

HUNTINGTON, WV. 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>	
WKEE-F	13.2	24.4	24.5	23.9	21.7	19.4	24.3	24.0	23.7	17.5	16.7	19.4	15.2	22.9	20.7	19.4	15.6	14.3	16.2	13.0	15.0	14.3	16.7	19.0	20.0	18.1	18.1	16.9	13.8	WKEE-F, 100.5 (CHR)
WVHU	10.7	-	-	-	-	7.2	9.5	10.2	4.2	2.5	3.9	3.7	3.6	2.1	2.5	1.9	1.2	1.5	2.4	3.1	3.0	5.1	4.6	3.9	3.1	3.3	1.9	3.1	3.9	WVHU, 800 (T)
WTCR	11.5	16.5	14.9	12.5	15.4	13.0	10.5	10.9	9.8	3.6	3.3	3.4	3.5	*	*	*	*	*	1.8	0.8	1.9	0.6	1.5	0.9	0.9	-	0.8	1.0	WTCR, 1420 (REL)	
WTCR-F	10.2	9.8	9.9	11.0	11.4	12.0	10.4	8.6	12.2	17.8	20.5	26.3	26.0	31.0	29.7	30.5	32.5	30.1	30.2	26.1	24.3	19.2	18.0	17.5	15.9	15.4	15.9	14.8	11.9	WTCR-F, 103.3 (C)
WRVC	19.2	15.5	15.4	14.8	16.6	11.4	12.1	8.3	10.7	11.9	8.5	4.9	-	1.9	1.7	0.9	2.1	2.4	0.8	3.0	1.7	1.9	2.3	1.7	1.5	2.5	1.1	1.1	1.1	WRVC, 930 (T)
WDGG-F	-	6.8	11.0	12.1	10.9	12.9	8.1	6.5	10.1	15.1	18.4	11.3	11.4	7.9	12.6	10.8	9.0	7.9	8.3	6.0	8.6	8.5	7.1	7.8	5.3	6.4	6.4	7.8	8.6	WDGG-F, 93.7 (C)
WEMM-F	4.9	3.5	4.3	4.4	3.5	3.8	6.6	6.2	6.0	4.6	5.4	4.6	4.3	4.9	3.7	5.5	3.4	4.0	4.5	4.3	4.9	4.4	4.4	2.9	4.0	3.5	2.5	3.1	3.3	WEMM-F, 107.9 (REL)
WIRO	4.7	4.6	2.1	3.2	3.4	3.1	2.1	2.7	0.9	2.4	0.8	0.5	0.9	0.8	0.8	0.6	0.5	-	-	-	-	0.5	0.6	-	0.6	0.8	0.2	-	-	WIRO, 1230 (T)
WBKS-F				1.1	2.0	0.7	0.9	1.0	1.3	1.0	0.8	2.4	1.8	1.3	0.4	1.1	1.3	1.5	0.8	0.5	0.8	2.1	2.0	1.5	2.2	1.4	2.2	3.3	3.7	WBKS-F, 107.1 (CHR)
WPAY-F								1.5	2.5	2.0	1.9	2.2	2.7	2.1	2.1	2.2	3.7	2.9	1.9	3.7	1.4	1.6	2.2	1.2	2.1	1.8	1.7	2.2	1.1	WPAY-F, 104.1 (C)
WAMX-F								3.3	2.0	0.9	3.9	2.9	2.7	3.8	3.5	1.4	2.0	1.9	2.5	3.1	3.0	3.3	4.8	6.7	8.5	8.2	8.0	8.4	6.4	WAMX-F, 106.3 (AOR)
WBVB-F																	2.5	4.0	3.2	5.7	6.3	3.0	2.1	2.4	4.3	5.0	4.7	5.3	8.1	WBVB-F, 97.1 (O)
WLGC-F																		2.9	4.3	4.7	3.2	3.7	2.4	2.9	2.4	2.4	2.0	2.4	3.0	WLGC-F, 105.7 (C)
WRVC-F																			1.4	0.5	2.5	4.8	5.0	2.8	2.4	2.6	2.9	2.0	4.1	WRVC-F, 92.7 (AOR)
WRYV-F																					1.1	0.5	0.6	2.3	2.1	2.5	3.2	2.7	3.1	WRYV-F, 101.5 (CH)
WUGO-F																			1.5	-	-	0.6	0.8	1.5	2.0	2.8	1.4	2.1	2.1	WUGO-F, 102.3 (SAC)

CHARLESTON STATION

WKLC-F	1.4					5.2				5.9		5.1																			WKLC-F
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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>	
WKEE-F	39.0	32.8	39.2	43.7	42.1	42.4	36.3	35.0	40.7	43.7	34.4	34.5	33.9	30.1	28.2	25.3	31.6	30.3	32.3	36.5	37.2	35.4	35.6	30.0	26.0	
WVHU	-	19.6	16.6	15.4	12.0	12.2	8.9	8.8	10.4	7.6	7.6	7.9	4.4	5.7	7.3	7.3	7.6	9.9	6.4	7.5	6.0	5.9	5.4	7.0	7.4	
WTCR	21.3	23.7	22.0	22.4	25.5	9.6	7.5	9.5	10.0	*	*	*	*	*	*	5.0	4.7	4.4	2.4	4.6	2.9	2.9	-	2.3	2.0	
WTCR-F	19.2	17.2	15.6	18.0	16.7	31.9	32.6	36.1	35.9	44.5	41.0	44.1	41.9	47.5	51.9	41.9	39.2	33.7	32.6	31.6	27.7	27.1	27.9	23.8	24.5	
WRVC	31.6	28.3	29.1	27.3	27.2	24.8	19.8	12.6	11.3	6.5	7.2	5.9	6.5	6.6	5.1	6.9	5.2	6.0	6.5	4.9	3.8	5.2	4.0	3.7	3.7	
WDGG-F	28.4	20.6	21.6	22.4	21.3	25.9	32.4	27.0	18.7	22.2	23.9	23.6	27.3	21.8	18.2	17.8	23.2	21.9	20.1	19.0	13.9	14.1	16.6	15.1	19.9	
WEMM-F	11.8	9.0	11.2	12.7	11.1	12.5	12.5	11.2	9.8	9.1	10.1	14.5	9.8	8.8	7.8	7.8	11.6	10.3	11.4	8.2	10.0	8.6	8.4	7.7	8.1	
WIRO	15.6	12.1	8.5	9.6	5.0	10.0	4.8	3.9	3.3	2.5	3.6	4.1	2.9	-	-	-	-	2.4	1.1	-	2.5	2.1	1.7	1.9	-	
WBKS-F				5.1	5.4	6.2	3.7	3.7	3.3	3.1	3.0	3.2	3.4	4.5	2.2	2.0	3.0	4.2	4.7	3.8	5.3	4.0	5.2	7.2	9.3	
WPAY-F			5.0	-	7.5	8.7	7.9	6.3	8.7	8.1	6.5	9.3	7.3	6.7	8.6	10.8	7.8	5.7	6.0	5.5	6.6	6.4	4.2	6.3	3.2	
WAMX-F												5.1	7.5	5.9	6.7	9.0	8.6	9.2	11.5	14.6	16.3	18.3	14.9	13.6	13.0	
WBVB-F													6.0	9.1	11.9	12.3	13.3	7.4	7.9	7.6	10.3	10.4	11.0	11.9	15.3	
WLGC-F														9.9	11.1	10.8	8.0	7.3	6.9	8.1	5.6	7.1	5.4	6.0	6.8	
WRVC-F															6.2	3.7	9.5	13.0	7.5	8.5	7.5	6.8	7.6	6.7	10.3	
WRYV-F														3.5	-	-	3.5	1.7	1.5	5.0	5.2	6.0	6.1	6.4	6.9	
WUGO-F															2.2	-	-	3.5	2.8	4.6	5.3	3.5	4.3	5.1	4.6	
WKLC-F							9.4															7.3			9.9	

* WTCR simulcasted with WTCR-F

HUNTINGTON, W.V.

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	2.8	--	--	--	--	--	--	--	16.0 %	41.2 %	--	--	--	1976
1977	3.2	14.3 %	--	--	--	--	--	--	17.5	43.1	13	--	--	1977
1978	3.8	18.8	--	--	--	--	--	--	18.1	49.8	13	--	--	1978
1979	4.4	15.8	--	--	--	--	--	--	15.6	49.4	17	--	--	1979
1980	4.9	11.4	--	--	--	--	--	--	13.9	52.5	15	--	--	1980
1981	5.1	4.1	.332	15.36	1.3	.0041	--	--	15.8	59.2	16	--	--	1981
1982	5.2	2.0	.335	15.52	1.4	.0040	--	--	16.8	58.7	17	--	--	1982
1983	5.3	1.9	.340	15.59	1.5	.0039	.071	--	15.8	64.7	19	10	--	1983
1984	5.5	3.8	.341	16.13	1.6	.0038	.087	WKEE-F 1.6	14.9	69.7	22	10	--	1984
1985	6.0	9.1	.340	17.54	1.7	.0037	.069	WKEE A/F 1.6	15.0	78.5	18	9	--	1985
1986	6.2	3.3	.340	19.25	1.8	.0036	.072	WTCR A/F 1.6	14.7	83.2	17	9	--	1986
1987	6.1	-1.6	.318	19.18	1.8	.0033	.070	WTCR A/F 1.8	15.4	84.8	17	8	6.8	1987
1988	5.9	-3.3	.315	18.73	1.9	.0030	.071	WTCR A/F 1.8	15.6	87.0	15	5	9.3	1988
1989	6.3	6.8	.312	20.19	2.0	.0031	.081	WTCR A/F 2.2	15.9	88.6	16	5	12.7	1989
1990	6.8	7.9	.311	21.86	1.9	.0036	.087	WTCR A/F 2.3	16.6	91.3	18	5	14.8	1990
1991	6.0	-11.8	.311	21.36	2.0	.0034	.079	WTCR A/F 2.7	14.8	91.3	20	5.5	16.4	1991
1992	6.3	4.8	.311	20.26	2.0	.0032	.083	WTCR A/F 3.0	15.4	88.3	19	7	14.5	1992
1993	6.5	3.2	.315	20.63	2.1	.0031	.086	WTCR A/F 3.0	15.0	91.8	18	8	13.7	1993
1994	6.9	6.2	.317	21.77	2.3	.0030	.090	WTCR A/F 3.0	13.8	88.1	19	8.5	15.8	1994
1995	7.5	8.1	.316	23.73	2.8	.0029	.101	WTCR A/F 3.1	13.4	91.3	19	8.5	16.8	1995
1996	8.0	6.7	.318	25.16	2.8	.0029	.104	WTCR A/F 3.2	13.6	86.8	22	11.0	12.7	1996
1997	8.5	6.3	.316	26.90	2.9	.0029	.111	WTCR A/F 3.1	13.5	87.9	21	9.5	14.0	1997
1998	9.1	6.5	.313	29.07	3.1	.0030	.118	WTCR A/F 3.0	14.0	87.9	25	9.5	13.4	1998
1999	9.6	5.2	.313	30.07	3.2	.0030	.125	WTCR A/F 3.1	13.4	90.9	22	9	15.7	1999
2000	10.3	7.3	.310	33.23	3.4	.0030	.134	WKEE-F 3.7	12.3	90.3	23	8	15.0	2000
2001	10.5	1.9	.316	33.23	3.5	.0030	.139	WKEE-F 3.9	12.5	91.1	23	8	17.4	2001
2002	12.9	NM	.315	40.95	3.6	.0036	.171	WKEE-F 3.5	11.5	89.1	22	--	17.0	2002
2003	13.4	3.9	.314	42.68	3.7	.0036	.178	WKEE-F 3.1	11.8	91.0	21	9	16.3	2003

MAJOR STATIONS - JANUARY 2004

WRVC	930	5KW/1KW (DA-N)	Talk		WAMX-F	106.3	1.7KW@1109	AOR	Clear Channel
WTCR	1420	5KW/500W (DA-N)	Religion	Clear Channel	WBKS-F	107.1	3KW@125	CHR	Clear Channel
WVHU	800	5KW/185W (DA-1)	Talk	Clear Channel	WBVB-F	97.1	3KW@473	Oldies	Clear Channel
					WDGG-F	93.7	100KW@741	Country	
					WEMM-F	107.9	50KW@500	Religion	Mortenson
					WKEE-F	100.5	53KW@560	CHR	Clear Channel
					WLGC-F	105.7	13KW@466	Country	
					WRVC-F	92.7	2.4KW@531	AOR	
					WRYV-F	101.5	35KW@492	Classic Hits	Legend
					WTCR-F	103.3	50KW@492	Country	Clear Channel
					WUGO-F	102.3	4.8KW@364	Soft AC	

HUNTINGTON, W.V.

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>
CHR/AOR	38	40	35	CHR AOR/CL	22 14	30 14	24 6		16 7	18 10	23 16	23 13
MOR/AC	21	17	12	MOR/FS AC/OLD	9 --	5 5	2 17		18 AC	1 --	1 4	See Talk 4
COUNTRY BTFL/EZ/SAC	25 11	24 13	35 9		47 1	33 4	40 1		48 SOFT AC	4 --	-- --	4
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ									2	2	3	7
STANDARDS HISPANIC	--	--	1							4	5	1
RELIG/GOSPEL CLASSICAL	5	6	7		7	9	8		4	6	4	5

STATION NOTES

(Major call letter and format changes)

WVNU	WKEE until 80; WHTN until 83; WKEE again until 01; Oldies until 93; Standards until 01
WRVC	WGNT until 87; WRVC until 91; WTKZ until 94; MOR/FS until 83; Country until 85; AC until 91
WBKS-F	WITO until 85; WMLV until 97; WFXN until 02; Country until 85; EZ until 95; AOR/Classic until 02
WDGG-F	WAMX until 88; CHR/AOR until 87; WRVC until 95; AC until 95
WAMX-F	EZ until 89; Jazz until 90; WAEZ until 93; Oldies until 93; WZZW until 95; WFXN until 97
WTCR	Country until about 01
WBVB-F	WXVK until 95; Country until 97
WRVC-F	WCMI until 95
WRYV-F	WMGG until 98

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 WGNT	Sold by Cap Cities to Stoner	\$	900,000
1971 WTCR/WTCR-F	Sold to Greater Media		N/A
1979 WKEE, WKEE-F	From Reeves to Capitol (WRAL)		1,900,000
1979 WCMI (Ashland)			250,000
1981 WTCR/WTCR-F	From Greater Media to CRB		2,500,000
1982 WAMX-F	Sold to Stoner		1,750,000
1985 WIRO, WMLV-F (Ironton)			520,000
1985 WKQI-F (Cattletsburg)			385,000
1987 WKEE AF	Sold by Capitol		3,100,000
1988 WRVC AF	Sold by Stoner		1,900,000
1990 WTCR AF	From CRB to Alpine		7,650,000 (cancelled)
1993 WXVK-F	Sold to Adventure		WEEL-F in Wheeling + \$ 260,000
1995 WHRD (1470)	Sold to WFXN-F owner		85,000
1995 WCMI A/F (Asland)	Sold to WRVC-F owner		750,000
1995 WIRO (Ironton)	Sold to Adventure		300,000
1996 WKEE A/F, WHRD, WZZW WBVD-F, WMLV-F, WFXN-F	Sold to Commodore		12,000,000
1996	All Commodore stations sold to Capstar		---
1998 WCMI, WRVC-F	Sold to WDGG owner		---
1999	All Capstar stations sold to Clear Channel		---
2003 WHRD			200,000

HUNTINGTON, WV

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WKEE-F	1.6	WKEE AF	1.6	WTCR AF	1.6	WTCR AF	1.8	WTCR AF	1.8	WTCR AF	2.2
2 WTCR-F	1.4	WTCR AF	1.4	WKEE AF	1.5	WKEE AF	1.6	WKEE AF	1.7	WKEE AF	1.8
3 WGNT	0.9	GNT/AMX	1.2	GNT/AMX	1.4	WAMX AF	0.9	WRVC AF	0.7	WRVC AF	0.8
4 WAMX-F	0.5										
5 WHEZ	0.3										
6											
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WTCR AF	2.3	WTCR AF	2.7	WTCR AF	3.0	WTCR AF	3.0	WTCR AF	3.0	WTCR AF	3.1
2 WKEE AF	2.0	WKEE AF	1.9	WKEE AF	1.8	WKEE-F	1.9	WKEE-F	2.0	WKEE-F	2.0
3 WRVC AF	1.3	WRVC-F	1.1	WRVC-F	1.3	WRVC-F	1.0	WRVC-F	0.8	WDGG-F	1.0
4 WEMM-F	0.6	WEMM-F	0.55	WEMM-F	0.5	WEMM-F	0.6	WXVK-F	0.7	WBVB-F	0.6
5								WEMM-F	0.6	WEMM-F	0.6
6											
7											
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1 WTCR AF	3.2	WTCR AF	3.1	WTCR AF	3.0	WTCR AF	3.1	WKEE-F	3.7	WKEE-F	3.9
2 WKEE-F	2.1	WKEE-F	2.6	WKEE-F	2.6	WKEE-F	2.9	WTCR AF	2.5	WTCR-F	2.7
3 WDGG-F	1.1	WDGG-F	0.7	WDGG-F	0.8	WDGG-F	0.7	WAMX-F	1.0	WAMX-F	1.2
4 WBVB-F	0.6	WRVC-F	0.5	WAMX-F	0.5	WAMX-F	0.6	WDGG-F	0.7	WDGG-F	0.7
5 WEMM-F	0.5	WEMM-F	0.5	WRVC-F	0.4	WEMM-F	0.5	WEMM-F	0.5	WEMM-F	0.5
6											
7						WRVC-F	0.4			WBVB-F	0.4
8											
9											
10											
11											
2002		2003		<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>DUNCAN'S COMMENTS:</p> <p>Huntington is a weak small market. It took twenty years (1980 to 1999) for Huntington to double its radio revenue. WKEE and WTCR are obvious choices for the most successful stations in the market.</p> </div>							
1 WKEE-F	3.5	WKEE-F	3.1								
2 WTCR-F	3.2	WTCR-F	2.9								
3 WDGG-F	1.7	WDGG-F	1.8								
4 WAMX-F	1.0	WAMX-F	1.0								
5 WRVC A/F	0.8	WRVC A/F	0.8								
6		WBVB-F	0.8								
7											
8											
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 WTCR A/F	\$ 3.0 (43.5)	1 Commodore	\$ 3.1 (40.3)	1 Capstar	\$ 6.2 (76.9)
2 Adventure	2.7 (39.1)	2 Adventure	2.7 (35.1)	2 WRVC et.al.	1.3 (16.3)
		3 WRVC,WDGG et.al.	1.0 (13.3)		
1997		1998		1999	
1 Capstar	\$ 7.0 (79.9)	1 Capstar	\$ 6.8 (75.1)	1 Clear Channel	\$ 7.4 (77.3)
2 WRVC et.al.	1.4 (15.7)	2 WRVC et.al.	1.1 (11.8)	2 WRVC et.al.	1.2 (12.0)
2000		2001		2002	
1 Clear Channel	\$ 7.7 (74.6)	1 Clear Channel	\$ 8.4 (80.4)	1 Clear Channel	\$ 8.7
2 WRVC et.al.	1.0 (9.8)	2 WRVC et.al.	1.1 (10.3)	2 WDGG et.al.	2.5
2003		All 2002 and 2003 financial data is provided by BIA Financial.			
1 Clear Channel	\$ 8.6				
2 WDGG et.al.	2.7				
3					
4					
5					