

BALTIMORE
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>	
WBAL	17.8	15.6	14.7	13.7	10.7	12.3	11.1	10.1	8.5	8.1	8.1	7.8	6.5	7.4	8.6	7.8	8.3	8.6	8.7	8.2	8.1	7.8	8.1	7.0	6.4	6.4	6.6	5.8	5.8	WBAL, 1090 (NT)
WCBM	8.8	9.6	9.5	7.6	7.4	5.5	6.0	2.4	3.1	3.5	2.0	1.4	2.0	1.5	2.9	3.1	3.3	3.2	4.4	3.0	3.1	2.5	2.4	2.2	2.3	2.3	2.8	2.3	2.5	WCBM, 680 (T)
WCAO	7.9	7.9	6.6	5.6	5.2	4.0	3.3	3.0	3.5	3.9	3.7	3.1	3.2	2.8	1.8	1.7	1.2	1.6	2.3	2.7	2.5	2.7	2.9	2.9	2.9	3.3	2.7	3.0	2.6	WCAO, 600 (G)
WJFK	5.2	5.0	3.9	4.2	5.9	5.1	4.8	4.5	4.7	4.8	4.3	4.0	3.3	2.6	1.4	0.7	0.3	0.9	-	1.9	2.0	1.8	1.7	1.6	1.7	1.7	1.4	1.2	0.7	WJFK, 1300 (S)
WWIN	6.1	4.9	4.0	4.6	5.2	4.1	3.5	4.6	4.0	2.8	2.6	2.0	2.0	1.9	1.9	1.1	1.6	1.5	1.1	1.0	1.1	1.1	1.0	1.0	0.9	0.8	0.7	1.0	0.7	WWIN, 1400 (G)
WWIN-F	-	-	-	-	-	-	-	0.5	2.5	3.9	3.2	3.0	2.8	2.9	2.1	2.8	4.2	3.0	3.2	3.3	4.0	3.7	3.6	5.0	6.5	6.3	5.9	5.5	6.2	WWIN-F, 95.9 (B/AC)
WITH	-	-	-	1.9	2.3	1.3	2.9	3.9	4.5	3.8	2.8	2.8	2.4	2.5	1.4	2.3	2.3	2.5	2.3	0.6	0.9	0.7	-	-	-	-	-	-	-	WITH, 1230 (REL)
WLIF-F	11.5	10.2	9.9	7.9	8.7	8.2	8.2	5.3	7.0	9.3	9.3	10.1	9.8	9.0	8.3	7.3	6.4	7.2	5.7	5.5	6.3	6.2	5.0	5.4	4.9	5.1	5.0	5.7	5.8	WLIF-F, 101.9 (SAC)
WPOC-F	-	3.3	4.9	4.0	5.2	6.2	6.2	7.4	6.1	6.0	5.5	6.2	6.3	5.4	5.9	7.1	7.0	8.3	9.0	8.6	8.5	7.5	6.7	7.0	6.7	7.2	7.5	8.3	9.4	WPOC-F, 93.1 (C)
WERQ-F	3.9	4.3	5.1	3.7	2.1	2.4	1.8	3.4	3.5	3.8	3.3	3.1	2.3	2.7	2.7	2.5	2.3	4.6	4.6	5.6	5.2	6.4	9.2	9.4	9.1	9.7	9.6	7.1	8.8	WERQ-F, 92.3 (B)
WIYY-F	-	2.6	4.1	5.6	7.7	8.8	9.0	7.1	6.7	7.5	6.3	5.6	4.8	4.7	6.6	6.8	6.7	5.6	4.6	4.9	4.1	3.7	4.1	4.1	3.9	4.0	3.9	4.0	3.6	WIYY-F, 97.9 (AOR)
WQSR-F	-	-	2.5	5.4	6.1	6.9	6.8	8.3	7.0	5.8	6.1	7.5	7.2	7.8	8.4	8.2	8.4	6.3	6.1	5.8	5.3	4.5	3.7	4.0	3.9	4.1	5.1	4.5	4.1	WQSR-F, 102.7 (O)
WWMX-F	3.5	3.8	3.7	4.5	3.6	4.2	4.4	3.4	2.6	3.8	4.4	4.0	3.9	6.2	7.4	6.4	6.2	5.4	4.8	6.0	5.3	5.9	5.7	5.3	4.6	4.3	3.8	4.0	4.4	WWMX-F, 106.5 (AC)
WSMJ-F	3.4	2.2	-	0.6	2.2	3.0	5.4	5.6	7.3	6.0	7.1	7.3	8.9	6.7	6.3	5.4	4.1	3.0	2.8	3.7	3.7	3.5	3.1	3.3	3.0	2.2	2.9	2.9	2.7	WSMJ-F, 104.3 (J)
WOLB	3.8	3.7	3.3	1.4	1.7	2.1	1.2	2.2	0.7	0.7	1.1	0.6	0.4	0.3	0.8	0.7	0.1	-	-	0.5	0.7	0.9	0.9	0.8	0.6	0.4	-	0.6	0.5	WOLB, 1010 (T)
WXYY-F	-	3.5	2.9	2.9	3.0	1.5	0.8	1.1	1.8	1.2	2.4	2.8	3.2	3.8	4.1	5.4	5.7	5.7	5.5	6.0	5.9	6.8	6.5	5.7	5.6	5.3	4.1	4.4	2.6	WXYY-F, 105.7 (T)
WBGR	-	-	-	-	-	-	-	0.6	0.4	2.3	3.2	2.7	2.8	2.5	2.0	2.6	1.4	0.8	0.6	0.6	0.4	0.6	0.5	0.3	-	0.4	-	-	-	WBGR, 860 (G)
WWLG	-	-	-	-	-	-	-	2.7	3.7	2.2	2.5	2.3	2.0	1.5	1.2	0.7	0.4	-	0.8	0.9	0.7	0.9	0.9	1.3	1.2	1.2	1.3	1.7	2.4	WWLG, 1370 (ST)
WZBA-F	-	-	-	-	-	-	-	-	-	-	-	1.6	2.3	2.8	2.0	2.2	2.2	2.0	3.0	2.0	0.7	1.4	1.3	1.2	0.5	1.2	1.2	1.7	2.1	WZBA-F, 100.7 (CL AOR)
WRBS-F	-	-	-	-	-	-	-	-	-	-	-	1.3	1.5	1.2	1.4	1.6	1.3	1.3	1.8	1.6	1.6	1.6	1.7	1.8	1.6	2.0	2.0	1.9	1.8	WRBS-F, 95.1 (REL)

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>
WBAL	24.6	28.0	22.0	21.9	19.6	19.2	19.4	17.3	17.4	19.8	23.7	21.0	18.7	18.0	19.8	18.8	18.9	19.6	18.7	15.3	15.7	15.7	15.7	13.4	14.0
WCBM	20.5	16.5	15.8	11.8	8.9	10.2	8.7	9.3	10.5	2.9	5.5	6.0	5.8	7.7	8.5	7.0	6.4	5.5	6.0	5.7	6.2	5.7	5.8	5.5	4.7
WCAO	18.9	16.0	14.3	10.7	12.6	10.8	8.4	9.1	8.3	6.1	4.4	3.8	3.4	4.4	5.1	4.3	5.7	6.0	7.0	6.2	6.1	6.0	5.2	5.5	5.4
WJFK	22.5	20.5	18.9	17.3	17.9	19.2	14.1	14.2	8.5	7.5	4.3	*	*	3.1	-	5.9	4.5	4.9	4.9	5.6	5.4	4.5	4.3	4.3	3.8
WWIN	10.8	6.9	8.7	11.8	12.3	7.9	10.7	8.6	7.7	5.4	5.3	4.4	4.5	3.6	3.4	2.8	2.8	3.4	2.5	3.4	2.9	2.3	2.3	2.3	2.0
WWIN-F	-	-	-	-	3.6	7.9	8.6	8.5	6.8	8.8	7.8	5.4	9.5	8.3	8.0	8.0	8.0	8.1	8.5	10.1	10.6	11.9	10.4	10.9	9.6
WITH	-	-	-	9.0	9.6	9.0	6.9	5.6	6.5	5.4	4.6	4.4	3.7	5.3	3.4	2.6	3.6	2.0	-	-	-	-	-	-	-
WLIF-F	17.1	16.3	16.2	13.1	14.5	17.8	17.8	18.8	17.2	16.7	16.7	14.8	15.8	16.3	12.5	13.7	14.0	14.7	13.0	12.8	12.6	13.3	10.9	14.2	13.6
WPOC-F	10.5	12.0	11.1	14.3	14.3	14.1	11.7	12.3	12.5	12.7	12.3	13.1	15.4	16.4	18.4	19.8	17.9	16.5	13.3	15.1	13.5	15.1	15.1	17.2	17.4
WERQ-F	7.2	10.0	8.3	10.2	9.1	10.8	9.9	9.0	7.4	8.1	8.5	5.9	5.4	13.9	14.0	14.3	13.5	15.8	17.5	17.9	17.4	17.8	16.9	14.7	17.3
WIYY-F	18.0	14.8	16.7	16.9	17.1	17.7	17.3	14.9	13.8	13.7	15.2	15.8	16.7	17.1	16.1	13.3	12.6	12.9	12.1	12.3	11.2	9.5	12.8	11.2	10.5
WQSR-F	12.4	13.8	14.7	16.3	16.9	12.5	14.4	16.1	12.5	14.5	14.8	16.0	16.8	15.0	16.0	13.7	13.3	13.0	14.3	13.4	14.2	14.6	14.9	12.5	13.1
WWMX-F	7.5	8.7	9.7	9.8	12.5	13.8	15.1	12.8	12.2	16.0	17.4	16.5	14.9	16.6	14.1	15.4	14.5	19.5	16.5	17.5	16.2	13.1	13.4	13.0	14.1
WSMJ-F	-	7.9	13.9	15.0	20.4	22.8	20.5	20.2	22.4	19.6	18.1	18.9	14.0	10.5	10.7	11.2	10.6	11.6	10.9	12.1	8.4	8.0	9.9	9.6	9.1
WOLB	-	-	-	6.2	2.5	1.8	1.9	2.1	0.8	1.6	2.1	1.9	0.3	-	-	0.9	1.3	1.4	1.3	1.3	1.2	0.9	-	1.4	1.1
WXYY-F	12.5	7.7	6.5	5.5	7.7	7.2	7.0	8.6	8.1	9.8	10.1	11.6	13.9	13.8	14.6	16.2	15.7	14.6	16.1	14.9	14.1	13.5	12.8	12.1	5.4
WBGR	-	-	-	-	2.0	-	-	3.7	3.2	5.0	4.9	4.3	3.0	2.2	2.0	2.1	1.3	1.4	1.4	1.1	-	0.9	-	-	0.9
WWLG	-	-	-	6.8	8.0	5.5	6.7	6.4	6.0	5.2	2.1	2.0	-	-	1.7	1.5	2.4	2.1	2.9	2.5	2.2	2.6	2.8	1.5	2.8
WZBA-F	-	-	-	-	-	-	-	-	6.7	9.2	7.8	7.3	8.8	8.3	9.8	7.8	5.3	5.0	4.2	4.0	2.8	5.2	4.8	6.1	6.5
WRBS-F	-	-	-	-	-	-	-	-	4.0	2.9	3.0	2.9	3.8	4.4	3.9	3.6	4.0	4.6	5.2	4.8	4.9	4.5	4.3	4.3	4.7

BALTIMORE

	<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	22.0	--	--	--	--	--	--	--	15.8 %	37.0 %	--	--	--	1976
1977	24.2	10.0 %	--	--	--	--	--	--	16.5	44.5	41	--	--	1977
1978	27.7	14.5	--	--	--	--	--	--	16.1	47.1	36	--	--	1978
1979	29.4	6.5	--	--	--	--	--	--	16.5	51.9	29	--	--	1979
1980	30.5	3.7	--	--	--	--	--	--	17.3	54.5	32	--	--	1980
1981	33.0	8.2	2.23	14.80	10.3	.0035	--	--	17.5	59.0	34	--	--	1981
1982	36.0	9.1	2.25	16.00	10.9	.0036	--	--	19.7	58.8	34	--	--	1982
1983	39.2	8.9	2.26	17.35	11.8	.0036	.443	--	19.5	61.0	36	18	--	1983
1984	42.0	7.1	2.27	18.50	12.9	.0036	.513	WBAL	20.1	62.3	35	18	--	1984
1985	46.6	11.0	2.29	20.44	13.7	.0037	.575	WBSB-F	19.4	63.9	35	18	--	1985
1986	55.7	19.5	2.30	24.11	15.7	.0038	.656	WBSB-F	19.3	68.9	32	18	--	1986
1987	59.3	6.5	2.33	25.45	15.3	.0039	.770	WBSB-F	19.7	67.7	33	18	9.6	1987
1988	60.2	1.5	2.37	25.40	16.0	.0038	.777	WBAL	18.7	70.6	35	14	9.6	1988
1989	61.5	2.2	2.38	25.84	16.9	.0036	.810	WWMX-F	18.3	74.2	35	14	7.1	1989
1990	62.3	1.3	2.40	26.96	17.5	.0035	.835	WBAL	18.2	74.1	33	13	11.5	1990
1991	59.8	-4.0	2.43	24.71	17.5	.0034	.824	WBAL	17.2	76.6	35	14	11.5	1991
1992	60.0	0.3	2.44	24.59	18.0	.0033	.831	WBAL	18.7	75.5	35	14	12.2	1992
1993	63.5	5.6	2.46	25.81	18.9	.0034	.880	WBAL	19.1	74.3	39	15	12.0	1993
1994	70.1	10.4	2.50	28.04	20.6	.0034	.989	WBAL	18.2	73.4	36	13.5	11.9	1994
1995	78.9	12.5	2.48	31.81	21.6	.0037	1.09	WBAL	18.0	74.1	38	13.5	11.8	1995
1996	87.7	11.2	2.50	35.08	22.7	.0039	1.23	WBAL	17.6	77.2	41	13.5	12.6	1996
1997	90.3	3.0	2.50	36.12	23.1	.0039	1.28	WQSR-F	18.2	77.8	41	17	12.5	1997
1998	103.8	13.5	2.49	41.69	23.4	.0044	1.42	WQSR-F	17.2	79.5	43	15	12.7	1998
1999	119.4	13.1	2.51	47.57	25.0	.0048	1.79	WQSR-F	16.8	80.8	40	14	14.3	1999
2000	130.8	9.5	2.51	52.11	29.5	.0044	1.91	WERQ-F	16.5	79.6	39	16	14.0	2000
2001	123.8	-5.4	2.57	48.17	32.0	.0039	1.82	WERQ-F	16.5	80.2	38	16	15.0	2001
2002	134.7	8.8	2.58	52.21	33.2	.0041	2.035	WERQ-F	15.2	82.2	39	--	15.8	2002
2003	141.4	5.0	2.60	54.38	34.5	.0041	2.052	WERQ-F	15.0	77.6	39	15	13.8	2003

MAJOR STATIONS - JANUARY 2004

WBAL	1090	50KW (DA-N)	News/Talk	Hearst	WERQ-F	92.3	37KW@570 (DA)	Black	Radio One
WBGR	860	2.5KW/65W (DA-2)	Gospel	CBS	WIYY-F	97.9	13KW@950	AOR	Hearst
WCAO	600	5KW (DA-1)	Gospel	Clear Channel	WLIF-F	101.9	13KW@960	Soft AC	CBS
WCBM	680	50KW/20KW (DA-1)	Talk		WPOC-F	93.1	16KW@866 (DA)	Country	Clear Channel
WJFK	1300	5KW (DA-1)	Sports	CBS	WQSR-F	102.7	50KW@436	Oldies	CBS
WOLB	1010	1KW/26W	Talk	Radio One	WRBS-F	95.1	50KW@500 (DA)	Religion	
WWIN	1400	1KW	Gospel	Radio One	WSMJ-F	104.3	32KW@486	Jazz	Clear Channel
WWLG	1370	21KW/6KW (DA-2)	Standards		WWIN-F	95.9	3KW@300	Black AC	Radio One
					WWMX-F	106.5	8KW@1138	AC/CHR	CBS
					WXVY-F	105.7	50KW@492 (DA)	Talk	Clear Channel
					WZBA-F	100.7	27KW@660 (DA)	Classic AOR	Shamrock

BALTIMORE

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	34	28	21	CHR AOR/CL	16	14	10		8	7	5	6
					11	12	14		16	13	12	13
MOR/AC	27	29	27	MOR/FS AC/OLD	9	3	--		--	--	1	See Talk
					12	11	19		17	AC	9	8
										OLDIES	12	12
											11	11
												9
COUNTRY	8	7	8		12	12	10		10			10
BTFLEJZ/SAC	19	15	11		10	11	9					
								SOFT AC	9	9	7	7
NEWS/TALK	1	2	2		4	12	14		15	17	13	15
SPORTS												
BLACK/URBAN	10	17	22		15	16	16		13	21	22	23
SMOOTH JAZZ									1			
STANDARDS	--	2	5		5	3	3		3	2	2	2
HISPANIC												
RELIG/GOSPEL	1	1	2		5	6	5		7	7	7	8
CLASSICAL										1	1	1

STATION NOTES

(Major call letter and format changes)

WCBM	AC until 82; News/Talk until 85; MOR or AC until 87
WBAL	Reclassified as News/Talk in 85
WITH	MOR until 76; EZ until 80; Standards until 96
WERQ-F	WLPL until 81; AOR until 81; WYST and AC until 91
WIYY-F	WBAL-F until 77; News until 77
WSMJ-F	WDJQ until 78; WITH-F until 80; CHR until 91; AC for a time in early 90's; WBSB-F until 93; WVRT until 93; WSSF until 94; Briefly Soft AC in 94; Classic AOR or Oldies-70's until 02; WOCT until 02; WXFB until 03
WWMX-F	WMAR-F until 78; WRLX until 83; EZ until 83; WMKR until 86; CHR until 86
WQSR-F	In 01 swapped frequencies with WXYV; got 102.7 and gave WXYV 105.7; prior to that was WKTK and CHR until 82
WZBA-F	WGRX-F until 99
WCAO	AC until 83; Country until 91
WWIN-F	WBKZ until 83; Briefly was WGHT during 87/88
WOLB	WSID until 83; Black until 83; WYST until 91; WERQ until 92; Urban/CHR until 92
WJFK	WFBR until 90; WLIF until 91; MOR until 87; Talk until 88; Oldies until 90; Soft AC until 91; AOR until 93
WWIN	Black evolving to Black/Gospel by 89
WWLG	WEBB until about 92; Black until about 92
WXYV-F	See WQSR-F for frequency swap; Became CHR/Dance in 96

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 WTOW/WLIF-F	Sold to Sudbrink	\$	825,000
1974 WPOC-F	Sold to Nationwide		975,000
1976 WBGR			650,000
1976 WWIN-F			690,000
1977 WLIF-F	From Sudbrink to Cox		3,900,000
1979 WEBB	From James Brown to Brunson		430,000
1980 WITH, WBSB-F	From Reeves to Scripps-Howard		3,900,000
1980 WITH	From Scripps-Howard to BENI		750,000
1980 WBGR	Sold to Mortenson		700,000
1981 WGRX-F, WTTR (Westminster)	Sold to Shamrock		1,742,000
1984 WCAO, WXYV-F	From Plough to DKM		11,250,000
1984 WLIF-F	From Cox to American		5,750,000
1984 WITH	Sold by BENI		1,700,000
1985 WMKR-F	From Abell to S & F		4,500,000
1986 WCBM	From Metromedia to Resort		2,500,000
1986 WLIF-F	From American to JAG		25,000,000
1986 WMKR-F	From S & F to Capitol (Goodman)		N/A
1987 WITH			1,160,000
1987 WWIN AF	Sold to Ragan Henry		4,500,000
1987 WCAO/WXYV-F	From DKM to Summit		22,700,000 (E)
1988 WFBR	Sold to JAG		1,900,000
1988 WBMD, WQSR-F	Sold to Scornix		23,000,000
1988 WCBM			1,775,000
1989 WITH			1,740,000
1989 WFBR, WLIF-F	From JAG to Infinity		22,000,000
1989 WYST AF	From United to TA/Shaw		11,000,000 (E) cancelled
1989 WWIN AF	From Ragan Henry to Almic		6,900,000 cancelled
1990 WEBB	Sold by Brunson		1,400,000 (E)
1991 WWIN AF			4,700,000
1992 WITH	Sold to Capital Kids Radio		760,000
1993 WERQ A/F	From United to Radio One		9,000,000
1993 WVRT-F	From Scripps-Howard to Capital		9,700,000
1994 WITH	Sold to Guardian		850,000
1994 WCAO, WXYV-F	From Summit to Granum		16,700,000
1994 WBMD, WQSR-F	From Scornix to Amer. Radio		39,000,000
1996 WJFK	From Infinity to Westinghouse		8,000,000
1996 WLIF-F	From Infinity to Westinghouse		63,000,000
1996 WCAO	From Infinity to Westinghouse		7,000,000
1996 WXYV-F	From Infinity to Westinghouse		46,000,000
1996 WBGR	From Mortenson to Amer. Radio		2,800,000
1996 WOCT-F	From Capitol to Amer. Radio		30,000,000
1996 WWMX-F	From Capitol to Amer. Radio		60,000,000
1997 WITH	From Guardian to Salem		1,000,000
1997 WBGR	From Amer. Radio To CBS		4,000,000
1997 WBMD	From Amer. Radio To CBS		5,000,000
1997 WOCT-F	From Amer. Radio To CBS		34,000,000
1997 WQSR-F	From Amer. Radio To CBS		91,000,000
1997 WWMX-F	From Amer. Radio To CBS		86,000,000
1997 WPOC-F	From Nationwide to Jacor		64,000,000
1998 WCAO, WOCT-F	From CBS to Jacor		Trade
1998 WWLG, WASA	Sold to WCBM owner		1,250,000
1998	All Jacor stations sold to Clear Channel		---

BALTIMORE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WBAL	5.7	WBSB-F	6.0	WBSB-F	6.9	WBSB-F	9.0	WBAL	9.6	WMMX-F	10.0
2 WBSB-F	5.6	WBAL	5.2	WBAL	6.5	WBAL	7.3	WBSB-F	9.0	WBAL	9.5
3 WFBR	5.0	WLIF-F	4.7	WLIF-F	5.9	WLIF-F	7.0	WLIF-F	7.2	WLIF-F	7.0
4 WPOC-F	4.5	WIYY-F	4.6	WPOC-F	5.4	WIYY-F	6.6	WXYV-F	6.6	WXYV-F	6.6
5 WLIF-F	3.7	WFBR	4.3	WIYY-F	5.1	WPOC-F	5.8	WMMX-F	6.5	WBSB-F	6.4
6 WIYY-F	3.1	WPOC-F	4.2	WXYV-F	4.6	WXYV-F	5.7	WIYY-F	5.9	WIYY-F	5.8
7 WXYV-F	2.9	WXYV-F	4.0	WFBR	4.1	WYST AF	3.0	WPOC-F	5.1	WQSR-F	5.4
8				WYST AF	3.7	WMMX-F	3.4	WQSR-F	3.6	WPOC-F	5.2
9						WQSR-F	2.6	WYST AF	2.4	WYST AF	2.4
10								WGRX-F	2.2	WGRX-F	1.6
1990		1991		1992		1993		1994		1995	
1 WBAL	10.1	WBAL	9.3	WBAL	10.0	WBAL	10.6	WBAL	12.1	WBAL	13.0
2 WMMX-F	9.6	WMMX-F	8.5	WMMX-F	7.9	WQSR-F	8.0	WQSR-F	9.7	WQSR-F	10.0
3 WLIF-F	7.4	WIYY-F	7.3	WQSR-F	7.2	WMMX-F	7.9	WMMX-F	9.2	WMMX-F	9.9
4 WIYY-F	7.2	WQSR-F	7.0	WLIF-F	7.1	WPOC-F	7.8	WPOC-F	9.0	WPOC-F	9.7
5 WXYV-F	6.9	WLIF AF	6.0	WLIF-F	6.7	WLIF-F	6.9	WLIF-F	7.0	WLIF-F	8.4
6 WQSR-F	6.6	WXYV-F	5.5	WIYY-F	6.4	WXYV-F	6.2	WIYY-F	6.3	WXYV-F	6.6
7 WBSB-F	5.3	WPOC-F	5.4	WXYV-F	5.7	WIYY-F	5.2	WXYV-F	6.1	WIYY-F	5.5
8 WPOC-F	5.0	WBSB-F	4.7	WBSB-F	3.1	WVRT-F	2.8	WERQ-F	3.0	WOCT-F	4.7
9 WYST AF	2.5	WWIN AF	1.6	WWIN-F	2.3	WWIN-F	2.6	WWIN-F	2.8	WERQ-F	4.0
10 WWIN AF	1.6	WYST-F	1.3	WERQ AF	2.2	WERQ-F	2.5	WSSF-F	2.6	WWIN-F	3.4
11				WGRX-F	1.3	WCBM	2.0	WCBM	2.1	WCBM	2.4
1996		1997		1998		1999		2000		2001	
1 WBAL	13.4	WQSR-F	12.4	WQSR-F	13.9	WQSR-F	15.2	WERQ-F	17.0	WERQ-F	16.5
2 WQSR-F	11.1	WMMX-F	12.2	WMMX-F	13.7	WMMX-F	14.9	WMMX-F	16.2	WQSR-F	16.4
3 WPOC-F	10.5	WBAL	9.7	WERQ-F	10.9	WERQ-F	12.5	WQSR-F	14.6	WPOC-F	13.3
4 WMMX-F	10.1	WLIF-F	9.5	WLIF-F	10.4	WLIF-F	11.4	WLIF-F	12.7	WMMX-F	12.6
5 WLIF-F	9.0	WERQ-F	8.9	WBAL	10.0	WBAL	11.0	WPOC-F	12.3	WBAL	11.6
6 WXYV-F	6.4	WPOC-F	8.5	WPOC-F	9.3	WPOC-F	10.7	WBAL	12.0	WIYY-F	10.1
7 WERQ-F	5.8	WIYY-F	5.7	WIYY-F	6.1	WWIN AF	10.0	WWIN-F	11.5	WWIN-F	10.0
8 WIYY-F	5.6	WOCT-F	5.0	WXYV-F	4.9	WIYY-F	8.0	WIYY-F	8.8	WLIF-F	9.4
9 WOCT-F	5.0	WXYV-F	4.8	WWIN AF	4.8	WXYV-F	5.5	WXYV-F	7.0	WXYV-F	6.7
10 WWIN AF	5.0	WWIN AF	4.7	WOCT-F	4.5	WOCT-F	5.2	WOCT-F	5.3	WOCT-F	3.8
11 WCBM	2.6	WCBM	2.5	WCBM	2.6	WCBM	2.9	WJFK	3.1	WJFK	2.8
12 WCAO	1.6	WCAO	1.8	WJFK	2.3	WJFK	2.6	WCAO	2.5	WCBM	2.6
13				WCAO	1.8	WCAO	2.3	WCBM	2.5	WCAO	2.5

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Hearst	\$ 18.4 (26.2)	1 Hearst	\$ 18.5 (22.3)	1 Amer. Radio	\$ 27.5 (31.4)
2 Capitol	11.8 (16.8)	2 Capitol	15.6 (19.8)	2 Westing/CBS	17.0 (19.4)
3 Amer. Radio	10.3 (14.7)	3 Amer. Radio	10.6 (13.4)	3 Hearst	14.8 (16.9)
4 WPOC-F	9.0 (12.8)	4 Nationwide	9.7 (12.3)	4 Radio One	10.8 (12.3)
5 Granum	7.2 (10.3)	5 Infinity	8.4 (10.6)	5 Nationwide	10.5 (12.0)
6 WLIF-F	7.0 (10.0)	6 Granum	8.0 (10.1)		
7 Radio One	6.0 (8.6)	7 Radio One	7.6 (9.6)		
1997		1998		1999	
1 CBS	\$ 42.9 (47.9)	1 CBS	\$ 45.9 (47.0)	1 CBS	\$ 50.3 (42.1)
2 Hearst	15.4 (17.1)	2 Hearst	16.1 (15.5)	2 Radio One	23.0 (19.3)
3 Radio One	13.9 (15.4)	3 Radio One	15.7 (16.1)	3 Hearst	19.0 (15.9)
4 Jacor	8.5 (9.4)	4 Clear Channel	15.6 (16.0)	4 Chase: WPOC	10.7 (9.0)
				5 Clear Channel	7.5 (6.2)
2000		2001		2002	
1 CBS	\$ 53.7 (41.1)	1 CBS	\$ 48.9 (39.6)	1 CBS	\$ 46.4
2 Radio One	30.0 (22.9)	2 Radio One	27.9 (22.5)	2 Radio One	29.4
3 Hearst	20.8 (15.9)	3 Hearst	21.7 (17.6)	3 Hearst	25.3
4 Clear Channel	20.1 (15.4)	4 Clear Channel	19.6 (15.7)	4 Clear Channel	24.1
2003					
1 CBS	\$ 46.0				
2 Radio One	33.8				
3 Clear Channel	26.4				
4 Hearst	24.5				
5					

All 2002 and 2003 financial data is provided by BIA Financial.

DUNCAN'S COMMENTS:

Baltimore has been a good radio market over the years. It has not grown as fast as most other major markets. However, the number of viable stations has remained constant. Thus the revenue available per viable station has increased dramatically. Baltimore is one market which has not been hurt by move-ins.

WBAL has been a most impressive Full Service/Talk operation. WQSR-F was a great Oldies station during the 1990's although it is now in rapid decline...too bad. WERQ-F is well on its way to be the next great station from Baltimore.

2002		2003	
1 WERQ-F	17.0	WERQ-F	19.3
2 WBAL	16.0	WPOC-F	17.2
3 WPOC-F	16.0	WBAL	15.0
4 WLIF-F	12.7	WLIF-F	14.0
5 WQSR-F	12.7	WWIN-F	13.5
6 WWIN-F	11.5	WMMX-F	11.4
7 WMMX-F	10.7	WQSR-F	11.2
8 WIYY-F	9.3	WIYY-F	9.5
9 WXYV-F	7.1	WSMJ-F	6.4
10 WSMJ-F	7.1	WXYV-F	6.3
11			

** NOTE: Baseball revenues were included in WBAL's revenue until 1997.