



# North American Network, Inc.

The leading PR services firm specializing exclusively in radio

## GUIDE TO RADIO STATION FORMATS

Code	Format	Description	Target Audience
3A	Triple A/Adult Album Alternative	Fast-growing format of current pop music with strong feminine appeal	Persons 25-49
70	Oldies Rock – Seventies	Popular rock hits from '70s	Persons 25-54
80	Oldies Rock – Eighties	Popular rock hits from '80s	Persons 25-54
AC	Adult Contemporary	Broad appeal current pop hits	Women 25-54
AL	Alternative	Newer format with young adult appeal	Persons 18-34
AO	Album Oriented Rock	Mainstream rock	Persons 18-49
AS	All Sports	A combination of play-by-play sports or sports-orientated talk radio	Men 25-54
BG	Black Gospel	Religious programming featuring Black Gospel music	Persons 35-64
BL	Black, Rhythm & Blues	Traditional black, Rhythm & Blues	Persons 25-54
BN	Business News	Concentrates on financial/business stories, but includes general news	Persons 25-54
C	Country	Wide-ranging treatments of current and past country music.	Persons 18-54
CC	Contemporary Christian	Musical religious programming highlighting contemporary compositions	Women 25-54
CL	Classical	Classical, Symphonic, Broadway show music	Persons 35-54
CR	Classic Rock	Rock music of the past – 50's through 90's	Persons 25-49
E	Ethnic	Foreign language (except Spanish)	Persons 25-54
ED	Educational	Restricted to non-commercial stations	Persons 25-54
EZ	Easy Listening	Music of 40's to 80's. Principally orchestral selections and ballads	Persons 35+
GO	Golden Oldies	Former CHR hits. Soft rock 50's to 80's	Persons 25-54
HA	Hot AC	Current popular music (AC-appeal) which is bright and up-tempo	Persons 25-54
JZ	Jazz	Ranges from Dixieland to sophisticated current jazz and new age	Persons 25-54
KD	Kids/Children	Talk and musical programming designed to appeal to children under 12	Children 2-11
MR	Modern Rock	Rock music by current headliners	Persons 18-34
N	All News	All news, little or no phone talk	Persons 25-54
NA	New AC/Smooth Jazz	Combination of AC and Jazz. Replacing AC	Persons 25-54
NT	News/Talk	Phone calls from audience on various subjects. Station hosts often experts in some area	Persons 25-54
R	Contemporary Hit Radio	Often called top 40	Women 18-34
RE	Religious – General	Includes teaching, sermons, etc. Music secondary	Persons 35+
S	Spanish	Music, news and/or information in Spanish	Persons 25-54
SC	Soft Contemporary	"Lite" Primarily instrumental. Current and recent hits	Women 25-54
SG	Southern Gospel	Musical Religious programming featuring selections popular in the Southern United States.	Persons 25-49
ST	Standard/MOR/Big Band	Standard, Nostalgia, Big Band, MOR	Persons 35+
TK	Talk	Personalities, Information. Little News	Persons 25-54
UC	Urban Contemporary	Emphasis on dance music. May include hip hop and rap	Persons 18-49
V	Variety	Broad selection of programming appealing to different audiences throughout the day	Persons 25-54