

## CHATTANOOGA 12+ METRO SHARE

	<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>		
WDEF	17.3	18.4	16.0	14.2	16.5	15.7	11.0	10.6	9.3	8.1	6.5	5.0	4.1	3.7	3.5	2.7	2.2	1.2	0.7	1.0	0.3	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	WDEF, 1370 (S/T)
WDEF-F	7.5	8.7	9.9	11.4	11.4	12.0	10.8	9.6	11.5	10.1	9.1	9.1	10.1	12.1	11.1	9.8	9.7	10.2	8.5	9.0	10.1	7.6	8.4	7.8	8.3	8.5	8.9	8.3	10.0	WDEF-F, 92.3 (SAC)	
WDOD	11.2	10.0	10.2	11.0	9.0	11.4	7.6	5.7	2.1	5.5	2.8	4.3	2.7	1.9	2.3	2.7	2.3	1.5	2.1	2.5	2.6	2.8	3.3	3.2	2.7	2.8	2.6	2.5	2.0	WDOD, 1310 (ST)	
WDOD-F	3.3	4.4	4.1	3.9	4.6	1.6	8.1	11.6	13.9	8.9	6.8	10.0	8.4	9.1	9.5	6.6	4.0	5.7	4.5	4.0	4.2	3.8	5.4	7.2	5.9	5.1	4.6	4.9	4.6	WDOD-F, 96.5 (AOR)	
WGOW	12.2	7.5	6.3	5.8	6.4	4.9	5.1	4.5	4.8	4.0	3.2	3.4	1.9	0.9	0.9	1.8	2.2	3.7	5.4	4.0	4.1	3.5	2.4	2.7	2.3	2.2	1.9	2.6	3.0	WGOW, 1150 (T)	
WSKZ-F	7.1	8.0	8.6	9.2	15.1	15.0	14.5	13.7	13.7	15.9	19.5	19.5	18.3	18.2	18.3	12.0	6.7	6.9	6.9	6.9	8.5	8.2	7.0	7.2	8.2	7.9	7.2	7.4	5.9	WSKZ-F, 106.5 (CL.AOR)	
WNOO	11.4	6.9	7.4	7.2	7.5	7.0	2.8	6.7	5.1	6.9	2.9	3.8	5.5	4.1	4.8	4.3	3.3	3.0	2.9	2.6	3.3	3.2	3.1	3.1	2.1	2.1	1.9	2.0	1.6	WNOO, 1260 (G)	
WFLI	8.1	11.3	13.6	13.6	7.6	8.5	7.9	4.6	2.0	1.5	1.1	0.9	0.9	1.0	0.8	1.1	1.0	1.2	0.8	0.7	0.5	0.8	0.9	1.4	0.9	0.7	0.6	-	0.5	WFLI, 1070 (REL)	
WJTT-F	-	4.2	-	0.4	0.9	5.3	11.4	10.5	9.1	11.8	7.6	5.4	5.5	8.6	8.2	8.7	9.9	8.5	9.9	8.8	6.6	7.1	6.9	7.8	6.3	7.6	7.7	7.0	7.3	WJTT-F, 94.3 (B)	
WJOC	4.5	2.6	3.3	1.5	2.1	2.6	1.3	1.3	2.1	2.2	1.4	1.1	1.0	0.9	0.3	0.8	-	-	-	-	0.8	-	-	-	-	0.3	-	-	-	WJOC, 1490 (G)	
WUSY-F								4.4	7.5	11.7	15.9	13.5	11.7	13.8	12.8	18.7	22.2	22.3	25.8	22.8	21.4	19.3	21.4	19.1	20.8	20.5	19.0	18.4	19.3	WUSY-F, 100.7 (C)	
WRXR-F								2.8	3.1	2.4	3.0	2.9	11.9	8.1	8.7	7.3	7.5	6.4	5.1	5.2	3.7	4.1	3.8	3.7	2.7	3.7	3.6	4.2	3.3	WRXR-F, 92.5 (AOR)	
WGOW-F												3.1	4.8	3.6	2.1	3.8	4.6	5.2	3.8	3.4	2.4	3.1	4.0	4.2	4.6	5.1	4.6	5.2	4.5	WGOW-F, 102.3 (S)	
WMXF-F																-	2.9	1.4	1.6	3.0	3.0	3.2	4.9	5.6	4.9	4.1	3.5	3.2	3.1	WMXF-F, 97.3 (O-80'S)	
WSGC-F															0.5	2.9	3.5	2.2	2.6	2.0	-	0.8	0.9	1.0	0.9	1.0	1.3	1.7	1.2	WSGC-F, 101.9 (CL AOR)	
WBDX-F																		1.5	1.7	1.6	1.7	1.9	1.9	2.0	1.9	1.5	2.2	1.8	2.3	WBDX-F, 102.7 (REL)	
WKXJ-F																				1.9	4.8	4.8	2.8	1.2	4.3	4.2	5.4	5.1	4.9	WKXJ-F, 98.1 (CHR)	
WMPZ-F																					1.7	1.7	1.8	0.7	1.4	0.7	1.4	1.2	2.7	WMPZ-F, 93.7 (G)	
WOGT-F																		2.9	0.7	4.1	2.7	4.2	4.5	4.6	5.1	4.8	4.8	4.6	4.8	WOGT-F, 107.9 (O)	

## 12+ CUME RATINGS

	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>
WDEF	30.3	31.0	24.1	24.9	21.4	16.9	11.4	10.2	9.8	9.4	8.5	8.9	5.7	4.9	4.4	4.5	2.7	4.2	3.4	3.1	2.1	2.2	3.2	2.4	4.0
WDEF-F	21.7	23.9	20.8	22.9	24.8	22.0	19.6	17.6	19.2	20.8	20.8	18.8	20.4	21.4	19.7	19.9	21.3	17.8	19.6	16.8	21.0	19.2	20.2	19.2	20.8
WDOD	20.4	20.0	19.0	14.5	16.3	15.8	7.0	7.5	7.7	7.1	6.3	6.1	5.0	4.6	5.3	5.1	5.2	5.5	5.7	4.6	4.9	4.4	4.5	3.5	4.2
WDOD-F	12.1	8.1	14.5	21.9	33.7	20.3	16.9	17.2	NA	NA	NA	16.4	15.4	16.4	12.9	14.2	13.2	13.0	17.7	17.4	15.2	11.1	14.3	14.6	12.5
WGOW	20.9	19.3	17.7	15.7	13.6	13.4	9.5	8.3	6.7	6.4	5.9	5.2	5.5	10.0	12.1	9.1	6.8	9.6	6.2	5.6	7.0	5.3	5.1	4.7	6.2
WSKZ-F	20.8	23.0	23.6	27.1	28.8	27.4	34.3	32.7	30.2	33.4	30.5	26.8	21.1	18.9	17.2	19.0	17.8	18.8	16.3	16.1	19.1	16.2	15.8	16.5	10.2
WNOO	11.4	12.9	7.1	10.6	9.6	13.9	6.2	3.8	8.7	6.8	6.9	6.9	6.0	6.2	3.7	4.8	4.6	3.5	3.7	4.3	3.7	3.2	3.3	3.1	2.1
WFLI	29.1	23.4	22.1	15.3	7.6	5.3	4.1	3.0	2.8	3.5	5.0	3.2	3.6	3.0	3.0	3.3	3.3	3.1	2.7	2.5	3.0	1.7	2.3	-	2.2
WJTT-F	-	-	14.2	15.1	14.5	17.7	15.9	11.6	13.6	11.4	10.8	11.9	14.1	14.7	12.9	11.9	11.1	9.9	11.0	10.6	10.7	11.1	11.0	10.0	11.8
WJOC	-	8.8	-	3.6	6.3	7.0	-	3.7	3.7	3.8	-	2.1	-	-	-	-	-	2.0	-	-	-	0.8	-	-	-
WUSY-F	-	-	-	8.9	15.6	21.3	24.8	24.5	21.4	23.0	24.6	24.6	32.1	37.7	40.5	36.3	36.7	33.8	34.7	31.0	32.2	32.9	31.4	30.9	31.4
WRXR-F					6.9	6.7	8.0	6.7	21.1	19.1	21.6	18.7	17.5	17.6	12.5	10.4	10.3	11.6	10.2	10.1	9.7	7.8	7.8	11.2	6.9
WGOW-F												-	5.0	10.3	11.3	8.7	7.2	8.0	10.2	9.9	10.9	10.1	11.6	11.0	9.7
WMXF-F												8.8	9.4	3.9	5.0	9.3	9.4	13.3	13.4	13.8	14.7	13.8	5.4	6.2	9.4
WSGC-F											8.5	7.5	8.7	8.0	9.3	5.3	-	3.1	2.9	2.5	3.7	3.0	4.1	3.9	4.1
WBDX-F														5.5	6.8	6.4	4.9	5.9	5.6	5.3	7.4	6.9	6.0	4.6	6.5
WKXJ-F																8.8	14.2	14.0	5.2	4.4	7.2	6.0	14.8	14.5	12.4
WMPZ-F																		3.8	3.7	5.4	4.1	2.6	2.5	3.3	4.4
WOGT-F														7.9	1.6	10.1	9.6	12.9	11.6	12.1	11.8	11.5	10.6	12.8	10.6

# CHATTANOOGA

	<u>Market Revenue</u>	<u>Revenue Change</u>	<u>Population</u>	<u>Revenue Per Capita</u>	<u>Retail Sales</u>	<u>Rev. as % Retail Sales</u>	<u>Revenue Per Share Point</u>	<u>Highest Billing Stations</u>	<u>Average Person Rating(APR)</u>	<u>FM Share</u>	<u>Total Stations</u>	<u>Viable Stations</u>	<u>Unlisted Station Listening</u>	
1976	4.2	--	--	--	--	--	--	--	16.1 %	29.0 %	--	--	--	1976
1977	4.1	-2.4 %	--	--	--	--	--	--	12.6	23.1	14	--	--	1977
1978	5.0	21.9	--	--	--	--	--	--	15.3	30.0	16	--	--	1978
1979	4.8	-4.0	--	--	--	--	--	--	15.2	30.8	14	--	--	1979
1980	5.6	16.7	--	--	--	--	--	--	13.5	35.8	14	--	--	1980
1981	6.1	8.9	.424	14.38	1.8	.0034	--	--	13.9	51.0	17	--	--	1981
1982	6.6	8.2	.429	15.38	1.9	.0035	--	--	17.4	59.3	16	--	--	1982
1983	7.3	10.6	.430	16.97	2.1	.0035	.078	--	17.1	66.3	16	12	--	1983
1984	8.2	12.3	.434	18.89	2.4	.0039	.086	WSKZ-F 1.8	17.3	65.1	16	12	--	1984
1985	9.1	10.9	.434	20.92	2.5	.0039	.100	WSKZ-F 2.6	16.9	70.3	22	12	--	1985
1986	10.0	9.9	.435	23.09	2.8	.0036	.118	WSKZ-F 2.4	16.4	75.0	20	11	--	1986
1987	11.2	11.2	.434	25.80	2.8	.0040	.125	WSKZ-F 2.1	17.0	77.5	17	11	10.2	1987
1988	11.9	6.3	.437	27.23	2.9	.0041	.134	WSKZ-F 2.4	16.6	83.6	15	10	11.3	1988
1989	12.4	4.2	.442	28.05	2.8	.0044	.143	WSKZ-F 2.6	17.0	86.0	15	9	13.1	1989
1990	12.1	-2.4	.435	27.31	3.0	.0040	.144	WUSY-F 2.8	16.6	81.3	18	9.5	13.7	1990
1991	12.2	0.8	.437	27.92	3.0	.0041	.140	WUSY-F 3.3	16.4	86.2	19	10.5	13.0	1991
1992	12.7	4.0	.440	28.86	3.2	.0040	.150	WUSY-F 3.4	16.5	85.6	18	12	15.4	1992
1993	13.5	6.8	.435	31.03	3.6	.0038	.158	WUSY-F 4.0	17.3	84.6	19	12	14.4	1993
1994	15.6	15.2	.441	35.37	4.1	.0038	.185	WUSY-F 5.0	15.7	82.9	20	12	15.5	1994
1995	16.0	2.3	.444	36.04	4.5	.0036	.194	WUSY-F 5.2	15.5	85.4	19	13	18.3	1995
1996	17.7	10.6	.448	39.51	4.8	.0037	.207	WUSY-F 5.4	15.9	81.8	21	14	14.5	1996
1997	18.6	5.0	.452	41.15	4.9	.0038	.214	WUSY-F 5.3	15.3	85.2	26	12.5	12.4	1997
1998	20.3	9.1	.452	44.91	5.3	.0038	.241	WUSY-F 5.5	15.6	85.6	22	13	15.8	1998
1999	21.1	3.8	.454	46.47	5.6	.0038	.249	WUSY-F 6.5	15.6	88.3	23	13	14.2	1999
2000	22.5	3.7	.456	49.34	5.6	.0040	.268	WUSY-F 6.8	15.7	89.6	22	13	13.9	2000
2001	21.4	-4.9	.468	45.73	6.0	.0036	.252	WUSY-F 6.5	13.9	88.4	21	13	13.5	2001
2002	24.5	NM	.471	52.01	6.3	.0039	.298	WUSY-F 7.0	13.8	90.3	21	--	17.7	2002
2003	23.9	-2.5	.474	50.42	6.6	.0036	.289	WUSY-F 7.1	13.2	89.4	20	13	16.7	2003

## MAJOR STATIONS - JANUARY 2004

WDEF	1370	5KW (DA-2)	Sports/Talk	Bahakel	WKXJ-F	98.1	1KW@794	CHR	Clear Channel
WDOD	1310	5KW (DA-N)	Standards	Bahakel	WMPZ-F	93.7	5KW@302	Gospel	
WFLJ	1070	50KW/2.5KW (DA-2)	Religion		WMXF-F	97.3	11KW@1043	Oldies-80's	Clear Channel
WGOW	1150	5KW/1KW (DA-N)	Talk	Citadel	WOGT-F	107.9	3KW@968 (DA)	Oldies	Citadel
WNOO	1260	5KW/25W	Gospel		WRXR-F	105.5	1.6KW@646	AOR	Clear Channel
WBDX-F	102.7	0.3KW@1374	Religion		WSGC-F	101.9	1.3KW@659	Classic AOR	Clear Channel
WDEF-F	92.3	100KW@1180	Soft AC	Bahakel	WSKZ-F	106.5	100KW@1080	Classic AOR	Citadel
WDOD-F	96.5	100KW@1102 (DA)	AOR-Modern	Bahakel	WUSY-F	100.7	100KW@1190	Country	Clear Channel
WGOW-F	102.3	6KW@285	Sports	Citadel					
WJTT-F	94.3	5KW@371	Black						

**CHATTANOOGA**

**FORMAT SHARES (%)**

	<u>77</u>	<u>80</u>	<u>82</u>		<u>84</u>	<u>87</u>	<u>90</u>		<u>92</u>	<u>95</u>	<u>98</u>	<u>2000</u>
<b>CHR/AOR</b>	33	30	30	<b>CHR</b>	15	19	16		9	11	8	7
				<b>AOR/CL</b>	3	--	3		6	13	16	18
<b>MOR/AC</b>	18	17	13	<b>MOR/FS</b>	9	5	4		--	--	--	See Talk
				<b>AC/OLD</b>	5	15	12		9	6	5	
								<b>AC</b>	4	8		7
								<b>OLDIES</b>	31	23		26
<b>COUNTRY</b>	14	19	25		33	27	34		34			
<b>BTFLEZ/SAC</b>	17	17	10		10	11	12					
								<b>SOFT AC</b>	18	12	9	10
<b>NEWS/TALK</b>							3		6	6	9	8
<b>SPORTS</b>												1
<b>BLACK/URBAN</b>	8	13	20		23	13	13		13	12	12	14
<b>SMOOTH JAZZ</b>											2	
<b>STANDARDS</b>					2	--	--		2	5	3	3
<b>HISPANIC</b>												
<b>RELIG/GOSPEL</b>	7	3	1		2	7	4		5	1	5	7
<b>CLASSICAL</b>												

**STATION NOTES**

(Major call letter and format changes)

<b>WFLI</b>	CHR until 81; Country until 83
<b>WUSY-F</b>	WQLS and CHR until 83
<b>WGOW</b>	CHR to AC by 82; FS/AC until 89
<b>WJTT-F</b>	WSIM and CHR until 80
<b>WJOC</b>	Oldies until around 87; WDXB until ---
<b>WSKZ-F</b>	WYNQ and EZ until 78; CHR until 94
<b>WDOD</b>	Country until 90
<b>WRXR-F</b>	WOWE and AOR until 87; WLMX until 00; AC until 99
<b>WGOW-F</b>	WNOO-F until 88; WYVY until 89; WFXS until 96; Black until 89; Classic AOR until 95
<b>WMXF-F</b>	WKXJ until 00; CHR until 00; WLOV until 03; Black Oldies until 03
<b>WSGC-F</b>	Oldies until early 90's CHR until 97; AC until 99
<b>WDOD-F</b>	Country until 97
<b>WDEF-F</b>	EZ evolving to Soft AC by early 90's
<b>WOGT-F</b>	WJRX and Religion until 93
<b>WBDX-F</b>	Soft AC until 93; CHR until 95
<b>WKXJ-F</b>	WZST until 98; CHR until 97; Country until 98; WLOV-F until 00; Black Oldies until 00
<b>WMPZ-F</b>	Briefly Jazz 97-99

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

<b>1974 WMOC</b>	Sold by Dick	\$	500,000
<b>1978 WDXB</b>			500,000
<b>1980 WMOC</b>			550,000
<b>1983 WNOO</b>			300,000
<b>1986 WRIP, WOWE-F (Rossville)</b>			1,150,000
<b>1986 WJTT-F (Red Bank)</b>	Sold by Bennis		1,000,000
<b>1987 WNOO, WYVY-F</b>			1,300,000
<b>1989 WNOO, WYVY-F</b>			2,000,000
<b>1989 WLMX A/F (Rossville)</b>	Sold to Baum by Media Capital		6,800,000
<b>1991 WDXB</b>			75,000
<b>1992 WLMX A/F</b>	From Baum to MAK		3,600,000
<b>1993 WMOC</b>			307,000
<b>1993 WJRX-F</b>	Sold to Bloomington		1,300,000
<b>1993 WJTT-F</b>			1,700,000
<b>1993 WNOO, WFXS-F</b>			1,500,000
<b>1994 FM CP</b>	Sold to Wicks		440,000
<b>1994 WDEF A/F</b>	From Park to Tomlin/Knapp		3,300,000
<b>1996 WDEF A/F</b>	From Tomlin to Bahakel		7,700,000
<b>1996 WFXS-F</b>	Sold to Bloomington		1,140,000
<b>1996 WMPZ-F (Ringgold, GA)</b>	Sold to WJTT-F owner		960,000
<b>1996 WUSY-F</b>	From Colonial to Cumulus		21,300,000
<b>1998 WBAC, WALV-F</b>	Sold to Brewer		1,500,000
<b>1998 WGOW A/F, WSKZ-F, WOGT-F</b>	From Bloomington to Bloomington Manag.		---
<b>1998 WBDX-F</b>			1,200,000
<b>1998 WBRX-F</b>	Sold to WBDX owner		---
<b>1998 WLMX A/F</b>	From Wicks to Cumulus		3,800,000
<b>1998 WZST-F</b>	From Wicks to Cumulus		1,700,000
<b>1998 WKXJ-F</b>	Sold to Cumulus		3,000,000
<b>2000</b>	All Bloomington stations sold to Citadel		---
<b>2000</b>	All Cumulus stations sold to Clear Channel		---
<b>2002 WOCE-F (Benton; 93.1)</b>	Sold to Paul Funk		3,250,000

# CHATTANOOGA

## HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WSKZ-F	1.8	GOW/SKZ	2.6	WSKZ-F	2.4	WSKZ-F	2.1	WSKZ-F	2.4	WSKZ-F	2.6
2 WUSY-F	1.2	WDEF AF	2.3	WUSY-F	1.9	WUSY-F	2.1	WUSY-F	2.3	WUSY-F	2.6
3 WDOD-F	1.0	WUSY-F	2.1	WDEF-F	1.8	WLMX-F	1.7	WLMX-F	1.7	WLMX-F	2.3
4 WDEF-F	0.8	WDOD AF	1.6	WDOD-F	1.2	WDEF-F	1.5	WDEF-F	1.5	WDEF-F	1.4
5 WJTT-F	0.6	WJTT-F	0.8	WDEF-F	0.8	WDOD AF	1.4	WDOD AF	1.4	WDOD AF	1.3
6				WGOW	0.7	WDEF-F	0.9	WDEF	0.6	WDEF	0.6
7				WDOD	0.5	WGOW	0.4	WGOW	0.5	WJTT-F	0.56
8								WJTT-F	0.5		
9								WYVY-F	0.4		
10											

1990		1991		1992		1993		1994		1995	
1 WUSY-F	2.8	WUSY-F	3.3	WUSY-F	3.4	WUSY-F	4.0	WUSY-F	5.0	WUSY-F	5.2
2 WSKZ-F	2.3	WLMX-F	2.0	WSKZ-F	1.9	WSKZ-F	1.9	WDEF AF	2.2	WDEF-F	2.5
3 WLMX-F	1.9	WSKZ-F	1.7	WLMX-F	1.7	WJTT-F	1.8	WSKZ-F	2.1	WSKZ-F	2.3
4 WDEF-F	1.2	WDEF-F	1.3	WDEF AF	1.6	WDEF AF	1.7	WJTT-F	1.6	WJTT-F	1.4
5 WDOD AF	1.0	WJTT-F	0.9	WJTT-F	1.0	WLMX-F	1.6	WLMX-F	1.5	WLMX-F	1.2
6 WDEF	0.6	WFXS-F	0.5	WFXS-F	0.6	WGOW	0.6	WGOW	0.6	WZST-F	0.6
7 WJTT-F	0.6	WDOD-F	0.4	WDOD-F	0.5	WDOD-F	0.5	WFXS-F	0.6	WOGT-F	0.6
8		WSGC-F	0.3					WDOD-F	0.6	WDOD-F	0.6
9											
10											
11											

1996		1997		1998		1999		2000		2001	
1 WUSY-F	5.4	WUSY-F	5.3	WUSY-F	5.5	WUSY-F	6.5	WUSY-F	6.8	WUSY-F	6.5
2 WSKZ-F	2.9	WSKZ-F	3.1	WSKZ-F	3.1	WDEF-F	2.9	WDEF-F	3.1	WDEF-F	3.0
3 WDEF-F	2.5	WDEF-F	2.6	WDEF-F	2.8	WSKZ-F	2.8	WSKZ-F	2.8	WSKZ-F	2.6
4 WJTT-F	1.4	WJTT-F	1.6	WJTT-F	1.9	WJTT-F	1.8	WJTT-F	1.9	WJTT-F	2.0
5 WLMX-F	1.3	WLMX-F	1.3	WGOW AF	1.3	WDOD-F	1.5	WDOD-F	1.5	WDOD-F	1.4
6 WOGT-F	0.8	WOGT-F	1.2	WDOD-F	1.1	WGOW AF	1.2	WGOW AF	1.3	WGOW AF	1.2
7 WZST-F	0.6	WGOW AF	1.0	WOGT-F	1.0	WOGT-F	1.1	WOGT-F	1.1	WOGT-F	0.9
8 WDOD-F	0.6	WDOD-F	0.7	WLMX-F	0.8	WKXJ-F	0.6	WKXJ-F	0.6	WKXJ-F	0.7
9 WGOW A/F	0.6	WKXJ-F	0.5	WKXJ-F	0.6			WLOV-F	0.6		
10		WZST-F	0.5								
11											

2002		2003	
1 WUSY-F	7.0	WUSY-F	7.1
2 WSKZ-F	3.0	WSKZ-F	2.9
3 WDEF-F	2.6	WDEF-F	2.6
4 WGOW A/F	2.3	WGOW A/F	2.6
5 WJTT-F	2.1	WJTT-F	2.1
6 WDOD-F	1.4	WDOD-F	1.1
7 WOGT-F	1.1	WOGT-F	1.1
8			
9			
10			
11			

**DUNCAN'S COMMENTS:**

A slowly growing small market dominated by one great station, WUSY, which controls about 20% of the audience and 30% of the revenue. One other station should be noted and that is WDEF-F. WDEF-F was an EZ station which evolved to Soft AC by the early 90's. Many EZ stations made this conversion. What separates WDEF is that it has not lost significant audience share since it made the switch.

## HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 WUSY-F	\$ 5.0 (32.1)	1 Colonial	\$ 5.2 (32.5)	1 Colonial	\$ 5.4 (30.4)
2 Bloomington	3.1 (20.1)	2 Bloomington	3.2 (20.0)	2 Bloomington	4.3 (24.2)
3 Park	2.2 (14.1)	3 Park	2.5 (15.6)	3 Bahakel	3.6 (19.9)
		4 Wicks	1.9 (11.6)	4 Wicks	2.0 (11.2)
		5 WJTT-F	1.4 (8.8)	5 WJTT, WMPZ	1.6 (8.9)

1997		1998		1999	
1 Cumulus	\$ 5.3 (27.9)	1 Cumulus	\$ 6.9 (34.0)	1 Clear Channel	\$ 7.9 (37.5)
2 Bloomington	5.2 (27.4)	2 Bloomington	5.4 (26.6)	2 Citadel	5.1 (23.9)
3 Bahakel	3.9 (20.3)	3 Bahakel	3.9 (19.2)	3 Bahakel	4.6 (22.0)
4 WJTT, WMPZ	2.0 (10.3)	4 WJTT, WMPZ	1.9 (9.4)	4 WJTT, WMPZ	2.1 (10.1)
5 Wicks	1.7 (8.9)				

2000		2001		2002	
1 Clear Channel	\$ 8.7 (38.8)	1 Clear Channel	\$ 8.3 (38.6)	1 Clear Channel	\$ 9.0
2 Bahakel	5.1 (22.8)	2 Bahakel	4.9 (23.0)	2 Citadel	6.3
3 Citadel	5.1 (22.7)	3 Citadel	4.7 (22.0)	3 Bahakel	4.4
4 WJTT, WMPZ	2.1 (9.4)	4 WJTT, WMPZ	2.1 (10.0)	4 WJTT et.al.	2.6

2003		All 2002 and 2003 financial data is provided by BIA Financial.	
1 Clear Channel	\$ 8.8		
2 Citadel	6.7		
3 Bahakel	3.9		
4 WJTT et.al.	2.7		
5			