

What is the format of the station?

WXRT plays classic and alternative rock. It is classified as an “adult album alternative” station.

Who is the station’s target audience?

The target audience ranges from adolescents interested in the station’s genre to middle-aged adults who have been fans of the music for years. However, the station is more popular with adults above thirty.

What is the station’s daytime lineup?

The station goes back and forth between songs, commentary from the announcer, and advertisements. Those are the only things WXRT consistently broadcasts daily, though there are variations with special programs, including only playing older music, only playing The Beatles, or only playing blues music.

What is the station’s current ratings? Where does it rank compared to other stations in the market?

As of February 2015, WXRT is the 13th most popular station in the Chicago area. It is CBS Radio’s 3rd most popular station. However, it only ranks below one other station that plays rock music.

What is the station’s history? How long has it been on and how long has it been this particular format?

WXRT started in 1947 under the name WFJL, and it was owned by Lewis College of Science and Technology. After Lewis College sold the station to Louis Lee, the name was eventually changed to WXRT in 1964. It began airing as its current format in 1972, but only at night. It did not air 24/7 until 1976. WXRT developed its main audience and format by the 1990s. In 1995, it was bought by CBS Radio.

What type of commercials do you hear on this station? Specific products?

Because the station is owned by CBS Radio, there are lots of commercials for CBS television shows. While there could be confusion as to whether the station's target audience is equally male and female or dominantly male, the commercials the station broadcasts gives clues. There were advertisements for Lowe's, lawn mower batteries, Miller Lite, and Chevy trucks, which, while not exclusively male, are products and services dominantly enjoyed by men. There are also lots of commercials for auto insurance given that most people listen to the station in the car.

Critique one ½ hour (30 min) specifically. Who was on the air? What did they play or talk about?

In a half hour, there were about five songs, thirty commercials, and some commentary from the DJ. For the older artists, the DJ offers facts about their history, such as years their music was released. For the newer artists, the DJ promotes new albums and gives information on their new releases. The DJ also talks about the weather, but not much past the current temperature. Sometimes the DJ will also read off an advertisement. The station is relatively informative, but it doesn't go so in depth as to take too much time away from the music.

How many commercials were broadcast? What did you think?

In one commercial break, about fifteen commercials were broadcast. This commercial break is slightly longer than the length of the average song that they play. This may not seem like very long, but it feels much longer considering it is only audio. Commercial breaks occur about every five songs. The DJ will also read off an advertisement after a commercial break ends.