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NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS

BLACK OWNED RADIO STATIONS

Ownership and Revenue Report

2022

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Executive Summary

This report has the goal of shining a light on a core part of the larger radio industry by providing both summary statistics and granular details about Black Owned radio stations.

This is the first time such a report has been available to help marketers, agencies, policy makers, broadcasters and other industry leadership have a data-driven view of the Black Owned radio station marketplace.

NABOB president/ CEO Jim Winston concludes in his Foreword that, “One question that was asked when these new advertising and marketing commitments were made is: How many advertising dollars are currently being expended with Black Owned radio stations? This report answers that question, and the answer is very simple – too few.”

To perform this project, NABOB provided BIA with the list of Black Owned Radio Stations.

BIA then enriched that data set with its own proprietary station revenue, audience, format, and other station data to prepare this report.

According to NABOB there are 97 Black Radio ownership organizations listed in the BIA-NABOB station ownership database (See Appendix A).

As of October 2021, NABOB reports there are 220 Black Owned radio stations including 117 FM and 103 AM stations.

Over a quarter (28.0 percent) produce revenues in the \$1 million to \$10 million range. Just 2.4 percent generate more than \$10 million in annual revenue. Most Black Owned radio stations (72.0 percent) generate less than \$1 million in annual revenue.

Of these stations, about a quarter (23.6 percent) are in markets unranked by Nielsen. About a fifth (19.6 percent) of the stations are in the Top 10 radio markets. Almost half (45.2 percent) are in markets ranked 51 or smaller. The rest are in markets ranked 11-50.

More than a tenth (12.5 percent) of these stations in ranked markets produce audience shares higher than 4.5 percent. Half (54.8 percent) produce measurable audiences of 4.5 percent or less (but greater than zero). About a third (32.7 percent) of the stations in ranked markets do not produce measurable audiences.

Most of the stations program Urban (45.9 percent) or Religion (27.7 percent) formats with the rest dispersed across various formats.

Foreword by Jim Winston, President/ CEO, NABOB

In this report, NABOB teams with BIA to provide a detailed analysis of Black Owned radio stations, including specific station revenue and audience metrics.

In 2020, in response to calls for corporate America to take meaningful steps to promote economic progress in Black communities across the country, many national advertisers announced commitments to increase diversity, equity and inclusion (DE&I) in their advertising and marketing activities.

One question that was asked when these new advertising and marketing commitments were made is: How many advertising dollars are currently being expended with Black Owned radio stations? This report answers that question, and the answer is very simple – too few.

The report shows that, of the 168 stations researched for this report, 121 (72.0%) gross less than one million dollars per year in advertising revenues. In addition, while African Americans make up 13% of the U.S. population, Black Owned radio stations average just 2.8% of Local Commercial Share.

This report provides clear evidence that Black Owned radio stations are not getting our fair share of advertising dollars. NABOB looks to engage with the advertising community to do significantly more business with our stations.

NABOB represents and advocates for the interests of Black Owners of radio and television stations across the country.

It is our goal to provide this authoritative report as a resource to inform and motivate support from broadcasters, advertisers, advertising agencies, government agencies, trade associations and others who will benefit from this deep dive into Black Owned radio.

Among other uses, the report will help agencies seeking to support these radio stations.

- **Advertisers and Agencies:** A stellar example of the kind of DE&I initiatives we hope this report will spark was developed in 2020 by Dentsu as part of their Project Booker. As a result of Dentsu's pioneering effort, in 2021 NABOB launched the first season of "More Than That with Gia Peppers," which is a nine-part audio series that aired exclusively across three of the country's premier Black Owned platforms: the Spotset NABOB Radio Network, Urban One and American Urban Radio Networks.



P&G, GM and Kroger stepped in as Founding Sponsors of Project Booker and of “More Than That.” The audience response was so positive that Season Two began airing in February 2022, with P&G, GM, Kroger and MasterCard as the sponsors. We have received similar imaginative programming support from advertisers such as Toyota with their recent Black History Month campaign.

- **This report provides companies like Proctor & Gamble, General Motors, Dentsu, Kroger, MasterCard, and Toyota with an authoritative list of Black Owned radio stations. This report can help brands and their agencies better understand how to target their spending to support Black Owned radio and the audiences they serve.**
- **Future Leaders and Owners:** NABOB offers a variety of events, services, and support to attract, encourage and retain future leaders and owners in Black Owned radio.
 - **This report provides a resource to identify the current stations and leaders that rising stars in our industry can add to their network, learn from, advance with, and one day become station owners themselves.**
- **Audiences:** Radio audience measurement and reporting is critical to all Black Owned radio stations. Beginning with its January 2021 PPM monthly report, Nielsen supported more equity and inclusion for non-subscribing minority-owned stations even if they do not meet a listening threshold. Nielsen’s policy requires that a minority-owned station’s annual revenues must be less than \$7 million per market at the cluster level to qualify.
 - **The data from this report can help inform policies like Nielsen’s¹.**
- **Government Agencies:** In the report, we highlight the FCC’s biennial radio ownership report.
 - **This report can be a useful resource and represents a starting point on which to provide a much more data-driven accounting of the Black Owned radio station universe to inform policy makers, influencers, and broadcasters themselves.**

We are grateful for our partnership with BIA Advisory Services, the industry leader in broadcast data and insights.

¹ Inside Radio, “Nielsen Makes Policy Change To Help Small Minority-Owned Broadcasters,” November 9, 2020, http://www.insideradio.com/free/nielsen-makes-policy-change-to-help-small-minority-owned-broadcasters/article_7064c42a-225a-11eb-890e-27baa9f4605c.html.

Black Owned Radio Stations – Ownership Analysis

NABOB provided BIA with the list of Black Owned Radio Stations and BIA enriched that data set with its own proprietary station revenue, audience, format, and other station data to prepare this report.

According to NABOB there are 97 Black Radio ownership organizations listed in the BIA-NABOB station ownership database (See Appendix A). As of October 2021, NABOB reports there are 221 Black Owned radio stations including 117 FM and 103 AM stations.

Table 1. Number of AM and FM Stations in Unranked and Ranked Markets

Market Type	AM Stations	FM Stations	Total
Ranked	83	85	168
Unranked	20	32	52
Total	103	117	220

Source: BIA Advisory Services. February 2022

A review of stations by market rank are as follows:

- About a fifth (19.6 percent) of the stations in ranked markets are in the Top 10 markets.
- About a tenth (9.5 percent) of the stations are in markets 11-25.
- A quarter are in Markets 26-50 (25.6 percent).
- Stations in markets 51-100 account for 13.1 percent of the total.
- Nearly one-third (32.1 percent) of the stations are in ranked markets 101 or smaller.
- About a quarter of the stations are in Unranked markets (23.6 percent).

Table 2. Percent of Black Owned Radio Stations by Market Rank

Market Rank	Stations	Percent
Top 10	33	19.6%
11 to 25	16	9.5%
26 to 50	43	25.6%
51 to 100	22	13.1%
101+	54	32.1%
Total	169	100.0%

Source: BIA Advisory Services. February 2022

Audience Analysis

In the Spring 2021 period, 168 Black Owned radio stations were in ranked markets.

A review of stations reveals that of the 168 Black Owned stations:

- One-third (32.7 percent) had no minimum reportable audience while 113 stations had audience shares greater than zero.
- A quarter (27.4 percent) of the stations had audience shares of greater than 0.0 up to 1.5 percent.
- Another quarter (27.4 percent) had shares ranging from 1.5 percent to 4.5 percent. The final group of stations with shares of over 4.5 percent accounted for 12.5 percent of the stations.

Table 3. Black Owned Radio Stations by Audience Share

Audience Share (Spring 2021)	Station Count	Percent
0.0	55	32.7%
>0 to 1.5	46	27.4%
>1.5 to 4.5	46	27.4%
>4.5	21	12.5%
Total	168	100.0%

Sources: BIA Advisory Services, Nielsen Audio. February 2022

Revenue Analysis

BIA tracks several overall revenue metrics for radio stations including station share of advertising revenue (Revenue Share), share of the radio audience listening to commercial radio stations in the market (Local Commercial Share) and the ability to convert audience share into revenue (Power Ratio).

Key findings:

- **2020 Local Commercial Share:** The average Black Owned radio station generates 2.8 percent of the over-the-air revenue generated by commercial stations for which BIA estimates revenue in their market. The median revenue share in 2020 was 5.2

percent. Note that without ratings data provided in unranked markets, BIA is unable to provide revenue estimates for these stations.

- Power Ratio:** Black Owned Radio stations had a Power Ratio with a median value of 0.9 percent. This metric Indicates if a station is over-selling or under-selling their audience shares in the market. Calculated by dividing the revenue share by the average local commercial share. Because revenue estimates for Power Ratio calculations are more stable when the Power Ratios are at least 0.2, BIA includes only those stations meeting this criterion in this analysis. Power Ratios comprise a rough index of performance in converting audience share to revenue but can be influenced by many factors including overall revenue available to the station, coverage contours, power levels, etc.
- Local Commercial Share:** Black Owned Radio stations had an average Local Commercial Share of 2.8 percent and a median of 5.2 percent. 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 each individual station’s 12+ share by the total listening to all commercial stations in each market.
- Revenue Group:** Three-quarters (72.0 percent) of the stations generated under \$1 million in revenue. Just 2.4 percent had revenue greater than \$10 million. The rest of the stations are generating between \$1 million and \$10 million annually.

Table 4. Revenue Groups for Black Owned Radio Stations

Revenue Group	Station Count	Percent
<\$1M	121	72.0%
\$1M - \$2M	7	4.2%
>\$2M - \$5M	25	14.9%
>\$5M - \$10M	11	6.5%
>\$10M	4	2.4%
Total	168	100.0%

Source: BIA Advisory Services, February 2022

Table 5. Revenue and Audience Metrics for Black Owned Radio Stations

Metric	2020 Revenue Share %	2020 Power Ratio %	2020 Local Commercial Share %
Average	2.5	0.9	2.8
Median	4.6	0.9	5.2

Source: BIA Advisory Services, February 2022

Note: Stations in Ranked Markets with at least 0.2 Power Ratio (BIA recommends that Power Ratios must meet a minimum threshold to be reliable.)

- Formats:** Most of the stations program Urban (45.7 percent) or Religion (28.1 percent) formats. The remaining stations program in over a dozen other formats.

Table 6. Black Owned Radio Station Formats

Format Category	Ranked Market Stations	Unranked Market Stations
Urban	78	23
Religion	47	14
Talk	9	1
News	6	0
Sports	4	1
Jazz/ New Age	4	0
CHR/ Top 40	4	1
Adult Contmp	4	2
Spanish	3	1
Ethnic	2	0
Miscellaneous	2	4
Oldies	2	2
Rock	1	0
Country	1	1
Nostalgia/ Big Band	1	0
Album Oriented Rock/ Classic Rock	0	1
Public/ Educational	0	1
Grand Total	168	52

Source: BIA Advisory Services, February 2022

Conclusion

This report has the goal of shining a light on a core part of the larger radio industry by providing both summary statistics and granular details about Black Owned radio stations.

We hope this resource provides an authoritative resource for the radio industry as it seeks to rebalance the role of Black Owned Radio Stations in the overall media mix.

As NABOB president/ CEO Jim Winston concluded upon seeing the data presented here,

“The report shows that, of the 168 stations researched for this report for which revenue estimates are produced by BIA, 121 (72.0%) gross less than one million dollars per year in advertising revenues. In addition, while African Americans make up 13% of the U.S. population, Black Owned radio stations average just 2.8% of Local Commercial Share.

This report provides clear evidence that Black Owned radio stations are not getting our fair share of advertising dollars. NABOB looks to engage with the advertising community to do significantly more business with our stations.”

About NABOB

NABOB is the first and only trade organization representing the interests of African-American owners of radio and television stations across the country.

The association was organized in 1976 by a small group of African-American broadcasters who desired to establish a voice and a viable presence in the industry and to address specific concerns facing African-American broadcasters.

NABOB is a non-profit corporation and is governed by a volunteer Board of Directors elected by our members. Day-to-day operations of the association are carried out at our headquarters in Washington, D.C. NABOB's Board of Directors are recognized as some of the top leaders in the industry.

As broadcast station owners and senior management, the members of our board understand the struggles of ownership firsthand and possess an outstanding commitment to achieving NABOB's overall objectives.

www.nabob.org

About BIA Advisory Services

BIA Advisory Services is the recognized authority for data-centered research, analysis, consulting, and valuations for the local media industry. We also offer investment banking services.

Our team of industry analysts, data scientists, economists and financial analysts produce nationwide and local market advertising revenue forecasts, digital media examinations and detailed advertiser surveys, along with detailed coverage of critical topics impacting media such as advanced TV, ATSC 3.0, digital platforms and ad fraud.

Our clients include business leaders from media and technology companies, brands and agencies who rely on us to identify new opportunities for growth, leverage their value and secure financing in today's multi-platform, interactive environment.

We are proud to partner with the leading companies in the global local marketplace and to serve as a trusted advisor to startups and influential industry associations.

www.bia.com

Appendix A: Black Owned Radio Station Owners

Afro-Amer Comm Bcstg
All Pro Bcstg
Alliance Bcstg Netwk
AMISTAD Comm Inc
Arm & Rage LLC
Austin Comm Radio
Autaugaville Radio
B & C Bcstg Inc
Blakes, Robert C, Sr
BLS Entertainment
Broadcast Industry
Broadcast One
Broadcast Ptnrs Inc
Broomfield Bcstg
Carson, James E.
Carter Broadcast Grp
Christian Evangelicl
Collins Jr, Ollie
Courier Comm
Courtney French Bdcs
Crawford Bcstg Co
Cutting Edge Bcstg
D & E Communications
Darensburg Broadcast
Davis Bcstg
Delta Radio Network
Ebony Enterp Inc
Educational Media
Equity Media LLC
Est of Floyd, Vernon
Fenty L Fuss
Fleming St Comm
Friendship Cathedral
Gilliam Comm Inc
Glass City Radio LLC
Glory Communications
Hancock Bcstg
Heidelberg Bcstg LLC
Highland Park Bcstg
Holmes County Bcstg
Howard University
iHeartMedia
JDJ Communications
JJK Media LLC
Johnson Commun Inc
Jones, Charles E, Jr
Joshua Ministries
JWBP Bcstg LLC
La Taurus Production
Langford Bctg
Lawson Comm
Live Communications
Logan Bdcstg Inc
Marshall Media Group

Appendix A: Black Owned Radio Station Owners

Martin Bcstg Inc	Shaw, Johnny & Opal
Media One Comm Inc	Sheridan Bcstg
Media One Holdings	Simes, Ray & LT, II
Mid South Comm	Smiley Radio Prop
Midway Bcstg Co	Taxi Prod Inc
Midway Bcstg Corp	Team Bcstg Co Inc
Milwaukee Radio LLC	Tillman Bcstg Ntwk
Mondy, Elijah, Jr	Urban One Inc
Monroe Cnty Bcstg	URBan Radio Comm
Muscle Shoals Bcstg	Visions Multi Media
New Birth Media Gr	West Helena Bcstrs
Northstar Bcstg	WGPR Inc
Omaha Comm Bdcst	Wilson Bcstg Inc
Onyx Bcstg Co	Witkovski, Richard
Ottley Communication	WJZD Inc
Pentecostal Temple	WURD Radio
Perry Pblshg & Bcstg	
Poor Peoples Radio	
Praestantia Bdcstg	
Pueblo de Galilea	
Pugh Sr, Donald	
R & F Comm	
Radio 1150 LLC	
Richardson Bcstg	
Roberts Broadcasting	
Salt of Earth Bcstg	
Shantae Broadcasting	

Appendix B: Black Owned Radio Stations in Ranked Markets

Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
Los Angeles, CA	2	KJLH	FM	Taxi Prod Inc	Urban	Urban Contmp	Eastman Radio		>\$5M-\$10M
Los Angeles, CA	2	KBLA	AM	Smiley Radio Prop	Talk	Talk			<\$1M
Chicago, IL	3	WVON	AM	iHeartMedia (LMA with Midway Bcstg Corp)	Talk	Talk	In House	Westwood One Radio Network, Black Information Network	\$1M-\$2M
Chicago, IL	3	WRLL	AM	Midway Bcstg Corp	Spanish	Span/Talk	In House		<\$1M
Chicago, IL	3	WLTH	AM	Marshall Media Group	Talk	Talk/RhyBl		American Urban Radio	<\$1M
Dallas-Ft. Worth, TX	5	KZMJ	FM	Urban One Inc	Urban	Urban AC	Katz Radio		>\$2M-\$5M
Dallas-Ft. Worth, TX	5	KBFB	FM	Urban One Inc	CHR/ Top 40	Rhymc/ CHR	Katz Radio		>\$5M-\$10M
Houston-Galveston, TX	6	KWWJ	AM	Salt of Earth Bcstg	Religion	Gospl/ Chrst			<\$1M
Houston-Galveston, TX	6	KCOH	AM	Pueblo de Galilea	Urban	Urban/Talk	In House	American Urban Radio	\$1M-\$2M
Houston-Galveston, TX	6	KBXX	FM	Urban One Inc	CHR/ Top 40	Rhymc/ CHR	Katz Radio		>\$10M
Houston-Galveston, TX	6	KMJQ	FM	Urban One Inc	Urban	Urban AC	Katz Radio		>\$10M
Houston-Galveston, TX	6	KYOK	AM	Martin Bcstg Inc	Religion	Gospl		American Urban Radio	<\$1M
Houston-Galveston, TX	6	KROI	FM	Urban One Inc	Religion	Gospl	Katz Radio		>\$2M-\$5M
Atlanta, GA	7	WWSZ	AM	JDJ Communications	Urban	Urban Contmp	McGavren Guild Media	American Urban Radio	<\$1M
Atlanta, GA	7	WHTA	FM	Urban One Inc	Urban	Urban Contmp	Eastman Radio	Westwood One Radio Network	>\$5M-\$10M
Atlanta, GA	7	WUMJ	FM	Urban One Inc	Urban	Urban AC	Eastman Radio		<\$1M
Atlanta, GA	7	WPZE	FM	Urban One Inc	Religion	Inspr/ UGspl	Eastman Radio	Westwood One Radio Network	>\$5M-\$10M
Atlanta, GA	7	WAMJ	FM	Urban One Inc	Urban	Urban AC	Eastman Radio		>\$5M-\$10M
Atlanta, GA	7	WIGO	AM	Sheridan Bcstg	Miscellaneous	Variety	In House		<\$1M
Atlanta, GA	7	WCHK	AM	Davis Bcstg	Spanish	Trp/ Pop/ Hur	Katz Hispanic Media		<\$1M
Atlanta, GA	7	WLKQ	FM	Davis Bcstg	Spanish	Mexican	Katz Hispanic Media		>\$2M-\$5M
Atlanta, GA	7	WJZA	AM	Davis Bcstg	Jazz/ New Age	Jazz	Katz Radio		<\$1M

Appendix B: Black Owned Radio Stations in Ranked Markets

Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
Atlanta, GA	7	WNSY	FM	Davis Bcstg	Jazz/ New Age	Jazz	Katz Hispanic Media		<\$1M
Washington, DC	8	WPRS	FM	Urban One Inc	Religion	inspirtrn	Eastman Radio	Premiere, Westwood One Radio Network	>\$2M-\$5M
Washington, DC	8	WKYS	FM	Urban One Inc	Urban	Urban Contmp	Eastman Radio	Westwood One Radio Network	>\$10M
Washington, DC	8	WDCJ	FM	Urban One Inc	Urban	Urban AC	Eastman Radio	Westwood One Radio Network	<\$1M
Washington, DC	8	WOL	AM	Urban One Inc	News	News/ Talk	Eastman Radio		<\$1M
Washington, DC	8	WMMJ	FM	Urban One Inc	Urban	Urban AC	Eastman Radio	Westwood One Radio Network	>\$5M-\$10M
Washington, DC	8	WYCB	AM	Urban One Inc	Religion	Gospl	Eastman Radio	Westwood One Radio Network	<\$1M
Washington, DC	8	WHUR	FM	Howard University	Urban	Urban AC	Christal Radio	American Urban Radio, Premiere	>\$10M
Philadelphia, PA	9	WPPZ	FM	Urban One Inc	Urban	R&B Oldies	Christal Radio	Westwood One Radio Network	>\$2M-\$5M
Philadelphia, PA	9	WRNB	FM	Urban One Inc	Urban	Urban AC	Christal Radio	Premiere, Westwood One Radio Network	>\$2M-\$5M
Philadelphia, PA	9	WURD	AM	WURD Radio	Talk	Tlk/ Nws/Inf	In House		<\$1M
Miami-Ft. Lauderdale-Hollywood, FL	11	WAVS	AM	Alliance Bcstg Netwk	Ethnic	Ethnic	In House		<\$1M
Miami-Ft. Lauderdale-Hollywood, FL	11	WMBM	AM	New Birth Media Gr	Religion	Gospl			<\$1M
Detroit, MI	14	Wmuz	AM	Crawford Bcstg Co	Religion	Christian	In House		<\$1M
Detroit, MI	14	WGPR	FM	WGPR Inc	Urban	Hip Hop			>\$2M-\$5M
Charlotte-Gastonia-Rock Hill, NC-SC	21	WPZS	FM	Urban One Inc	Religion	Inspirtrn		Westwood One Radio Network	<\$1M
Charlotte-Gastonia-Rock Hill, NC-SC	21	WOSF	FM	Urban One Inc	Urban	UrbAC/ R&BOD		Westwood One Radio Network	>\$2M-\$5M
Charlotte-Gastonia-	21	WFNZ	AM	Urban One Inc	Sports	Sprts/ Talk		CBS Sports, Westwood	\$1M-\$2M

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Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
Rock Hill, NC-SC								One Radio Network	
Charlotte-Gastonia-Rock Hill, NC-SC	21	WLNK	FM	Urban One Inc	Adult Contmp	Hot AC			>\$5M-\$10M
Charlotte-Gastonia-Rock Hill, NC-SC	21	WBT	AM	Urban One Inc	News	News/Talk		Associated Press,rnr,fxn, wWestwood One Radio Network	>\$5M-\$10M
Charlotte-Gastonia-Rock Hill, NC-SC	21	WBT-	FM	Urban One Inc	News	News/Talk		Associated Press,rnr,fxn, wWestwood One Radio Network	<\$1M
Charlotte-Gastonia-Rock Hill, NC-SC	21	WQNC	FM	Urban One Inc	Urban	Urban Contmp		Westwood One Radio Network	<\$1M
Baltimore, MD	23	WWIN	AM	Urban One Inc	Religion	Urban Gosp	Christal Radio		<\$1M
Baltimore, MD	23	WWIN	FM	Urban One Inc	Urban	Urban AC	Christal Radio		>\$5M-\$10M
Baltimore, MD	23	WOLB	AM	Urban One Inc	Talk	Talk	Christal Radio		<\$1M
Baltimore, MD	23	WERQ	FM	Urban One Inc	Urban	HpHop/RhyBl	Christal Radio	Westwood One Radio Network	>\$5M-\$10M
San Antonio, TX	25	KCHL	AM	Martin Bcstg Inc	Religion	Urban Gosp		American Urban Radio, Westwood One Radio Network	<\$1M
Riverside-San Bernardino, CA	26	KHTI	FM	All Pro Bcstg	Adult Contmp	Hot AC	Christal Radio		>\$2M-\$5M
Riverside-San Bernardino, CA	26	KATY	FM	All Pro Bcstg	Adult Contmp	AC			\$1M-\$2M
Pittsburgh, PA	31	WMNY	AM	Radio 1150 LLC	Ethnic	South Asian			<\$1M
Pittsburgh, PA	31	WGBN	AM	Pentecostal Temple	Religion	Urban Gosp		American Urban Radio	<\$1M
Austin, TX	32	KFIT	AM	Onyx Bcstg Co	Religion	Gosp		NBC News, Westwood One Radio Network	<\$1M
Austin, TX	32	KAZI	FM	Austin Comm Radio	Urban	Urban	In House	Pacifica Foundation Radio Network	<\$1M

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Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
Cincinnati, OH	33	WDBZ	AM	Urban One Inc	Talk	Talk/ Inspr	Katz Radio	American Urban Radio, Westwood One Radio Network	<\$1M
Cincinnati, OH	33	WIZF	FM	Urban One Inc	Urban	Urban Contmp	Katz Radio		>\$2M-\$5M
Cincinnati, OH	33	WOSL	FM	Urban One Inc	Urban	Urban AC	Katz Radio	Premiere, Westwood One Radio Network	>\$2M-\$5M
Kansas City, MO-KS	34	KPRS	FM	Carter Broadcast Grp	Urban	Urban Contmp	Eastman Radio	American Urban Radio, Westwood One Radio Network	>\$2M-\$5M
Kansas City, MO-KS	34	KPRT	AM	Carter Broadcast Grp	Religion	Gospl	Eastman Radio	American Urban Radio, Westwood One Radio Network	<\$1M
Cleveland, OH	35	WENZ	FM	Urban One Inc	Urban	Urban/ HpHop	Christal Radio	Premiere	>\$2M-\$5M
Cleveland, OH	35	WERE	AM	Urban One Inc	News	News/ Talk	Christal Radio	Westwood One Radio Network	<\$1M
Cleveland, OH	35	WJMO	AM	Urban One Inc	Religion	Gospl	Christal Radio	Westwood One Radio Network	<\$1M
Cleveland, OH	35	WZAK	FM	Urban One Inc	Urban	Urban AC	Christal Radio	Premiere, Westwood One Radio Network	>\$2M-\$5M
Columbus, OH	36	WJYD	FM	Urban One Inc	Religion	Urban Gospl	Christal Radio		<\$1M
Columbus, OH	36	WBMO	FM	Urban One Inc	Urban	Urban Contmp	Katz Radio		<\$1M
Columbus, OH	36	WXMG	FM	Urban One Inc	Urban	R&B Oldies	Katz Radio	Westwood One Radio Network	>\$2M-\$5M
Columbus, OH	36	WCKX	FM	Urban One Inc	Urban	Urban Contmp	Katz Radio	Premiere	>\$2M-\$5M
Raleigh-Durham, NC	37	WFXK	FM	Urban One Inc	Urban	Urban AC	Christal Radio	Westwood One Radio Network	<\$1M
Raleigh-Durham, NC	37	WNNL	FM	Urban One Inc	Religion	Urban Gospl	Christal Radio	Westwood One Radio Network	>\$2M-\$5M
Raleigh-Durham, NC	37	WFXC	FM	Urban One Inc	Urban	Urban AC	Christal Radio	Westwood One Radio Network	>\$5M-\$10M

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Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
Raleigh-Durham, NC	37	WQOK	FM	Urban One Inc	Urban	Urban Contmp	Christal Radio		>\$2M-\$5M
Raleigh-Durham, NC	37	WRSV	FM	Northstar Bcstg	Urban	Urban	Regional Reps	American Urban Radio, Premiere, Bloomberg Radio	<\$1M
Indianapolis, IN	39	WTLC	AM	Urban One Inc	Religion	Urban Gospl	Katz Radio	Westwood One Radio Network	<\$1M
Indianapolis, IN	39	WNOW	FM	Urban One Inc	CHR/ Top 40	CHR	Katz Radio	Westwood One Radio Network	\$1M-\$2M
Indianapolis, IN	39	WTLC	FM	Urban One Inc	Urban	Urban AC	Katz Radio	Premiere, Westwood One Radio Network	>\$2M-\$5M
Indianapolis, IN	39	WHHH	FM	Urban One Inc	CHR/ Top 40	Rhymc/ CHR	Katz Radio	Premiere	>\$2M-\$5M
Nashville, TN	40	WDKN	AM	R & F Comm	Country	Country	In House	Premiere, Westwood One Radio Network	<\$1M
Nashville, TN	40	WVOL	AM	Heidelberg Bcstg LLC	Urban	Urb/ Old/ Tik			<\$1M
Milwaukee-Racine, WI	42	WLUM	FM	Milwaukee Radio LLC	Rock	Alternative	Eastman Radio	American Urban Radio	>\$2M-\$5M
Milwaukee-Racine, WI	42	WLDB	FM	Milwaukee Radio LLC	Adult Contmp	AC	Eastman Radio	American Urban Radio	>\$2M-\$5M
Milwaukee-Racine, WI	42	WZTI	AM	Milwaukee Radio LLC	Oldies	Oldies	Eastman Radio		<\$1M
Milwaukee-Racine, WI	42	WGLB	AM	JJK Media LLC	Religion	Gospl	In House	American Urban Radio	<\$1M
Milwaukee-Racine, WI	42	WNOV	AM	Courier Comm	Talk	Talk/ UrbAC			<\$1M
Norfolk-Virginia Beach-Newport News, VA	45	WPCE	AM	Friendship Cathedral	Religion	Gospl	Allied Radio Partners	American Urban Radio, Westwood One Radio Network	<\$1M
Norfolk-Virginia Beach-Newport News, VA	45	WGPL	AM	Friendship Cathedral	Religion	Gospl	Allied Radio Partners	American Urban Radio, Westwood One Radio Network	<\$1M
Oklahoma City, OK	49	KINB	FM	Perry Pblshg & Bcstg	Sports	Sports	McGavren Guild Media	CBS Sports	<\$1M
Oklahoma City, OK	49	KRMP	AM	Perry Pblshg & Bcstg	Urban	Urban AC	McGavren Guild Media	American Urban Radio, Westwood	<\$1M

Appendix B: Black Owned Radio Stations in Ranked Markets

Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
								One Radio Network	
Oklahoma City, OK	49	KVSP	FM	Perry Pblshg & Bcstg	Urban	Hip Hop	McGavren Guild Media	American Urban Radio, Westwood One Radio Network	<\$1M
New Orleans, LA	50	WLNO	AM	Pugh Sr, Donald	Religion	Urban Gosp	In House	American Urban Radio	<\$1M
New Orleans, LA	50	KKNO	AM	Blakes, Robert C, Sr	Religion	Gospl			<\$1M
New Orleans, LA	50	WBOK	AM	Equity Media LLC	Talk	Talk/ Spts	In House	American Urban Radio, Pacifica Foundation Radio Network	<\$1M
Memphis, TN	51	WLOK	AM	Gilliam Comm Inc	Religion	Gospl			<\$1M
Richmond, VA	52	WTPS	AM	Urban One Inc	Urban	Hip Hop	Eastman Radio		<\$1M
Richmond, VA	52	WKJS	FM	Urban One Inc	Urban	Urban AC	Eastman Radio	Premiere	>\$2M-\$5M
Richmond, VA	52	WXGI	AM	Urban One Inc	Urban	Hip Hop	Eastman Radio		<\$1M
Richmond, VA	52	WCDX	FM	Urban One Inc	Urban	Urban Contmp	Eastman Radio	Premiere	>\$2M-\$5M
Richmond, VA	52	WKJM	FM	Urban One Inc	Urban	Urban AC	Eastman Radio		<\$1M
Richmond, VA	52	WPZZ	FM	Urban One Inc	Religion	Inspirtrn	Eastman Radio		\$1M-\$2M
Buffalo-Niagara Falls, NY	59	WUFO	AM	Visions Multi Media	Urban	R&B Oldies	In House	American Urban Radio, Westwood One Radio Network	<\$1M
Rochester, NY	60	WDXK	FM	Monroe Cnty Bcstg	Urban	Urban	Katz Radio	American Urban Radio	>\$2M-\$5M
Birmingham, AL	61	WATV	AM	Courtney French Bdc	Urban	Urban AC		American Urban Radio	<\$1M
Birmingham, AL	61	WJLD	AM	Richardson Bcstg	Urban	Blues/ R&BOD		Westwood One Radio Network	<\$1M
Birmingham, AL	61	WIXI	AM	Richardson Bcstg	Urban	Blues/ R&BOD			<\$1M
Dayton, OH	63	WDAO	AM	Johnson Commun Inc	Urban	RhyBl/ Gospl	In House	Associated Press	<\$1M
Tulsa, OK	64	KGTO	AM	Perry Pblshg & Bcstg	Urban	R&B Oldies	Allied Radio Partners	American Urban Radio, Westwood	<\$1M

Appendix B: Black Owned Radio Stations in Ranked Markets

Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
								One Radio Network	
Tulsa, OK	64	KJMM	FM	Perry Pblshg & Bcstg	Urban	Urban	Allied Radio Partners	American Urban Radio, Westwood One Radio Network	\$1M-\$2M
Knoxville, TN	72	WJBE	AM	Arm & Rage LLC	Urban	Urban AC		American Urban Radio, Premiere	<\$1M
Charleston, SC	76	WEAF	AM	Glory Communications	Miscellaneous	Variety			<\$1M
Charleston, SC	76	WTUA	FM	Glory Communications	Religion	Inspirtrn		American Urban Radio, Westwood One Radio Network	<\$1M
Columbia, SC	85	WFMV	AM	Glory Communications	Religion	Urban Gosp	McGavren Guild Media	American Urban Radio	<\$1M
Columbia, SC	85	WQXL	AM	Glory Communications	News	News/Talk		Salem Radio Network, Premiere, Westwood One Radio Network, abc	<\$1M
Little Rock, AR	91	KJBN	AM	Joshua Ministries	Religion	Chrs Contmp		Salem Radio Network	<\$1M
Ft. Pierce-Stuart-Vero Beach, FL	98	WFLM	FM	Midway Bcstg Co	Urban	Urban AC	Katz Radio	American Urban Radio, Premiere, Westwood One Radio Network	<\$1M
Springfield, MA	101	WEIB	FM	Cutting Edge Bcstg	Jazz/ New Age	Smooth Jazz			<\$1M
Mobile, AL	102	WABF	AM	Pugh Sr, Donald	Nostalgia/ Big Band	Adlt Stndrd			<\$1M
Mobile, AL	102	WERM	AM	Pugh Sr, Donald	Religion	Urban Gosp		American Urban Radio, CBS Radio Network, Westwood One Radio Network	<\$1M
Huntsville, AL	107	WEUP	AM	Broadcast One	Religion	Gosp	Local Focus Radio		<\$1M
Huntsville, AL	107	WHIY	AM	Broadcast One	Urban	Blues	Local Focus Radio		<\$1M

Appendix B: Black Owned Radio Stations in Ranked Markets

Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
Huntsville, AL	107	WEUP	FM	Broadcast One	Urban	Urban/HpHop	Local Focus Radio	American Urban Radio	<\$1M
Toledo, OH	108	WIMX	FM	Glass City Radio LLC	Urban	Urban AC	Tacher Radio Reps	Premiere, ABC	<\$1M
Toledo, OH	108	WJZE	FM	Glass City Radio LLC	Urban	Urban Contmp	Tacher Radio Reps	American Urban Radio, Westwood One Radio Network	<\$1M
Toledo, OH	108	WJUC	FM	Fleming St Comm	Urban	Urban AC	McGavren Guild Media	Westwood One Radio Network	<\$1M
Augusta, GA	110	WNRR	AM	Pugh Sr, Donald	Religion	Gsp/ Jaz/ Inp			<\$1M
Augusta, GA	110	WAKB	FM	Perry Pblshg & Bcstg	Urban	Urban AC	In House	American Urban Radio	<\$1M
Augusta, GA	110	WTHB	AM	Perry Pblshg & Bcstg	Religion	Gospl/ Inspr	In House	American Urban Radio	<\$1M
Augusta, GA	110	WFXA	FM	Perry Pblshg & Bcstg	Urban	Urban Contmp	In House	American Urban Radio	<\$1M
Augusta, GA	110	WTHB	FM	Perry Pblshg & Bcstg	Religion	Gospl/ Inspr	In House	American Urban Radio	<\$1M
Augusta, GA	110	WAEG	FM	Perry Pblshg & Bcstg	Jazz/ New Age	Smooth Jazz	In House	American Urban Radio	<\$1M
Lafayette, LA	112	KYBG	FM	Broadcast Ptnrs Inc	Oldies	Clsc Hits	McGavren Guild Media	Westwood One Radio Network	<\$1M
Fayetteville, AR	118	KQIS	AM	Perry Pblshg & Bcstg	Urban	Urban Contmp	Local Focus Radio	American Urban Radio	<\$1M
Pensacola, FL	123	WRNE	AM	Media One Comm Inc	Urban	Urban AC		American Urban Radio, Westwood One Radio Network	<\$1M
Jackson, MS	128	WRBJ	FM	Roberts Broadcasting	Urban	Urban	In House	Westwood One Radio Network	<\$1M
Fayetteville, NC	129	WCCG	FM	Carson, James E.	Urban	Hip Hop	In House	American Urban Radio, Premiere, Westwood One Radio Network	<\$1M

Appendix B: Black Owned Radio Stations in Ranked Markets

Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
Youngstown-Warren, OH	134	WKTX	AM	D & E Communications	Talk	Tlk/ Spt/ Eth		American Urban Radio, USA Radio Network	<\$1M
Killeen-Temple, TX	135	KRMY	AM	Martin Bcstg Inc	Religion	Gospl			<\$1M
Flint, MI	140	WFLT	AM	Christian Evangelicl	Religion	Gospl	In House		<\$1M
Flint, MI	140	WOWE	FM	Praestantia Bdcstg	Urban	Urban Contmp	Gen Media Partners	American Urban Radio, Premiere, Westwood One Radio Network	<\$1M
Tyler-Longview, TX	141	KGLD	AM	Salt of Earth Bcstg	Religion	Gospl			<\$1M
Biloxi-Gulfport-Pascagoula, MS	142	WMEJ	AM	Hancock Bcstg	Religion	Gospl			<\$1M
Biloxi-Gulfport-Pascagoula, MS	142	WJZD	FM	WJZD Inc	Urban	Urban AC	Local Focus Radio	American Urban Radio, Westwood One Radio Network	<\$1M
Shreveport, LA	146	KSYB	AM	AMISTAD Comm Inc	Religion	Gospl		Westwood One Radio Network	<\$1M
Beaumont-Port Arthur, TX	148	KZZB	AM	Martin Bcstg Inc	Religion	Urban Gospl	Christal Radio		<\$1M
Montgomery, AL	154	WZKD	AM	Autaugaville Radio	Urban	Urban Contmp	In House	American Urban Radio	<\$1M
Tallahassee, FL	158	WTAL	AM	Live Communications	Religion	Gospl/ Talk	In House	Westwood One Radio Network	<\$1M
Evansville, IN	163	WEOA	AM	BLS Entertainment	Urban	Urban Contmp		Premiere, Westwood One Radio Network	<\$1M
Columbus, GA	188	WFXE	FM	Davis Bcstg	Urban	Urban Contmp	McGavren Guild Media	American Urban Radio, Westwood One Radio Network	<\$1M
Columbus, GA	188	WIOL	AM	Davis Bcstg	Sports	CHR	McGavren Guild Media	CBS Sports	<\$1M
Columbus, GA	188	WIOL	FM	Davis Bcstg	Sports	Sports	McGavren Guild Media	American Urban Radio, ESPN, Westwood	<\$1M

Appendix B: Black Owned Radio Stations in Ranked Markets

Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
								One Radio Network	
Columbus, GA	188	WOKS	AM	Davis Bcstg	Urban	R&BOD/ Gospl	McGavren Guild Media	American Urban Radio, Westwood One Radio Network	<\$1M
Columbus, GA	188	WKZJ	FM	Davis Bcstg	Urban	Urban AC	McGavren Guild Media	American Urban Radio, Westwood One Radio Network	<\$1M
Columbus, GA	188	WEAM	FM	Davis Bcstg	Religion	Gospl	McGavren Guild Media	American Urban Radio, Westwood One Radio Network	<\$1M
Dothan, AL	191	WDSA	AM	Wilson Bcstg Inc	News	Nws/ Tlk/ Spt	Local Focus Radio	American Urban Radio	<\$1M
Dothan, AL	191	WAGF	FM	Wilson Bcstg Inc	Urban	Urban AC	Local Focus Radio		<\$1M
Dothan, AL	191	WJJN	FM	Wilson Bcstg Inc	Urban	HpHop/ RhyBl	Local Focus Radio	American Urban Radio	<\$1M
Tuscaloosa, AL	205	WMXB	AM	Lawson Comm	Urban	Urban Contmp		American Urban Radio	<\$1M
Tuscaloosa, AL	205	WWPG	FM	Lawson Comm	Urban	Rhythm/ Blue		American Urban Radio, Westwood One Radio Network	<\$1M
Florence, SC	207	WALD	AM	Glory Communi cations	Religion	Religion			<\$1M
Laurel-Hattiesburg, MS	208	WAML	AM	Tillman Bcstg Ntwk	Religion	Gospl			<\$1M
Laurel-Hattiesburg, MS	208	WMLC	AM	Tillman Bcstg Ntwk	Religion	Gospl			<\$1M
Laurel-Hattiesburg, MS	208	WJMG	FM	Est of Floyd, Vernon	Urban	Urban Contmp	In House		<\$1M
Laurel-Hattiesburg, MS	208	WORV	AM	Est of Floyd, Vernon	Religion	Religion	In House		<\$1M
Laurel-Hattiesburg, MS	208	WGDQ	FM	Est of Floyd, Vernon	Religion	Inspr/ Gospl	In House		<\$1M

Appendix B: Black Owned Radio Stations in Ranked Markets

Market Name	MKT Rank	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)	Station Revenue Group (2020)
Laurel-Hattiesburg, MS	208	WHJA	AM	Pugh Sr, Donald	Urban	HpHop/Blues		American Urban Radio	<\$1M
Lake Charles, LA	211	KZWA	FM	B & C Bcstg Inc	Urban	Urban AC		American Urban Radio, Premiere	<\$1M
Florence-Muscle Shoals, AL	232	WZZA	AM	Muscle Shoals Bcstg	Urban	Urb/ Gsp/ R&B		American Urban Radio	<\$1M
Valdosta, GA	234	WHLJ	FM	La Taurus Production	Urban	R&BOd/ Gospl	Local Focus Radio	American Urban Radio, Westwood One Radio Network	<\$1M
Jackson, TN	252	WOJG	FM	Shaw, Johnny & Opal	Religion	Urban Gospl			<\$1M

Appendix C: Black Owned Radio Stations in Unranked Markets

City, St. of License	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)
Alexandria, LA	KBCE	FM	JWBP Bcstg LLC	Adult Contmp	Adult Hits	Local Focus Radio	
Boyce, LA	KMXH	FM	JWBP Bcstg LLC	Urban	Urban AC	Local Focus Radio	Premiere
Tallulah, LA	KTJZ	FM	Mid South Comm	Urban	R&B Oldies		
Pine Bluff, AR	KCAT	AM	Broadcast Industry	Urban	R&B Oldies		
Bolivar, TN	WBOL	AM	Shaw, Johnny & Opal	Oldies	Oldies	Local Focus Radio	
Brookhaven, MS	WCHJ	AM	Tillman Bcstg Ntwk	Religion	Gospl	In House	
Chadbourn, NC	WVOE	AM	Ebony Enterp Inc	Urban	UrbAC/ UGospl	In House	American Urban Radio
Lincolnton, GA	WLCZ	FM	Glory Communications	Religion	Urban Gospl	McGavren Guild Media	
Tipton, OK	KSOC	FM	Witkowski, Richard	Spanish	Mexican		
Cassopolis, MI	WGTO	AM	Langford Bctg	Oldies	Oldies	Michigan Spot Sales	
Edenton, NC	WBXB	FM	Friendship Cathedral	Urban	Urban AC		Westwood One Radio Network, Bloomberg Radio
Drew, MS	WKXN	FM	Autaugaville Radio	Urban	Urban Contmp	In House	
Fort Deposit, AL	WIBT	FM	Delta Radio Network	Urban	Urban AC	Tacher Radio Reps	
Pine Hill, AL	WKXK	FM	Autaugaville Radio	Urban	Urban Contmp	In House	
Greenville, MS	WNOU	FM	Fenty L Fuss	Country	Country		ABC Audio
Greenwood, MS	WGRM	AM	Pugh Sr, Donald	CHR/ Top 40	CHR	In House	
Greenwood, MS	WCZZ	AM	Broomfield Bcstg	Urban	Urban/ Gospl		
Tchula, MS	WZSN	FM	Broomfield Bcstg	Adult Contmp	Soft AC		Westwood One Radio Network
Greenwood, MS	WGRM	FM	Pugh Sr, Donald	Urban	R&B Oldies	In House	
Greenwood, SC	WGNL	FM	Team Bcstg Co Inc	Urban	UrbAC/ Oldes	Local Focus Radio	American Urban Radio, Westwood One Radio Network

Appendix C: Black Owned Radio Stations in Unranked Markets

City, St. of License	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)
Greenwood, SC	WGNG	FM	Team Bcstg Co Inc	Urban	Urban	Local Focus Radio	Westwood One Radio Network
Helena, AR	KJIW	FM	Mondy, Elijah, Jr	Religion	Christian	In House	
Charlotte Amalie, VI	WHPR	FM	Highland Park Bcstg	Talk	Talk/ R&BOd		
Highland Park, MI	WVIE	FM	Highland Park Bcstg	Miscellaneous	Regga/ RhyBl		National Public Radio
Minor Hill, TN	WEUZ	FM	Broadcast One	Urban	Urban/ HpHop	Local Focus Radio	
Moulton, AL	WEUV	AM	Broadcast One	Religion	Gospl	Local Focus Radio	
Indianola, MS	WNLA	AM	Delta Radio Network	Religion	Gospl	Tacher Radio Reps	ABC Audio
Russell, PA	WQFX	FM	Media One Holdings	Album Oriented Rock/ Classic Rock	Clsc Rock	Regional Reps	
Greenwood, MS	WKXG	AM	Pugh Sr, Donald	Religion	Urban Gospl		
Lexington, MS	WXTN	AM	Holmes County Bcstg	Religion	Gospl	In House	
Benton, MS	WAGR	FM	Holmes County Bcstg	Urban	RhyBl/ Oldes	In House	
Brantley, AL	WXKD	AM	Autaugaville Radio	Urban	Urban Contmp		
Moultrie, GA	WHLJ	AM	La Taurus Production	Religion	Urban Gospl	Local Focus Radio	
Omaha, NE	KOWN	FM	Omaha Comm Bdcst	Urban	Urban AC		Pacifica Foundation Radio Network
Mount Clemens, MI	WDKL	FM	Educational Media	Religion	ChrsContmp		
Rocky Mount, NC	WEED	AM	Northstar Bcstg	Religion	Gospl	Regional Reps	Westwood One Radio Network
San Francisco, CA	KPOO	FM	Poor Peoples Radio	Miscellaneous	Diverse		
South Boston, VA	WSBV	AM	Logan Bdcstg Inc	Religion	Urban Gospl		
Charlotte Amalie, VI	WSTA	AM	Ottley Communication	Miscellaneous	Variety		Westwood One Radio Network

Appendix C: Black Owned Radio Stations in Unranked Markets

City, St. of License	Calls	Band	Owner	Format Category	Format	Rep Firm	Network(s)
Columbus Afb, MS	WACR	FM	URBan Radio Comm	Urban	Urban AC		
Starkville, MS	WMSU	FM	URBan Radio Comm	Urban	HpHop/ Urban		
Brooksville, MS	WAJV	FM	URBan Radio Comm	Urban	Urban/ Gospl		
Roanoke Rapids, NC	WCBT	AM	Shantae Broadcasting	Sports	Sprts/ Talk		NBC Sports
Pontotoc, MS	WOCJ	AM	Collins Jr, Ollie	Religion	Gospl		
Eutaw, AL	WQZZ	FM	Lawson Comm	Urban	Rhythm/ Blue		
Uniontown, AL	WVFG	FM	Jones, Charles E, Jr	Religion	Gospl		
Warrenton, NC	WARR	AM	Darensburg Broadcast	Miscellaneous	Varty/ Gospl		
Waterloo, IA	KBBG	FM	Afro-Amer Comm Bcstg	Public/ Educational	Educational	In House	American Urban Radio, National Public Radio
West Helena, AR	KCLT	FM	West Helena Bcstrs	Urban	UrbAC/ Blues		Westwood One Radio Network
Marianna, AR	KAKJ	FM	Simes, Ray & LT, II	Urban	UrbAC/ Blues		Westwood One Radio Network
Friars Point, MS	WNEV	FM	Simes, Ray & LT, II	Urban	UrbAC/ Blues		Westwood One Radio Network
Wharton, TX	KANI	AM	Martin Bcstg Inc	Religion	Gospl		American Urban Radio

Appendix D: Black Owned Radio Stations Database

BIA's Excel file associated with this report provides the following data from its proprietary [Media Access Pro™ database](#):

- Station Information
 - Call Letters
 - Frequency Band
 - Frequency
 - Category
 - Slogan
 - Format
 - Network(s)
 - Mailing Address
 - Phone
 - Email
 - Website
 - Home Market
 - Market Rank

- Station Revenue and Audience Analytics
 - Station Revenue 2020
 - 12+ Audience Share Fall 2021
 - 12+ Audience Share Spring 2021
 - Revenue Share
 - Power Ratio
 - Local Commercial Share
 - Diary/ PPM Market

- Station Contacts
 - Owner
 - GM
 - Manager Title
 - Sales Manager
 - Promotion Director
 - Rep firm

- Technical
 - Frequency
 - Power
 - Class
 - Population Coverage (60 dBu)
 - HAAT
 - Lat/ Long