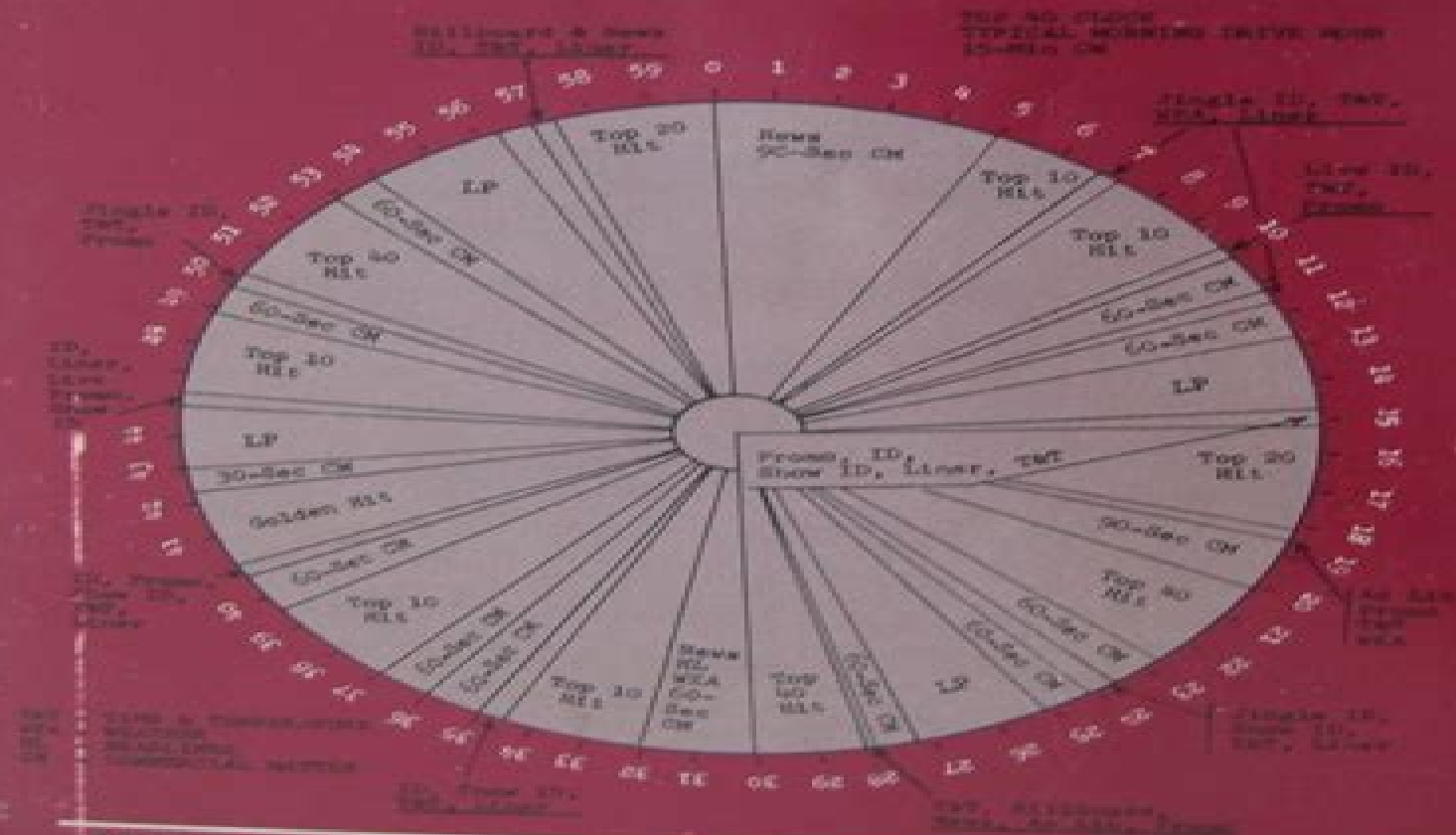


# The RADIO FORMAT CONUNDRUM



EDD ROUTT • JAMES B. McGRATH • FREDRIC A. WEISS

# Radio Format Conundrum

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