

**CANTON
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>	
WHBC	24.8	21.6	23.9	18.4	23.0	20.3	16.7	16.0	16.7	15.2	18.5	14.7	12.1	11.3	10.8	11.9	11.4	12.4	12.9	12.1	13.7	14.4	13.4	10.6	10.8	13.1	13.7	13.6	12.7	WHBC, 1480 (FS/T)
WHBC-F	8.9	10.5	9.2	12.8	7.8	11.4	13.1	13.0	13.6	13.6	12.5	15.1	16.6	12.3	13.7	13.6	8.2	8.5	11.8	10.2	8.8	10.3	11.0	10.6	11.8	12.6	12.2	10.8	10.7	WHBC-F, 94.1 (AC)
WZKL-F	2.8	1.7	3.4	2.6	2.7	5.0	8.9	7.7	7.3	7.9	7.6	7.9	9.1	11.0	9.1	6.5	3.6	6.8	6.6	7.6	5.0	5.2	6.1	6.3	5.6	4.0	4.5	2.8	2.8	WZKL-F, 92.5 (CHR)
WRQK-F	-	6.3	4.2	3.8	9.9	9.0	6.4	5.4	8.3	9.4	6.5	8.7	6.1	8.1	6.3	8.0	6.9	6.8	7.1	5.1	6.3	6.3	5.4	5.9	5.9	6.5	8.0	7.0	6.3	WRQK-F, 106.9 (AOR)
WCER	-	4.6	5.0	6.2	2.7	3.1	1.9	2.2	0.6	-	1.5	-	-	-	1.1	-	-	-	0.3	1.3	1.1	0.7	-	-	-	-	-	-	-	WCER, 900 (REL)
WINW	6.7	8.4	2.7	2.6	2.3	1.0	1.0	0.9	0.3	0.9	0.8	0.2	-	-	-	-	-	-	1.0	0.7	0.9	-	1.7	-	0.6	1.4	-	0.5	0.7	WINW, 1520 (G)
WNPQ-F	-	-	-	-	-	-	-	-	-	-	-	0.9	2.0	1.3	2.4	2.9	2.4	0.4	0.3	-	1.3	1.4	1.5	1.4	0.4	1.2	0.7	0.5	0.6	WNPQ-F, 95.9 (REL)

CLEVELAND OR AKRON STATION (ALSO YOUNGSTOWN)

WMMS-F	3.4			7.2	9.4			7.6	4.5		2.3	1.3			0.9											1.0		2.2	WMMS-F
WKNR	13.7			7.8	5.8			1.7	1.3		0.1	0.4			2.4											1.1		0.9	WKNR
WQXK-F	-			-	3.7			5.3	5.6		8.0	10.2			13.2											8.0		7.2	WQXK-F
WKDD-F	-			-	-			5.0	6.7		6.7	5.5			3.1											4.5		4.8	WKDD-F
WONE-F	-			-	-			-	-		4.8	4.2			3.8											4.7		4.0	WONE-F
WNIR-F	-			-	-			-	-		3.5	2.3			2.2											2.4		3.0	WNIR-F
WQMX-F	-			-	-			-	-		-	-			4.5											4.5		4.8	WQMX-F

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>
WHBC	46.2	41.7	37.0	35.6	31.2	29.2	31.9	29.9	28.5	24.3	23.1	23.4	26.0	26.7	26.1	26.3	22.6	28.3	26.8	23.3	23.2	26.9	24.4	26.7	23.6
WHBC-F	19.2	21.0	22.5	25.7	22.3	19.7	21.1	24.0	24.5	22.5	24.4	22.6	20.3	19.5	24.9	22.6	21.0	25.0	26.3	24.7	26.0	26.8	21.0	21.2	22.3
WZKL-F	-	10.2	20.6	18.1	19.6	16.6	18.8	18.3	23.1	22.4	19.9	20.9	14.5	14.7	14.9	14.9	14.3	13.0	16.8	14.4	15.1	14.1	12.6	9.7	11.9
WRQK-F	25.3	20.4	21.2	17.0	12.4	21.1	15.6	17.2	13.4	15.0	13.7	16.3	17.2	13.6	18.2	17.6	19.1	16.3	15.6	13.7	16.5	14.4	16.3	14.4	13.9
WCER	-	-	-	4.4	2.6	-	-	-	-	-	2.0	-	-	-	1.8	3.3	3.5	2.4	-	-	-	-	-	-	-
WINW	-	-	-	1.8	1.1	2.5	-	-	-	-	-	-	-	-	1.9	1.1	2.0	-	1.6	-	0.7	0.9	-	-	0.9
WNPQ-F	-	-	-	-	-	-	-	-	3.9	5.2	9.8	7.9	8.0	3.8	3.0	-	6.0	5.9	7.4	5.8	2.4	2.9	3.0	2.5	3.3
WMMS-F	15.5					17.1	13.5				9.0	5.5	7.5				4.9				5.2				6.6
WKNR	29.4					8.1	4.4				-	2.1	-				6.3				3.9				2.4
WQXK-F						9.8	12.3				17.6	16.9	18.6				22.4				14.7				13.9
WKDD-F						13.5	19.7				18.5	18.9	13.5				9.7				12.0				13.3
WONE-F											4.8	4.2	3.7				12.2				12.9				9.9
WNIR-F											3.5	2.3	3.3				5.4				5.6				4.8
WQMX-F																	12.0				9.4				11.4

CANTON

	<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	3.3	--	--	--	--	--	--	--	--	16.3 %	34.3 %	--	--	--	1976
1977	3.6	9.1 %	--	--	--	--	--	--	--	14.5	34.7	21	--	--	1977
1978	4.7	30.6	--	--	--	--	--	--	--	14.8	39.2	25	--	--	1978
1979	4.9	4.3	--	--	--	--	--	--	--	15.5	43.4	25	--	--	1979
1980	5.2	6.1	--	--	--	--	--	--	--	16.2	50.9	25	--	--	1980
1981	5.5	5.8	.406	13.55	1.9	.0029	--	--	--	15.6	56.3	30	--	--	1981
1982	5.7	3.6	.406	14.04	1.9	.0029	--	--	--	16.5	62.9	30	--	--	1982
1983	5.9	3.5	.406	14.53	2.0	.0030	.134	--	--	17.0	64.5	31	5	--	1983
1984	6.3	6.8	.408	15.44	2.1	.0030	.137	WHBC	2.1	15.7	71.3	27	5	--	1984
1985	6.7	6.3	.410	16.42	2.3	.0030	.146	WHBC	2.3	16.1	72.9	26	5	--	1985
1986	7.3	9.0	.411	18.02	2.4	.0032	.150	WHBC	2.5	17.3	74.2	28	5	--	1986
1987	7.5	2.7	.405	18.52	2.4	.0031	.168	WHBC	2.4	16.5	79.2	31	5	7.0	1987
1988	7.7	2.7	.404	19.06	2.4	.0032	.166	WHBC	2.4	16.9	77.9	31	5	8.5	1988
1989	7.9	2.6	.407	19.41	2.4	.0033	.176	WHBC	2.4	18.4	79.1	32	6	10.3	1989
1990	8.2	3.8	.394	20.20	2.6	.0032	.183	WHBC	2.2	18.1	84.4	29	6	10.8	1990
1991	7.9	-3.7	.394	20.05	2.7	.0029	.201	WHBC	2.0	17.9	77.5	30	6	13.9	1991
1992	8.0	1.4	.396	20.20	2.9	.0027	.167	WHBC	2.0	18.3	79.2	30	6	14.9	1992
1993	8.2	2.6	.401	20.45	3.2	.0026	.192	WHBC	2.1	17.4	74.3	33	6	12.6	1993
1994	8.8	7.3	.403	21.84	3.7	.0024	.249	WHBC	2.0	16.8	79.0	32	5	14.4	1994
1995	9.4	6.8	.404	23.26	4.1	.0023	.229	WHBC	2.2	17.3	70.7	33	5	14.5	1995
1996	9.9	5.3	.407	24.32	4.4	.0023	.237	WHBC	2.4	17.4	71.5	32	5	12.3	1996
1997	10.8	9.1	.404	26.73	4.8	.0023	.267	WHBC-F	2.8	16.2	76.5	34	5	12.6	1997
1998	11.6	7.4	.403	28.78	5.0	.0023	.318	WHBC-F	3.0	15.9	78.2	36	5.5	14.0	1998
1999	12.5	7.2	.403	31.02	5.4	.0023	.333	WHBC-F	3.3	16.8	77.8	35	5.5	14.2	1999
2000	13.6	8.8	.403	33.75	5.0	.0027	.352	WHBC-F	3.9	15.1	76.7	36	5.5	11.9	2000
2001	12.6	-7.4	.408	30.88	5.3	.0024	.283	WHBC-F	3.5	14.9	76.6	34	5.5	10.4	2001
2002	12.3	-2.4	.409	30.07	5.5	.0022	.300	WHBC-F	4.1	14.5	74.9	34	--	13.3	2002
2003	12.2	-0.8	.409	29.82	5.7	.0021	.338	WHBC-F	4.1	14.0	75.8	38	4.5	12.2	2003

MAJOR STATIONS - JANUARY 2004

WHBC	1480	15KW/5KW (DA-2)	Full Service	Next Media	WHBC-F	94.1	44KW@516	AC	Next Media
WINW	1520	1KW (DA, DAYS)	Gospel		WNPQ-F	95.9	2KW@397	Religion	
					WRQK-F	106.9	28KW@340	AOR	Cumulus
					WZKL-F	92.5	50KW@499	CHR	

CANTON

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	32	33	35	CHR AOR/CL	15 22	19 15	21 17		7 18	5 16	6 17	3 17
MOR/AC	31	33	28	MOR/FS AC/OLD	22 8	15 6	12 10		18 15	20 14	12 14	See Talk 15
COUNTRY BTFL/EZ/SAC	12 19	11 19	12 20		12 17	13 20	17 18		19	19	22	13
								SOFT AC	11	2	3	5
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	4	3	--		-- 3	5 5	3 2		6 3	4 3	6 2	20 2 2 1
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL			2		-- 1	-- 3	1 1		1 2	4 2	4	2 1

MAJOR STATION TRANSACTIONS: 1970 to 2003

1974 WINW	Sold by Susquehanna	\$	460,000
1977 WRQK-F			465,000
1982 WRCW			450,000
1982 WTOF			575,000
1984 WTOF	Sold to Mortenson		223,000
1985 WINW, WRQK-F			2,500,000
1987 WTOF	Sold by Mortenson		270,000
1989 WINW, WRQK-F			3,600,000
1995 WINW, WRQK-F	Sold to Sabrecom		5,000,000
1997 WQXK-F	Sold to Connoisseur	See Youngstown	6,550,000
1997 WRQK-F	From Sabre to Connoisseur		600,000
1999 WRCW			
1999 WRQK-F	From Connoisseur to Cumulus		N/A
2001 WHK-F	From Salem to Clear Channel		N/A
2004 WRCW			300,000

STATION NOTES

(Major call letter and format changes)

- WRQK-F** WHLO until 79; WOOS until 85; EZ until 78; Soft Rock until 79
- WZKL-F** WFAH until 80; WDJQ until 91; CHR until 77; EZ until 79; Oldies until 99
- WINW** CHR until late 70's; Standards until about 83; Changed to Religion in early 90's
- WCER** WNYN until 85; WTOF until 88 or so; WBXT until 93; Country until 85
- WHBC-F** EZ evolving to Soft AC

CANTON

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WHBC	2.1	WHBC	2.3	WHBC	2.5	WHBC	2.4	WHBC	2.4	WHBC	2.4
2 WOOS-F	1.1	WOOS-F	1.3	WRQK-F	1.3	WHBC-F	1.4	WDJQ-F	1.7	WDJQ-F	1.7
3 WHBC-F	1.0	WHBC-F	1.1	WHBC-F	1.3	WRQK-F	1.3	WHBC-F	1.5	WHBC-F	1.5
4 WDJQ-F	0.6	WDJQ-F	0.8	WDJQ-F	1.0	WDJQ-F	1.2	WRQK-F	1.3	WRQK-F	1.1
5											
6											
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WHBC	2.2	WHBC	2.0	WHBC	2.0	WHBC	2.0	WHBC	2.0	WHBC	2.2
2 WDJQ-F	1.8	WHBC-F	1.7	WHBC-F	1.6	WHBC-F	1.6	WHBC-F	1.9	WHBC-F	2.0
3 WHBC-F	1.5	WRQK-F	1.4	WRQK-F	1.5	WZKL-F	1.5	WZKL-F	1.6	WZKL-F	1.7
4 WRQK-F	1.2	WDJQ-F	1.2	WZKL-F	1.3	WRQK-F	1.3	WRQK-F	1.3	WRQK-F	1.2
5											
6											
7											
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1 WHBC	2.4	WHBC-F	2.8	WHBC-F	3.0	WHBC-F	3.3	WHBC-F	3.9	WHBC-F	3.5
2 WHBC-F	2.1	WHBC	2.4	WHBC	2.5	WHBC	2.7	WHBC	3.1	WHBC	3.0
3 WZKL-F	1.8	WZKL-F	1.9	WZKL-F	2.0	WRQK-F	1.8	WRQK-F	2.1	WRQK-F	2.0
4 WRQK-F	1.4	WRQK-F	1.8	WRQK-F	1.5	WZKL-F	1.8	WZKL-F	1.9	WZKL-F	1.7
5 WTOF-F	0.7	WTOF-F	0.8	WHK-F	0.8	WHK-F	0.8	WHK AF	0.9		
6											
7											
8											
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 WHBC A/F	\$ 3.9 (44.3)	1 WHBC A/F	\$ 4.2 (44.7)	1 WHBC A/F	\$ 4.5 (45.5)
		2 WDPN, WZKL-F	1.8 (19.1)	2 WDPN, WZKL-F	1.9 (18.7)
		3 Sabrecom	1.3 (13.3)	3 Sabrecom	1.4 (13.6)
1997		1998		1999	
1 WHBC A/F	\$ 5.2 (48.1)	1 WHBC A/F	\$ 5.5 (47.4)	1 WHBC A/F	\$ 6.0 (47.6)
2 WDPN, WZKL-F	2.1 (19.0)	2 Connoisseur	2.5 (21.6)	2 WDPN, WZKL-F	2.1 (16.4)
3 Connoisseur	1.8 (16.7)	3 WDPN, WZKL-F	2.2 (18.5)	3 Cumulus	1.8 (14.4)
2000		2001		2002	
1 Next Media	\$ 7.0 (51.5)	1 Next Media	\$ 6.5 (51.6)	1 Next Media	\$ 7.6
2 WDPN, WZKL-F	2.2 (16.0)	2 Cumulus	2.0 (15.9)	2 Cumulus	2.7
3 Cumulus	2.1 (15.4)	3 WDPN, WZKL-F	2.0 (15.6)	3 WDPN, WZKL-F	1.4
2003					
	\$ 7.7	All 2002 and 2003 financial data is provided by BIA Financial.			
	2.7				
	1.3				

2002		2003	
1 WHBC-F	4.1	WHBC-F	4.1
2 WHBC	3.5	WHBC	3.6
3 WRQK-F	2.7	WRQK-F	2.7
4 WZKL-F	1.1	WZKL-F	1.0
5			
6			
7			
8			
9			
10			
11			

DUNCAN'S COMMENTS:
 Another "Umbrella" market - this time to Cleveland. A slowly growing small market but only four major local stations divide up the market's revenue. If you own one of these major stations it is just like an annuity in a market such as Canton. It may not grow much but it comes in safe and steadily. Stations such as these were neglected during the 1980's and 1990's, but not any more.