

Format description – Radio Listening

The following descriptions provide a general understanding of the radio formats available in Canada and the United States.

Adult Contemporary: soft-rock and pop music which appeals to an 18-34 or 25-44 audience depending on its music orientation.

Album-oriented Rock: while some stations rely heavily on established rock artists others program lesser known artists and album cuts. Some stations also program less mainstream forms of music such as Rhythm ‘n Blues, or Fusion Jazz. It appeals mostly to an 18-34 audience.

CBC: Canadian Broadcasting Corporation stations (English and French).

Contemporary: largely programs current hits and appeals to a 12-34 audience. The format is largely music-oriented with little talk. A hit is defined as a selection that has entered the Top 40 in a major trade magazine.

Country: programs country music almost exclusively and appeals to a 25+ audience.

Dance: largely programs dance music with varying degrees of rap and contemporary hits and appeals to a 12-34 audience.

Easy Listening: programs soft largely instrumental music and appeals to a 35+ audience. The programming often includes cocktail jazz, soft jazz and classics.

Gold/Oldies/Rock: largely programs past hits and selections released within the past 30 years and appeals to a 25-44 audience.

Middle-of-the-Road: programs pop and soft vocal music and appeals to a 35+ audience.
Tends to program artists and selections released prior to 1970.

Other: includes community, educational, ethnic, religion, travel and weather programming.

Sports: sports and sports-oriented programming.

Talk: programs a substantial amount of talk radio which can include public affairs, sports, business and news programming.