



## BIRMINGHAM

	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	8.9	--	--	--	--	--	--	--	14.8 %	28.2 %	--	--	--	1976
1977	9.6	7.9 %	--	--	--	--	--	--	16.3	28.6	23	--	--	1977
1978	12.0	25.0	--	--	--	--	--	--	15.3	35.0	22	--	--	1978
1979	12.5	4.2	--	--	--	--	--	--	13.6	45.2	21	--	--	1979
1980	13.5	8.0	--	--	--	--	--	--	15.4	52.4	23	--	--	1980
1981	15.0	11.1	.899	16.69	4.0	.0040	--	--	17.3	55.4	22	--	--	1981
1982	16.4	9.3	.906	18.10	4.1	.0041	--	--	17.1	59.6	22	--	--	1982
1983	17.1	4.3	.911	18.77	4.2	.0042	.175	--	19.3	60.3	22	17	--	1983
1984	17.8	4.1	.916	19.43	4.3	.0042	.197	WZZK A/F 4.0	18.8	62.0	21	17	--	1984
1985	19.9	11.8	.922	21.63	4.5	.0038	.220	WZZK A/F 4.2	19.4	68.9	20	16	--	1985
1986	21.5	8.0	.927	23.32	4.9	.0038	.237	WZZK A/F 5.3	17.7	70.5	21	14	--	1986
1987	22.6	5.1	.900	24.32	5.8	.0039	.255	WZZK A/F 5.5	17.0	72.4	22	13	7.4	1987
1988	24.8	9.7	.904	26.52	6.2	.0040	.277	WZZK A/F 6.0	16.1	74.0	21	10.5	8.6	1988
1989	24.5	-1.2	.907	26.11	6.6	.0037	.272	WZZK A/F 6.1	16.5	73.7	25	9.5	7.6	1989
1990	24.7	0.8	.911	26.22	6.8	.0035	.280	WZZK A/F 6.0	16.8	69.4	23	10	8.5	1990
1991	24.1	-2.4	.913	26.40	7.0	.0034	.285	WZZK A/F 5.7	18.9	71.9	24	11	10.7	1991
1992	25.1	4.1	.919	27.31	6.9	.0036	.305	WZZK A/F 5.7	15.9	72.7	24	12	9.9	1992
1993	27.0	7.2	.865	31.21	6.8	.0040	.306	WZZK A/F 6.8	16.9	73.4	24	12	11.7	1993
1994	29.9	10.3	.877	34.09	7.7	.0039	.359	WZZK A/F 7.5	16.5	72.9	26	14	9.5	1994
1995	31.4	5.0	.885	35.48	8.5	.0037	.387	WZZK A/F 7.4	16.1	72.1	24	15	11.2	1995
1996	35.7	13.7	.887	40.24	9.1	.0039	.435	WZZK A/F 7.4	15.1	76.8	26	15.5	10.2	1996
1997	37.8	5.9	.904	41.81	9.2	.0041	.447	WZZK A/F 6.8	14.8	81.3	26	16	10.0	1997
1998	41.6	10.1	.909	45.76	9.5	.0044	.481	WZZK A/F 7.1	15.6	79.0	25	15.5	11.9	1998
1999	44.0	5.5	.918	47.93	10.0	.0044	.505	WZZK A/F 6.6	15.3	77.1	26	15.5	9.7	1999
2000	47.3	7.5	.924	51.19	11.3	.0042	.544	WZZK A/F 6.8	15.0	79.2	28	17	10.5	2000
2001	46.6	-1.5	.927	50.27	11.9	.0039	.530	WZZK A/F 8.0	14.8	79.2	27	17	11.1	2001
2002	50.0	7.3	.931	53.70	12.3	.0041	.586	WBHK-F 7.1	14.5	80.8	26	--	13.8	2002
2003	51.2	2.4	.938	54.58	12.7	.0040	.593	WBHK-F 7.3	14.3	81.8	28	18	13.1	2003

### MAJOR STATIONS - JANUARY 2004

WAGG	610	5KW/1KW (DA-N)	Gospel	Cox	WANZ-F	100.5	85KW@912	AOR/Modern	
WAPI	1070	50KW/5KW (DA-N)	Talk	Citadel	WBHJ-F	95.7	100KW@981	Black	Cox
WATV	900	845W	Black Oldies/Gospel		WBHK-F	98.7	39KW@1339	Black AC	Cox
WDJC	850	50KW/1KW (DA-2)	Gospel	Crawford	WBPT-F	106.9	100KW@1325	Oldies - 80's	Cox
WERC	960	5KW (DA-N)	Talk	Clear Channel	WDJC-F	93.7	100KW@1006	Religion	Crawford
WJLD	1400	1KW	Gospel/talk		WDXB-F	102.5	90KW@1027	Country	Clear Channel
WJOX	690	50KW/500W (DA-N)	Sports	Citadel	WENN-F	105.9	1.4KW@672	Gospel	Clear Channel
WZZK	1320	5KW/111W	Country	Cox	WMJJ-F	96.5	100KW@1027	AC	Clear Channel
					WODL-F	97.3	0.6KW@1004	Oldies	Cox
					WQEN-F	103.7	77KW@1105	CHR	Clear Channel
					WRAX-F	107.7	100KW@1237	AOR-Modern	Citadel
					WYDE-F	101.1	100KW@1345	Talk	Crawford
					WYSF-F	94.5	100KW@1014	Soft AC	Citadel
					WZRR-F	99.5	100KW@1014	Classic AOR	Citadel
					WZZK-F	104.7	100KW@1325	Country	Cox

**BIRMINGHAM**

**FORMAT SHARES (%)**

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	31	31	21	CHR AOR/CL	15 9	25 --	17 9		8 9	6 9	1 16	6 15
MOR/AC	11	6	9	MOR/FS AC/OLD	-- 10	1 18	-- 10		9	AC 10	11 5	See Talk 9 5
COUNTRY	14	17	24		20	20	19		29	22	18	13
BTFLEZ/SAC	5	10	6		2	1	1		SOFT AC 1	1	5	6
NEWS/TALK					3	4	7		8	8	6	7
SPORTS										2	2	4
BLACK/URBAN	34	24	28		21	21	22		22	22	27	24
SMOOTH JAZZ												
STANDARDS	--	--	3		8	4	5		4	5	3	1
HISPANIC												
RELIG/GOSPEL	2	11	6		12	5	10		11	10	6	11
CLASSICAL												

**STATION NOTES**

(Major call letter and format changes)

WBPT-F	WERC-F until 77; WKXX until 91; WBMH until late 91; WIKX until 92; CHR until 91; Country until 92; WODL until 02
WZRR-F	WVOK until 79; WRKK until 84; WQUS until 85; WLTB until 89; CHR until 84; Country until 85; AC or Soft AC until 89
WAGG	WGSN until 85; CHR to AC gradually; Standards in 84; WZZK until 97; Country until 97; Standards until 99; WEZN until 99; In 99, WAGG and WZZK swapped frequencies
WZZK	WENN until 83; WAGG until 99; WRJS until 03; Gospel until 99
WMJJ-F	WQEZ and EZ until 83
WRAX-F	WENN-F until 97; Black until 97
WDXB-F	WZBQ until 94; CHR until 94; WOWC until 99
WBHK-F	WLBI until 96
WODL-F	WRLR until 01; AOR until 01
WYSF-F	CHR until 77; EZ until 81; WAPI-F until 94; CHR again until 96; WMXQ until 96
WJOX	WVOK until 92; CHR or AC until 77; Country until 92
WLGS	WCRT until ---; MOR until 81; Standards until 83; Religion until 87; Oldies until ---; WDJC for a time in late 90's; Standards until ---
WERC	CHR/AC until 82
WAPI	AC until 83; Standards until 96
WDJC	WYDE until 95; Country until 83; WMKI until 99; WYDE until 02
WAYE	WBUL until 83
WANZ-F	WHMA until 03
WENN-F	WWBR until 96; AOR until 97; WRAX until 97
WYDE-F	WFMH until 98; Country until 98; WRRS until 01; Religion until 01

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1971 WAGG, WENN-F		\$	804,000
1972 WYDE	Sold to Columbia Pictures		N/A
1972 WERC, WKXX-F	Sold by Taft to Mooney		2,050,000
1972 WATV			250,000
1976 WAGG, WENN-F			650,000
1979 WVOK	Sold to Mack Sanders		1,100,000
1980 WZZK-F	Sold to Park Cities		2,500,000
1981 WZZK-F	From Park Cities to Katz		N/A
1981 WYDE	Sold by Columbia Pictures		1,500,000
1982 WAPI AF	Sold by Newhouse		4,000,000
1982 WCRT, WMJJ-F	Sold to Capitol (Johnson)		3,381,000
1983 WCRT	Sold by Capitol		288,000
1984 WERC/WKXX-F	(sale eventually cancelled)		6,000,000
1984 WYDE	Sold to Gore		750,000
1984 WZZK	From Harte-Hanks to Edens		N/A
1984 WVOK/WLTB-F	From Sanders to ELF		4,700,000
1985 WZZK	From Edens to Katz		750,000
1985 WAYE	From Good News to Woods		450,000
1985 WJLD			453,000
1986 WYDE	From Sudbrink to American General		740,000
1986 WVOK/WLTB-F	From ELF to REBS		6,000,000 (E)
1986 WZZK AF	From Katz to New City		9,500,000 (E)
1987 WAYE	From Woods to Willis		225,000
1987 WAGG, WENN-F	(85%)		3,400,000
1987 WVOK, WZRR-F	Sold to Signature		7,640,000
1987 WYDE			980,000
1988 WZRR-F, WVOK	Sold to Dick		6,650,000
1988 WATV			400,000
1990 WERC	From SunGroup to Ameron		4,200,000
1990 WMJJ-F	From Capitol (Johnson) to Ameron		16,500,000
1990 WYDE	From Brandon to Guardian		1,000,000
1993 WODL-F	From receiver to NewCity		4,400,000
1993 WAPI A/F	From Dittman to Dick		6,300,000
1994 WOWC-F	Sold to WERC, WMJJ-F		3,200,000
1995 WWBR-F	50% sold to American General		540,000
1996 WODL-F	From NewCity to Cox		9,000,000
1996 WZZK A/F	From NewCity to Cox		35,000,000
1996 WBHK-F	Sold to Parmer/Hefel		6,000,000
1997 WERC, WOWC-F, WMJJ-F	Sold to Capstar		31,000,000
1997 WAGG	Sold to Cox		500,000
1997 WENN-F	Sold to Dick		14,000,000
1997 WBHJ-F, WBHK-F	From Parmer/Hefel to Cox		17,000,000
1997 FM CP (97.3)	Sold to Cox		5,500,000
1998 WYDE	Sold by Amer. General		700,000
1999 WENN-F	From Amer. General to Capstar		3,100,000
2000	All Capstar stations sold to Clear Channel		---
2000 WAPI, WJOX, WRAX-F, WYSF-F, WZRR-F	From Dick to Citadel		---
2002 WRRS-F	Sold to Crawford		8,500,000
2004 WATV			1,500,000

BIRMINGHAM

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 WZZK 4.0	WZZK-F 4.2	WZZK AF 5.3	WZZK AF 5.5	WZZK AF 6.0	WZZK AF 6.1
2 WKXX-F 2.9	WMJJ-F 3.8	WMJJ-F 4.1	WMJJ-F 4.2	WMJJ-F 5.5	WMJJ-F 5.5
3 WAPI-F 1.9	WKXX-F 2.5	WAPI-F 3.0	WAPI-F 3.7	WAPI-F 2.9	WAPI-F 2.9
4 WENN-F 1.6	WAPI-F 2.4	WENN-F 2.4	WENN-F 2.5	WZRR-F 2.8	WZRR-F 2.8
5 WMJJ-F 1.5	WENN-F 2.1	WKXX-F 2.1	WKXX-F 2.3	AGG/ENN 2.7	AGG/ENN 2.7
6		WERC 0.9	WERC 0.9	WKXX-F 1.8	WXKK-F 1.8
7				WERC 1.0	WERC 1.0
8					
9					
10					
1990	1991	1992	1993	1994	1995
1 WZZK AF 6.0	WZZK AF 5.7	WZZK AF 5.7	WZZK AF 6.8	WZZK AF 7.5	WZZK-F 7.4
2 WMJJ-F 5.2	WMJJ-F 4.8	WMJJ-F 4.8	WZRR-F 3.8	WMJJ-F 3.7	WZRR-F 4.3
3 WZRR-F 3.0	WZRR-F 3.6	WZRR-F 3.6	WMJJ-F 3.5	WENN-F 3.7	WENN-F 4.1
4 WAPI-F 2.5	WENN-F 2.3	WENN-F 2.3	WENN-F 2.8	WZRR-F 3.2	WMJJ-F 3.9
5 WENN-F 2.3	WAPI-F 2.3	WAPI-F 2.3	WAPI-F 2.4	WERC 2.5	WERC 2.5
6 WERC 1.2	WERC 1.6	WERC 1.6	WODL-F 1.9	WMXQ-F 2.4	WMXQ-F 2.2
7 WKXX-F 1.1	WAPI-F 0.7	WDJC-F 0.7	WERC 1.8	WODL-F 1.8	WODL-F 2.0
8 WAPI-F 0.6	WBMX-F 0.6	WAPI-F 0.6	WDJC-F 1.2	WDJC-F 1.2	WDJC-F 1.3
9	WDJC-F 0.45				WJOX 0.8
10	WVOK 0.42				
11					
1996	1997	1998	1999	2000	2001
1 WZZK AF 7.4	WZZK-F 6.8	WZZK-F 7.1	WZZK-F 6.6	WZZK-F 6.8	WZZK-F 8.0
2 WENN-F 4.8	WMJJ-F 5.6	WMJJ-F 5.7	WBHK-F 4.8	WYSF-F 5.3	WBHK-F 5.4
3 WMJJ-F 4.1	WZRR-F 4.2	WZRR-F 4.0	WYSF-F 4.4	WBHK-F 5.1	WYSF-F 5.3
4 WZRR-F 4.0	WERC 3.1	WBHK-F 3.5	WMJJ-F 4.3	WMJJ-F 4.7	WMJJ-F 4.4
5 WERC 3.2	WBHK-F 2.6	WRAX-F 2.9	WRAX-F 4.1	WODL-F 3.6	WRAX-F 2.9
6 WODL-F 2.8	WODL-F 2.5	WERC 2.7	WBHJ-F 3.3	WRAX-F 3.4	WBHJ-F 2.8
7 WMXQ-F 2.0	WYSF-F 2.3	WODL-F 2.7	WZRR-F 3.1	WBHJ-F 3.4	WZAR-F 2.4
8 WDJC-F 1.4	WENN-F 2.1	WYSF-F 2.6	WODL-F 2.9	WZRR-F 3.2	WODL-F 2.3
9 WOWC-F 1.3	WBHJ-F 1.5	WBHJ-F 2.3	WERC 2.5	WERC 2.2	WERC 2.3
10 WJOX 0.8	WDJC-F 1.5	WJOX 1.8	WJOX 1.8	WQEN FF 1.9	WJOX 2.2
11	WJOX 1.5	WDJC-F 1.6	WDJC-F 1.6	WJOX 1.9	WQEN-F 2.2
12	WRAX-F 1.4	WOWC-F 1.0	WQEN-F 1.4	WRLR-F 1.5	WDJC-F 1.4
13	WOWC-F 1.0	WENN-F 1.0	WAPI 1.0	WDJC-F 1.2	WDXB-F 1.3

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 New City \$ 9.3 (31.1)	1 New City \$ 9.4 (29.9)	1 Cox \$ 10.2 (28.5)
2 Dick 7.0 (23.4)	2 Dick 7.9 (25.2)	2 WERC, WMJJ, WOWC 8.6 (24.1)
3 WERC, WMJJ-F, WOWC-F 6.4 (21.4)	3 WERC, WMJJ, WOWC 6.8 (21.6)	3 Dick 7.2 (20.0)
4 WAGG, WENN-F 4.1 (13.8)	4 WAGG, WENN-F 4.6 (14.8)	4 WAGG, WENN-F 5.3 (14.7)
1997	1998	1999
1 Cox \$ 14.1 (37.2)	1 Cox \$ 16.4 (39.4)	1 Cox \$ 18.5 (42.1)
2 Dick 11.7 (30.9)	2 Dick 11.9 (28.7)	2 Citadel 14.4 (32.7)
3 Capstar 9.7 (25.7)	3 Capstar 10.7 (25.7)	3 Clear Channel 9.3 (21.1)
2000	2001	2002
1 Cox \$ 21.1 (44.2)	1 Cox \$ 20.0 (42.9)	1 Cox \$ 21.8
2 Citadel 14.7 (30.9)	2 Citadel 13.4 (28.8)	2 Citadel 13.1
3 Clear Channel 10.1 (21.2)	3 Clear Channel 10.6 (22.8)	3 Clear Channel 10.1
		4 Crawford 3.8
2003		
1 Cox \$ 21.3		
2 Citadel 13.6		
3 Clear Channel 11.3		
4 Crawford 3.9		
5		

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

DUNCAN'S COMMENTS:

Birmingham has been an average medium-sized radio market. The addition of seven new viable FM's in the last 10 years has not helped. Notice how the number of viable stations declined during the 1980's as a number of AM stations lost viability. Then during the 1990's a number of new FM'S moved in and the number of viable stations grew rapidly.

WZZK is the station in Birmingham which I most admire. Yes, it has declined in audience share of late but for 20 years WZZK was clearly the most important station in the market. Credit should also go to Cox for the way they have developed WBHT and WBHK.

2002	2003
1 WBHK-F 7.1	WBHK-F 7.3
2 WBHJ-F 5.3	WBHJ-F 5.5
3 WZZK-F 5.3	WYSF-F 5.5
4 WYSF-F 5.2	WZZK-F 4.7
5 WMJJ-F 4.2	WMJJ-F 3.9
6 WZRR-F 3.2	WZRR-F 2.9
7 WDJC A/F 2.9	WDJC A/F 2.8
8 WRAX-F 2.1	WRAX-F 2.2
9 WERC 1.9	WDXB-F 2.0
10 WBPT-F 1.8	WERC 1.9
11 WQEN-F 1.6	WJOX 1.8
12 WJOX 1.6	