

**TERRE HAUTE  
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>		
WPFR	17.0	18.7	19.8	18.9	17.0	18.7	9.6	6.0	9.3	8.2	11.7	6.6	4.0	2.4	2.0	1.1	-	-	-	0.8	1.2	3.2	2.7	2.1	1.7	-	-	-	-	WPFR, 1480 (REL)	
WTHI-F	10.4	15.0	9.9	13.1	15.6	15.3	15.5	17.0	19.5	21.4	24.2	25.4	22.5	20.0	26.2	26.3	30.1	35.5	31.4	31.6	27.6	30.0	22.8	20.2	18.8	21.7	21.8	22.0	21.0	WTHI-F, 99.9 (C)	
WBOW	17.0	15.0	16.3	21.4	14.6	12.9	6.8	11.9	9.3	7.7	4.8	4.4	6.4	7.6	4.0	4.9	5.5	3.8													WBOW, 1230 (-)
WZZQ-F	7.9	6.5	5.4	4.4	2.4	4.3	9.6	9.2	7.6	12.7	17.2	16.5	15.8	13.2	15.1	13.0	10.4	14.7	11.4	13.3	9.6	10.4	13.1	11.2	9.6	7.8	-	-	-	WZZQ-F, 107.5 (-)	
WMGI-F	10.0	9.3	6.9	8.7	6.6	10.0	13.1	11.0	19.5	11.8	9.5	7.0	11.9	13.2	10.1	17.2	11.8	12.1	14.0	9.0	18.4	14.4	12.3	12.9	14.2	14.4	16.1	16.1	13.8	WMGI-F, 100.7 (CHR)	
WBOW	9.5	7.5	9.9	4.9	2.4	2.9	2.8	6.4	4.2	3.4	-	-	-	1.2	-	-	-	2.3	NA	0.4				0.8	0.8	0.7	0.2	0.3	0.6	WBOW, 1300 (S)	
WSDM-F						3.3	12.4	5.5	-	-	-	5.9	2.8	2.8	0.3	1.1	2.1	1.5	6.1	3.5	5.2	5.9	6.4	5.5	4.0	4.7	4.6	5.9	4.7	WSDM-F, 97.7 (O)	
WBOW-F	0.8	1.9	7.9	4.9	16.5	18.2	10.0	18.8	13.6	20.9	11.0	12.9	11.0	18.4	11.4	11.6	11.8	-	0.4	4.3	4.8	4.5	6.0	4.5	4.8	3.7	6.0	6.1	6.2	WBOW-F, 102.7 (AC)	
WACF-F								0.5	0.4	1.4	3.3	4.0	4.3	2.0	2.7	2.5	2.1	0.4	3.8	3.5	2.4	5.6	2.5	3.5	3.8	2.8	2.6	2.3	4.5	WACF-F, 98.5 (C)	
WCBH-F														1.7		2.5	4.2	3.8	NA	2.0	2.8	3.4	3.9	0.8	0.8	0.8	0.4	1.8	3.7	WCBH-F, 104.3 (CHR)	
WAXI-F													4.7	4.0	4.4	1.8	1.7	2.3	2.3	2.3	1.6	2.2	1.5	2.7	5.0	3.7	4.9	4.8	4.1	WAXI-F, 104.9 (ST)	
WMMC-F																		0.4				0.8	0.4	1.3	1.3	1.2	2.5	1.4	2.3	WMMC-F, 105.9 (AC)	
WWSY-F																						1.9	1.9	0.8	2.3	2.5	2.3	2.0	2.5	WWSY-F, 95.9 (AC)	
WWVR-F																		0.8	-	-	0.4	0.4	2.1	8.3	7.5	10.5	9.9	12.3	10.4	WWVR-F, 105.5 (CL AOR)	

**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>		
WPFR	28.4	31.7	28.3	18.3	18.1	16.4	16.1	11.0	7.6	6.6	7.1	3.6	-	-	NA	5.1	5.4	10.2	9.7	5.9	5.2						
WTHI-F	26.5	25.0	31.0	28.5	32.2	33.5	37.5	36.9	35.2	35.5	39.8	39.0	42.4	49.2	49.8	50.0	44.9	45.4	39.4	36.2	32.8	40.4	34.6	37.6	41.1		
WBOW	34.7	29.3	23.4	27.3	30.8	20.2	13.5	12.4	9.5	11.3	12.9	11.6	11.3	11.4													
WZZQ-F	7.4	12.5	17.5	13.5	14.3	21.7	24.3	28.3	25.1	27.2	28.8	23.2	22.8	28.8	26.2	24.0	18.3	22.7	22.7	20.3	16.6	16.6	-	-	-		
WMGI-F	17.0	20.8	29.9	29.9	33.0	28.5	23.4	20.6	21.9	25.0	23.9	31.5	29.5	26.6	28.2	25.8	23.5	25.1	27.1	26.5	29.6	28.2	32.0	31.4	28.9		
WBOW	9.7	8.2	-	11.5	9.3	6.0	-	-	-	2.6	-	-	-	-						3.0	-	2.0	1.8	2.1	2.4		
WSDM-F	13.5	8.3	23.1	15.0	6.3	-	-	10.2	10.2	7.6	3.7	3.4	5.0	5.1	9.9	7.8	13.1	12.8	15.4	13.4	10.5	11.4	12.1	13.6	11.6		
WBOW-F	25.0	30.2	21.8	28.6	30.9	36.5	28.3	27.2	24.2	28.6	25.4	24.0	25.7	-	2.6	10.5	8.6	12.0	12.0	9.0	13.0	7.0	14.7	15.5	15.5		
WACF-F					2.9	4.6	10.8	11.3	11.3	7.3	7.7	7.1	6.7	5.4	10.7	10.1	8.5	10.0	11.5	9.1	6.7	5.9	6.5	9.8	13.7		
WCBH-F										6.0		8.0	8.0	10.8	NA	6.6	8.1	13.5	12.6	4.5	3.9	2.6	4.0	9.0	13.8		
WAXI-F									7.1	7.2	6.7	5.2	5.2	8.2	5.9	5.8	3.9	6.6	4.4	6.4	7.0	5.6	9.6	6.5	7.2		
WMMC-F														1.3	-	-		2.8	2.1	3.5	3.4	3.0	3.8	2.8	3.4		
WWSY-F																		2.7	5.5	3.0	6.7	8.8	8.0	7.1	8.9		
WWVR-F														3.3	-	-	2.3	1.9	4.7	21.3	19.1	22.7	26.4	21.8	23.4		

## TERRE HAUTE

	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	1.8	--	--	--	--	--	--	--	14.8 %	42.1 %	--	--	--	1976
1977	1.7	-5.6 %	--	--	--	--	--	--	14.2	39.5	15	--	--	1977
1978	1.9	11.8	--	--	--	--	--	--	14.5	45.3	14	--	--	1978
1979	2.2	15.8	--	--	--	--	--	--	14.7	55.4	16	--	--	1979
1980	2.4	9.1	--	--	--	--	--	--	14.3	57.2	13	--	--	1980
1981	2.7	12.5	.134	20.15	0.9	.0030	--	--	16.8	70.7	18	--	--	1981
1982	3.0	11.1	.134	22.39	1.0	.0030	--	--	14.6	69.5	16	--	--	1982
1983	3.2	6.7	.135	23.70	1.0	.0032	.035	--	15.9	69.6	15	8	--	1983
1984	3.4	6.3	.134	25.37	1.0	.0033	.039	WTHI-F 0.7	14.8	78.3	15	7	--	1984
1985	3.6	5.9	.134	26.87	1.1	.0028	.040	WTHI-F 0.8	15.2	73.2	17	7	--	1985
1986	3.6	0	.133	27.07	1.1	.0028	.040	WTHI-F 0.9	15.4	80.3	18	8	--	1986
1987	3.7	2.8	.133	27.82	1.3	.0027	.042	NA NA	14.3	83.8	15	8.5	9.9	1987
1988	4.1	10.8	.133	30.83	1.4	.0029	.045	NA NA	14.3	81.5	18	7	7.2	1988
1989	4.2	2.4	.133	31.82	1.5	.0028	.050	NA NA	17.1	86.7	15	7	14.4	1989
1990	4.2	0	.132	31.82	1.5	.0028	.048	WTHI-F 1.2	16.4	87.0	17	7	10.9	1990
1991	4.0	-4.8	.130	30.77	1.6	.0026	.048	WTHI-F 1.2	16.7	88.1	16	8	15.9	1991
1992	4.2	5.0	.129	32.56	1.7	.0025	.051	WTHI-F 1.4	15.8	85.5	23	7	14.0	1992
1993	4.3	2.4	.149	28.26	2.0	.0022	--	NA NA	--	--	--	--	--	1993
1994	4.5	4.7	.149	30.20	2.2	.0020	.059	NA NA	15.1	91.4	14	8	22.7	1994
1995	4.9	8.4	.150	32.67	2.5	.0020	.060	WTHI-F 1.7	14.6	90.4	15	8	16.4	1995
1996	5.2	6.1	.151	34.43	2.7	.0019	.061	WTHI-F 2.2	16.1	91.3	16	9.5	12.6	1996
1997	5.5	5.8	.149	36.91	2.9	.0019	.067	WTHI-F 1.7	14.2	92.4	23	8.5	14.9	1997
1998	5.9	7.3	.148	39.86	2.9	.0020	.075	WTHI-F 1.8	14.5	94.3	25	8	16.3	1998
1999	6.4	7.8	.148	43.53	3.1	.0021	.083	WTHI-F 1.9	14.0	92.2	22	8.5	20.5	1999
2000	6.8	6.2	.147	46.26	3.1	.0022	.090	WTHI-F 1.8	14.3	93.6	24	8.5	17.9	2000
2001	6.3	-7.4	.149	42.28	3.1	.0020	.080	WTHI-F 1.9	12.1	98.2	18	8.5	19.2	2001
2002	6.4	1.6	.149	42.95	3.2	.0020	.085	WTHI-F 1.9	12.2	97.2	21	--	17.2	2002
2003	6.6	3.1	.148	44.59	3.3	.0020	.088	WTHI-F 2.1	13.6	95.3	18	9	20.4	2003

### MAJOR STATIONS - JANUARY 2004

<b>WBOW</b>	1300 500W/75W	Sports	<b>WACF-F</b>	98.5 50KW@500	Country Standards
			<b>WAXI-F</b>	104.9 1.5KW@400	AC
			<b>WBOW-F</b>	102.7 28KW@659	CHR/Dance Cromwell
			<b>WCBH-F</b>	104.3 11KW@495	CHR
			<b>WMGI-F</b>	100.7 50KW@500	
			<b>WMMC-F</b>	105.9 2.3KW@528	AC
			<b>WSDM-F</b>	97.7 6KW@300	Oldies
			<b>WTHI-F</b>	99.9 50KW@494	Country Emmis
			<b>WWSY-F</b>	95.9 4KW@397	AC/CHR
			<b>WWVR-F</b>	105.5 3.3KW@875	Classic AOR Emmis

NOTE: County added to Metro In 1993.

**TERRE HAUTE**

**FORMAT SHARES (%)**

	77	80	82		84	87	90		92	95	98	2000
<b>CHR/AOR</b>	37	53	41	<b>CHR</b>	36	14	13		1	4	15	18
				<b>AOR/CL</b>	14	18	15		18	12	21	15
<b>MOR/AC</b>	17	3	28	<b>MOR/FS</b>	19	10	3		4			See Talk
				<b>AC/OLD</b>	--	22	22		21	<b>AC</b>	22	6
										<b>OLDIES</b>	6	10
												4
<b>COUNTRY</b>	34	26	32		26	31	35		45			35
<b>BTF/EZ/SAC</b>	11	17	--		3	--	1					
								<b>SOFT AC</b>		6	--	4
<b>NEWS/TALK</b>					--	--	2			5	4	1
<b>SPORTS</b>												1
<b>BLACK/URBAN</b>												
<b>SMOOTH JAZZ</b>												
<b>STANDARDS</b>					--	--	9		7	8	8	6
<b>HISPANIC</b>												
<b>RELIG/GOSPEL</b>	1	1	--		3	1	1		4	1	1	
<b>CLASSICAL</b>												

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

<b>1970 WBOW, WZZQ-F</b>	From J.W. O'Conner to Eastern	\$	600,000
<b>1973 WVTS-F</b>			250,000
<b>1976 WVTS-F</b>			450,000
<b>1978 WPFR-R</b>	Sold to Bud Walters		250,000
<b>1982 WBOW, WZZQ-F</b>	From Quincy Newspapers to Michael Rico		750,000
<b>1982 WPRF-F</b>	From Bud Walters to Oak Ridge Boys		577,500
<b>1982 WPFR</b>	Sold to Oak Ridge Boys		200,000
<b>1985 WVTS-F</b>			750,000
<b>1987 WPFR A/F</b>			750,000
<b>1990 WSDM-F (Brazil)</b>			350,000
<b>1991 WYTL</b>	Sold out of receivership		17,000
<b>1991 WPFR-F</b>	Sold out of receivership		325,000
<b>1994 WJSH (1300)</b>			95,000
<b>1997 WWVR-F</b>	Sold to WTHI A/F owner		N/A
<b>1998 WAXI-F</b>	Sold to WSDM A/F owner		485,000
<b>1998 WTHI A/F, WWVR-F</b>	From Hulman to Emmis		5,800,000
<b>1999 WBTO, WQTY-F</b>			---
<b>1999 WTHC-F</b>			665,000
<b>1999 WTHI</b>	Donated by Emmis		---
<b>2002 WLEZ-F</b>	From Mike Day to Joel Hartman		1,500,000 (E)

**STATION NOTES**

(Major call letter and format changes)

<b>WTHI-F</b>	EZ until 82
<b>WMGI-F</b>	WVTS until 87; CHR to AC by 85; AC until 95
<b>WZZQ-F</b>	CHR until 78; AOR until 80; Country until 84; 107.5 frequency left market by 01
<b>WBOW</b>	WACC until 83; WPFR until 87; WYTL until 92; MOR until 83; AC until 87; Religion until 92
<b>WACF-F</b>	WPFR until 92; CHR until 92; Silent in 91
<b>WBOW-F</b>	WLEZ until 03; EZ until 03
<b>WPFR</b>	WTHI until ---; Country until 82; MOR until 83; Standards or Oldies until 90; Country until mid 90's
<b>WBOW(old 1230)</b>	CHR until early 80's; Standards until ---; 1230 frequency left market in 93
<b>WSDM-F</b>	Soft AC until early 90's
<b>WCBH-F</b>	Classic AOR until 90's
<b>WAXI-F</b>	EZ evolving to Standards
<b>WWVR-F</b>	Religion until 98
<b>WWSY-F</b>	WTHC until 99; Country until 99

TERRE HAUTE

HIGHEST BILLING STATIONS

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 WTHI-F	0.7	WTHI-F	0.8	WTHI-F	0.9	NA	NA	NA	NA	NA	NA
2 WPFR-F	0.6	WPFR-F	0.6	WPFR A/F	0.6						
3 WVTS-F	0.4	WVTS-F	0.4	WZZQ-F	0.5						
4 WZZQ-F	0.4	WZZQ-F	0.4								
5 WBOW	0.3										
6											
7											
8											
9											
10											
<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 WTHI-F	1.2	WTHI-F	1.2	WTHI-F	1.4	NA	NA	WTHI-F	1.7		
2 WMGI-F	0.8	WMGI-F	0.8	WZZQ-F	0.8			WMGI-F	0.8		
3 WZZQ-F	0.6	WZZQ-F	0.6	WMGI-F	0.7			WZZQ-F	0.7		
4											
5											
6											
7											
8											
9											
10											
11											
<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 WTHI-F	2.2	WTHI-F	1.7	WTHI-F	1.8	WTHI-F	1.9	WTHI-F	1.8	WTHI-F	1.9
2 WMGI-F	1.0	WMGI-F	0.9	WMGI-F	1.0	WMGI-F	1.1	WMGI-F	1.2	WMGI-F	1.0
3 WZZQ-F	0.7	WZZQ-F	0.8	WZZQ-F	0.8	WZZQ-F	0.8	WVVR-F	0.7	WVVR-F	0.8
4 WSDM-F	0.4	WSDM-F	0.5	WSDM-F	0.6	WVVR-F	0.7	WZZQ-F	0.7	WLEZ-F	0.5
5		WLEZ-F	0.4	WLEZ-F	0.4	WSDM-F	0.4	WLEZ-F	0.4	WSDM-F	0.4
6						WLEZ-F	0.4	WSDM-F	0.4		
7											
8											
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 Not Available	\$	1 WTHI A/F	\$ 1.9 (37.8)	1 WTHI A/F	\$ 2.3 (44.2)
		2 WBOW,WZZQ-F	0.9 (18.4)	2 WMGI-F	1.0 (19.2)
		3 WMGI-F	0.8 (16.3)	3 Contemp. Media	0.9 (16.9)
<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 Emmis	\$ 2.1 (37.7)	1 Emmis	\$ 2.2 (37.3)	1 Emmis	\$ 2.6 (40.6)
2 Contemp. Media	0.9 (17.1)	2 WMGI-F	1.0 (16.9)	2 WMGI,WWSY	1.1 (16.4)
3 WMGI-F	0.9 (16.5)	3 Contemp. Media	0.8 (13.1)	3 Contemp. Media	0.8 (12.5)
		4 WAXI,WSDM	0.8 (13.1)	4 WAXI et.al.	0.7 (10.1)
<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Emmis	\$ 2.5 (37.2)	1 Emmis	\$ 2.7 (43.5)	1 Emmis	\$ 2.8
2 WMGI,WWSY	1.4 (21.2)	2 WMGI,WWSY	1.2 (19.6)	2 WBOW et.al.	1.2
3 Contemp. Media	0.7 (10.3)	3 WAXI et.al.	0.7 (11.5)	3 WMGI, WWSY	1.2
4 WAXI et.al.	0.6 (9.4)	4 WLEZ-F	0.5 (7.3)		
<u>2003</u>		All 2002 and 2003 financial data is provided by BIA Financial.			
	\$	1 Emmis	3.2		
		2 WBOW et.al.	1.3		
		3 WMGI, WWSY	1.3		
		4			
		5			

DUNCAN'S COMMENTS:

Terre Haute is a much below average small radio market. The local economy is stagnant and radio sales have been growing at a very slow rate.

WTHI is the most successful station and it manages to maintain a 20+ share of audience.