

MEDIA

Maine's most popular radio stations, by market

Ranked by Arbitron ratings*, fall 2004

	Average share (%)	Wattage	General manager	Licensee	Format	City of license	Previous year's rank
AUGUSTA/WATERVILLE							
1. WEBB-98.5FM 56 Western Ave., Augusta 04330 623-4735, www.b985.fm	9.4	61,000	Al Perry	Citadel Broadcasting Corp.	Country	Waterville	2
WTOS-105.1FM 150 Whitten Rd., Augusta 04330 623-9000, www.rock1051.com	9.4	100,000	Jim Herron	Clear Channel Communications	Active rock	Skowhegan	4
2. WFNK-107.5FM 477 Congress St., Portland 04101 797-0780, www.1075frank.com	8.7	100,000	Tim Gatz	Nassau Broadcasting Partners LP	Classic hits	Lewiston	N/A
3. WABK-104.3FM 150 Whitten Rd., Augusta 04330 623-9000, www.wabkfm.com	8.1	50,000	Jim Herron	Clear Channel Communications	Oldies	Gardiner	1
4. WMME-92.3FM 56 Western Ave., Augusta 04330 623-4735, www.92moose.fm	6.7	50,000	Al Perry	Citadel Broadcasting Corp.	Contemporary hits	Augusta	2
5. WBLM-102.9FM 1 City Center, Portland 04101 774-6364, www.wblm.com	4.0	100,000	Mike Sambrook	Citadel Broadcasting Corp.	Album-oriented rock	Portland	3
WLOB-96.3FM 779 Warren Ave., Portland 04103 773-9695	4.0	100,000	Jon Van Hoogenstyn	Atlantic Coast Radio LLC	News/talk	Rumford/ Auburn	N/A
BANGOR							
1. WQCB-106.5FM 49 Acme Rd., Brewer 04412 989-5631, www.wqcb-fm.com	13.2	100,000	Tom Preble	Cumulus Media	Country	Brewer	1
2. WKIT-100.3FM 861 Broadway, Bangor 04401 990-2800, www.zoneradio.com	7.8	50,000	Bobby Russell	The Zone Corp.	Classic rock	Brewer	2
3. WBZN-107.3FM 49 Acme Rd., Brewer 04412 989-5631, www.wbzn-fm.com	6.4	50,000	Tom Preble	Cumulus Media	Contemporary hits	Old Town	2
4. WEZQ-92.9FM 49 Acme Rd., Brewer 04412 989-5631, www.wezq-fm.com	5.9	50,000	Tom Preble	Cumulus Media	Light rock	Bangor	N/A
5. WVOM-103.9FM 184 Target Industrial Cir., Bangor 04401 947-9100, www.thevoiceofmaine.com	5.5	100,000	Jim Herron	Clear Channel Communications	News/talk	Howland	3
6. WBFB-104.7FM 184 Target Industrial Cir., Bangor 04401 947-9100, www.wbfbfm.com	5.0	50,000	Jim Herron	Clear Channel Communications	Country	Belfast	3
WWBX-97.1FM 184 Target Industrial Cir., Bangor 04401 947-9100, www.b97hits.com	5.0	50,000	Jim Herron	Clear Channel Communications	Contemporary hits	Bangor	3
WWMJ-95.7FM 49 Acme Rd., Brewer 04412 989-5631, www.wwmj-fm.com	5.0	50,000	Tom Preble	Cumulus Media	Oldies	Ellsworth	3
7. WTOS-105.1FM 150 Whitten Rd., Augusta 04330 623-9000, www.rock1051.com	4.6	100,000	Jim Herron	Clear Channel Communications	Active rock	Skowhegan	N/A
8. WKSQ-94.5FM 184 Target Industrial Cir., Bangor 04401 947-9100, www.kiss945.com	4.1	50,000	Jim Herron	Clear Channel Communications	Adult contemporary	Ellsworth	3
LEWISTON/AUBURN							
1. WFNK-107.5FM 477 Congress St., Portland 04101 797-0780, www.1075frank.com	13.9	100,000	Tim Gatz	Nassau Broadcasting Partners LP	Classic hits	Lewiston	N/A
2. WTHT-107.5FM 477 Congress St., Portland 04101 797-0780, www.wtht.com	13.2	100,000	Tim Gatz	WMTW Broadcast Group	Country	Lewiston	1
3. WBLM-102.9FM 1 City Center, Portland 04101 774-6364, www.wblm.com	8.3	100,000	Mike Sambrook	Citadel Broadcasting Corp.	Album-oriented rock	Portland	4

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