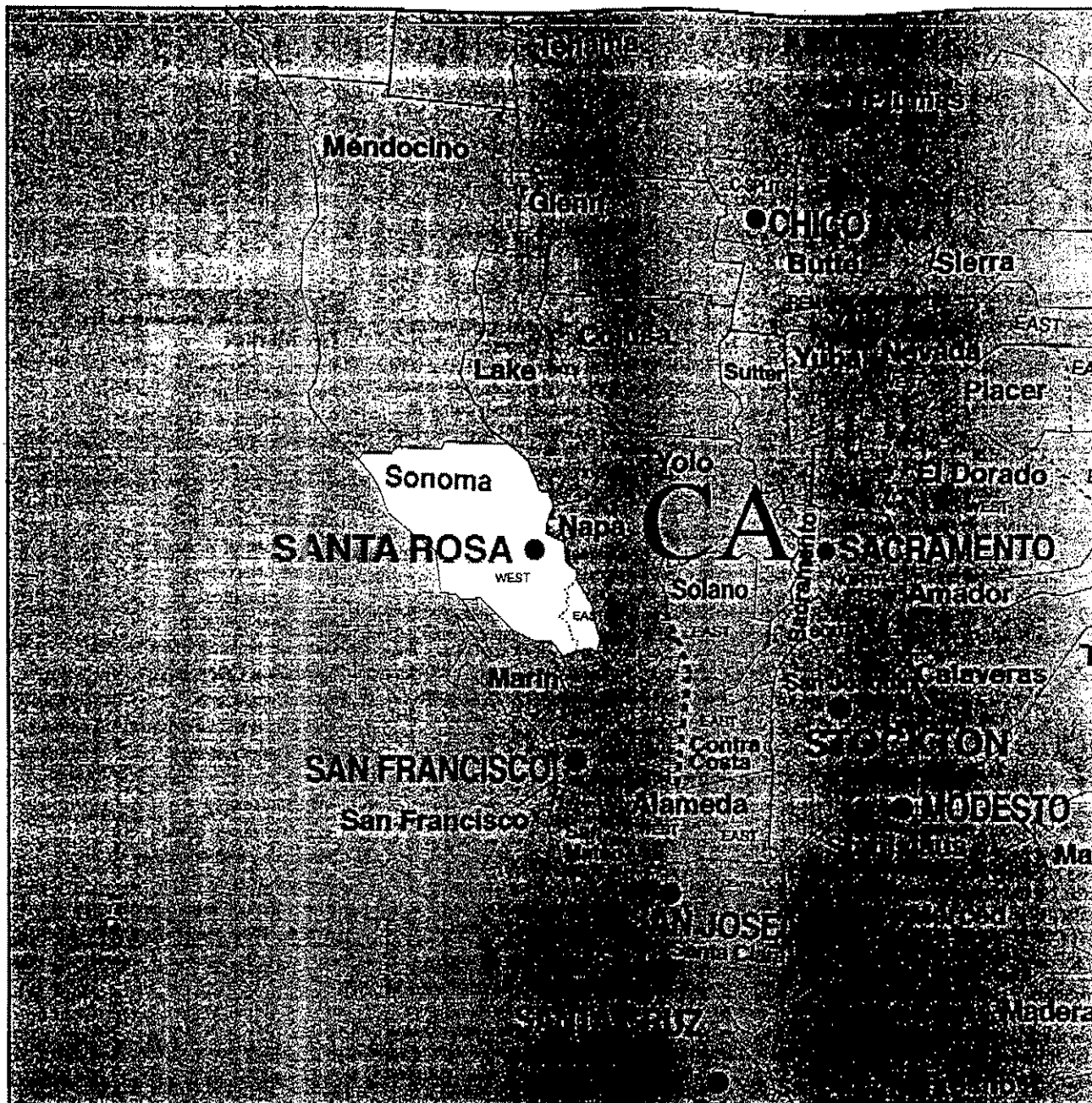


Spring 2004
April 1 - June 23

235 Santa Rosa
Spring 2004

ARBITRON

Santa Rosa



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☐ Metro ☒ TSA ☒ DMA®

TSA and DMA sampled in Spring and Fall only.
For definitions of the terms Metro, TSA and DMA,
see Page M3, Paragraph 1, and Page M7, "Selected
Arbitron Terms."

Metro Rank: 107

Market Surveyed: Spring, Fall

Station Subscribers to This Report*

KFGY-FM	KJZY-FM	KMHX-FM	KRPO-FM	KRSH-FM	KSRO-AM
KSRT-FM	KSXY-FM	KTOL-FM	KVRV-FM	KXFX-FM	KXTS-FM
KZST-FM					

* Station subscribers as of release to print.

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

(Stations listed alphabetically left to right.)

- (s) **KFGY-FM 92.9**
P O Box 2158
Santa Rosa, CA 95405
(707) 543-0100 Fax: (707) 571-1097
Format: Country
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID: Healdsburg/Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 2,300/594
- (s) **KJZY-FM 93.7**
3392 Mendocino Ave
Santa Rosa, CA 95402
(707) 528-4434 Fax: (707) 527-8216
Format: New AC (NAC)/Smooth Jazz
Sales Rep: MCGAVREN GUILD
Network: ABC
City of Lic./Alt City ID: Sebastopol/Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 6,008/66
- (s) **KMHX-FM 104.1**
6640 Redwood Dr Ste 202
Rohnert Park, CA 94928
(707) 584-1058 Fax: (707) 584-7944
Format: Hot Adult Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Windsor/Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 250/337
- (s) **KRPQ-FM 104.9**
6640 Redwood Dr Ste 202
Rohnert Park, CA 94928
(707) 584-1058 Fax: (707) 584-7944
Format: Country
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID: Rohnert Park/Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 2,250/167
- (s) **KRRS-AM 1460**
P O Box 2277
Santa Rosa, CA 95405
(707) 545-1460 Fax: (707) 545-0112
Format: Mexican Regional
Sales Rep: INTEREP
Network: IND
City of Lic./Alt City ID: Sta Rosa/Rohnert Pk, CA
County/Spill Co.: Sonoma West, CA
Power Day/Night (watts): 1,000/33
- (s) **KRSH-FM 95.9**
3565 Standish Ave
Santa Rosa, CA 95407
(707) 588-0707 Fax: (707) 588-0777
Format: Album Adult Alternative
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Healdsburg/Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 4,300/100
- (s) **KSRD-AM 1350**
P O Box 2158
Santa Rosa, CA 95405
(707) 543-0100 Fax: (707) 571-1097
Format: News Talk Information
Sales Rep: CHRISTAL RADIO
Network: WESTWD, CNN
City of Lic./Alt City ID: Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
Power Day/Night (watts): 5,000/5,000
- (s) **KSRT-FM 107.1**
3510 Skyline Blvd Ste 200
Santa Rosa, CA 95403
(707) 526-5266 Fax: (707) 526-5966
Format: Pop Contemporary Hit Radi
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Cloverdale/Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 3,500/131
- (s) **KSXY-FM 98.7**
3565 Standish Ave
Santa Rosa, CA 95407
(707) 588-0707 Fax: (707) 588-0777
Format: Rhythmic Contemporary Hit
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: <Middlwn/Staros>, CA
County/Spill Co.: Lake, CA
ERP (watts) / HAAT (meters): 340/420
- (s) **KTOL-FM 96.7**
3565 Standish Ave
Santa Rosa, CA 95407
(707) 588-0707 Fax: (707) 588-0777
Format: Oldies
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Healdsburg, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 2,400/160
- (s) **KVRV-FM 97.7**
P O Box 2158
Santa Rosa, CA 95405
(707) 543-0100 Fax: (707) 571-1097
Format: Classic Rock
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID: Monte Rio/Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 2,050/342
- (s) **KXFB-FM 101.7**
1410 Natomas Ave Ste 200
Santa Rosa, CA 95405
(707) 543-0100 Fax: (707) 571-1097
Format: Active Rock
Sales Rep: CHRISTAL RADIO
Network: WESTWD, PREMIER
City of Lic./Alt City ID: Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 2,200/332
- (s) **KXTS-FM 100.9**
3565 Standish Ave
Santa Rosa, CA 95407
(707) 588-0707 Fax: (707) 588-0777
Format: Mexican Regional
Sales Rep: SPANISH BROADCASTING SYSTEM
Network: IND
City of Lic./Alt City ID: <Calistga/Sta Rosa>, CA
County/Spill Co.: Napa, CA
ERP (watts) / HAAT (meters): 63/898
- (s) **KZST-FM 100.1**
P O Box 100
Santa Rosa, CA 95402
(707) 528-4434 Fax: (707) 527-8216
Format: Adult Contemporary
Sales Rep: MCGAVREN GUILD
Network: ABC
City of Lic./Alt City ID: Santa Rosa, CA
County/Spill Co.: Sonoma West, CA
ERP (watts) / HAAT (meters): 6,000/73

continued...

- (s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
< > Indicates home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See the "Special Notices" section of this report for additional station information.

Network Affiliation Abbreviations

ABC: ABC Radio Networks
APNET: Associated Press Radio Network
AURN: American Urban Radio Networks
BTR: Business Talk Radio
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
DISNEY: Disney Radio Network
ESPN: ESPN Radio Network
FOXSP: Fox Sports Network
TEAMER: I E America Network
JRN: Jones Radio Network
PREMIER: Premiere Radio Networks
SBUSA: Sports Byline USA

SOURCE: Westwood One Source Radio Network
SPNEWS: Sporting News Radio
SRN: Salem Radio Network
TALKNT: Talknet
TARN: Talk America Radio Network
UNICA: Radio Unica Network
USA: USA Radio Network
WESTWD: Westwood One Radio Networks

IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

