

**CHARLESTON, SC.
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>				
WTMA	21.1	13.0	12.1	12.5	10.0	7.4	4.6	4.7	4.2	4.4	2.1	1.5	1.7	0.8	0.5	4.7	5.5	6.1	7.0	5.9	6.4	5.4	4.7	4.7	3.3	2.5	3.4	3.2	3.5	WTMA, 1250 (N/T)			
WSCC	17.2	11.1	13.6	11.5	11.8	10.0	8.1	13.3	10.5	6.8	8.6	8.4	6.9	6.7	4.9	4.8	4.0	4.6	4.2	2.6	2.8	3.6	3.2	2.1	1.6	2.0	3.3	2.2	2.3	WSCC, 730 (T)			
WWWZ-F	6.0	3.5	5.3	5.6	2.2	2.0	9.5	13.7	12.4	12.8	11.8	10.5	9.3	8.5	7.8	5.4	5.2	13.5	13.7	12.2	12.2	11.6	11.5	11.9	12.1	11.4	10.9	9.4	8.0	WWWZ-F, 93.3 (B)			
WEZL-F	4.9	6.0	7.7	8.1	5.5	10.4	11.0	12.8	13.5	13.4	11.1	12.2	11.8	11.8	11.2	13.0	11.9	10.8	11.0	9.7	9.7	8.4	9.0	8.0	8.3	7.4	6.5	6.6	7.3	WEZL-F, 103.5 (C)			
WSUY-F	8.2	9.1	10.1	13.6	13.8	14.3	10.3	10.7	11.3	9.6	8.8	6.8	6.8	6.9	6.6	5.2	5.8	5.4	5.4	3.8	2.6	3.3	4.8	5.0	5.0	4.3	4.5	4.7	4.3	WSUY-F, 96.9 (SAC)			
WSSX-F	4.7	21.6	13.6	16.5	10.4	9.7	14.1	10.6	9.7	15.0	13.9	10.7	6.5	6.5	7.4	7.7	8.3	6.5	NA	6.1	5.6	6.5	6.2	6.5	5.3	6.0	5.7	5.2	4.7	WSSX-F, 95.1 (CHR)			
WXTC	4.5	4.1	6.5	4.2	13.4	9.5	10.9	7.1	5.0	4.8	2.5	2.0	2.2	2.3	2.2	0.4	-	-	0.9	0.7	0.4	-	-	4.1	4.6	4.5	4.1	4.4	4.2	WXTC, 1390 (G)			
WXLY-F	8.8	4.5	8.3	11.3	12.8	7.4	5.2	5.1	4.9	3.4	5.1	5.0	5.6	4.7	3.8	4.1	4.9	4.7	4.4	4.7	4.8	5.3	5.5	6.1	7.1	6.9	7.3	6.6	6.0	WXLY-F, 102.5 (O)			
WQNT	4.9	4.1	2.6	3.3	3.1	3.4	1.8	0.9	1.5	1.7	1.4	2.8	1.5	2.4	0.7	-	1.8	-	-	-	-	0.9	0.6	1.2	-	-	0.4	-	0.6	WQNT, 1450 (N)			
WQIZ	-	5.8	5.5	-	0.4	4.6	8.4	5.6	4.8	5.2	3.4	1.4	2.3	2.5	1.8	2.3	1.5	1.9	2.4	2.0	1.2	1.5	0.8	0.8	-	-	-	-	-	-	WQIZ, 810 (REL)		
WNKT-F					5.3	8.3	5.2	3.2	3.5	5.9	5.3	7.3	9.1	8.4	8.0	4.8	4.4	8.8	7.1	6.9	5.9	5.8	5.0	3.6	4.1	3.8	3.3	3.4	3.4	WNKT-F, 107.5 (C)			
WAVF-F											4.9	4.4	6.2	6.0	7.7	7.0	6.4	6.2	6.6	8.7	8.7	7.6	5.3	5.2	4.6	5.8	6.2	5.1	4.9	WAVF-F, 96.1 (AOR)			
WRFQ-F											3.3	5.2	6.8	4.2	4.9	4.1	5.4	2.5	4.6	1.9	0.7	2.4	4.3	4.0	3.4	3.8	4.0	3.7	3.0	WRFQ-F, 104.5 (CH)			
WWJK							0.8	5.5			2.6	4.4	1.7	2.2	2.7	2.1	1.6	0.9	-	-	0.5	0.6	-	-	-	-	-	-	-	WWJK, 950 (T)			
WMGL-F											0.8	3.3	3.7	4.4	5.8	2.7	1.8	-	2.6	3.7	4.6	4.1	3.6	4.6	4.6	5.4	4.8	5.4	5.4	WMGL-F, 101.7 (B/AC)			
WPAL-F																3.5	5.1	4.4	4.6	1.0	1.8	2.5	2.6	1.4	1.5	0.8	-	1.0	0.9	WPAL-F, 100.9 (B)			
WSSP-F											1.1	1.8	2.1	2.4		5.0	4.0	2.0	2.1	2.5	3.3	3.8	3.5	2.9	4.9	4.0	3.4	3.9	3.8	WSSP-F, 94.3 (B)			
WYBB-F													1.7	1.3		3.0	3.9	4.8	4.0	3.9	4.3	3.6	4.2	3.1	2.7	3.1	2.7	3.6	2.5	WYBB-F, 98.1 (CL. AOR)			
WCOO-F											0.7	1.6	3.8	2.6		-	0.6	-	-	-	-	-	2.2	1.7	3.4	2.8	3.5	2.8	2.0	WCOO-F, 105.5 (B/O)			
WZJY													2.2	1.3		2.5	2.2	1.5	1.7	2.3	1.7	1.8	0.8	0.5	-	-	-	-	-	WZJY, 1480 (REL)			
WALC-F																					3.5	4.9	4.4	3.1	4.8	3.6	3.6	2.9	2.0	3.2	WALC-F, 100.5 (AC)		
WCSQ-F																					0.7	1.0	-	-	-	-	-	0.5	3.0	WCSQ-F, 92.5 (CHR)			
WJNI-F																								2.0	2.6	3.0	3.4	3.9	3.4	WJNI-F, 106.3 (G)			
WQSC																							0.4	-	0.6	0.9	0.5	0.9	0.5	0.8	1.1	1.3	WQSC, 1340 (S)
WTMZ																								0.4	-	0.3	0.3	2.2	-	1.8	2.6	WTMZ, 910 (ST)	
WWBZ-F																						1.5	0.6	1.8	1.8	1.5	1.6	3.4	2.3	2.1	WWBZ-F, 98.9 (B)		
WXST-F																										-	1.0	2.2	3.0	WXST-F, 99.7 (B/AC)			

NOTE: Charleston, SC was particularly difficult to reconstruct particularly the years 1992, 1993 & 1994

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>	
WTMA	30.2	28.0	16.6	19.4	18.9	15.7	9.6	7.4	3.5	2.0	1.7	7.1	11.7	14.4	12.7	12.3	13.7	11.0	10.0	10.8	7.5	6.9	6.7	9.5	7.2	
WSCC	18.9	16.2	16.1	20.0	20.3	14.2	16.1	13.6	12.0	12.1	9.5	12.8	10.2	8.5	9.4	6.5	6.9	5.5	6.6	3.6	5.3	7.1	8.1	6.8	6.9	
WWWZ-F	8.2	8.3	16.1	26.0	21.7	22.8	20.8	16.4	18.4	19.6	17.4	17.4	15.1	21.5	20.8	21.7	20.6	23.0	23.2	20.6	21.5	20.9	22.0	20.9	19.7	
WEZL-F	13.9	17.3	20.1	24.7	28.4	22.5	22.1	20.5	18.8	19.1	19.7	20.4	24.3	23.2	20.9	19.0	18.5	18.6	19.0	17.1	16.7	17.5	14.8	13.5	17.2	
WSUY-F	25.1	23.3	15.1	19.8	18.4	19.8	25.2	18.9	16.5	17.2	14.8	14.9	15.5	13.3	12.2	10.8	7.9	8.8	10.2	10.5	12.2	10.1	9.3	10.2	12.1	
WSSX-F	21.6	18.6	19.9	23.8	27.8	28.4	34.8	28.3	21.7	18.8	20.5	22.6	23.9	19.2	NA	16.7	19.0	17.9	22.3	19.3	18.9	18.3	20.5	16.7	17.5	
WXTC	31.3	27.8	26.4	24.1	16.3	15.1	7.6	5.8	6.2	3.1	4.5	-	-	-	0.9	3.1	2.6	-	-	5.5	6.6	6.9	5.1	7.7	6.7	
WXLY-F	24.0	21.7	14.0	18.5	18.7	13.6	11.3	11.0	15.4	12.0	9.8	11.7	11.4	13.6	12.8	12.0	13.0	15.1	13.8	15.4	17.2	15.5	16.9	14.0	12.7	
WQNT	-	-	-	2.4	2.1	-	5.4	5.4	4.8	5.0	3.0	-	3.7	-	-	-	-	2.4	2.5	2.6	-	-	2.2	-	2.3	
WQIZ	-	3.4	9.1	6.0	-	7.4	-	4.3	2.8	4.2	2.7	3.0	1.5	2.4	2.6	2.7	3.0	1.6	1.7	0.9	-	-	-	-	-	
WNKT-F	12.3	21.5	11.1	12.8	12.5	13.6	14.8	15.7	23.9	22.3	19.6	19.5	13.0	18.3	15.0	15.8	16.6	14.9	11.7	13.6	12.5	9.3	10.9	9.6	10.5	
WAVF-F							13.1	16.7	12.4	12.7	15.4	14.7	15.1	15.4	18.7	17.2	15.9	16.3	15.9	13.4	13.8	16.8	16.4	13.8	13.8	
WRFQ-F							5.4	8.5	10.1	8.8	10.9	8.5	12.8	10.1	15.8	5.5	6.6	8.8	11.3	11.0	9.8	10.7	10.8	11.1	7.5	
WWJK			0.3	-	-	-	4.9	2.3	3.7	3.1		2.4	2.3	1.8	-	-	1.1	1.4	-	-	-	-	-	-	-	
WMGL-F							1.7	8.3	5.8	10.4	11.6	8.3	7.3	NA	7.2	10.3	9.3	8.9	10.2	9.4	8.7	9.8	9.2	9.8	8.6	
WPAL-F												-	-	10.0	10.1	5.7	7.2	8.6	8.2	6.8	4.2	4.0	-	3.8	3.4	
WSSP-F									2.1	10.7	7.3	11.9	12.6	8.1	6.5	6.2	6.8	5.9	6.5	7.2	17.5	14.1	13.3	14.9	13.9	
WYBB-F											6.0	9.8	11.9	14.8	13.7	14.2	13.0	11.3	9.8	11.1	11.0	8.5	8.5	11.7	8.3	
WCOO-F									3.6	8.3	7.4	3.0	2.3	-	-	-	-	-	8.1	7.2	8.6	8.2	8.0			

CHARLESTON, S.C.

	<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	2.7	--	--	--	--	--	--	--	17.5 %	49.5 %	--	--	--	1976
1977	3.6	33.3 %	--	--	--	--	--	--	16.8	48.5	12	--	--	1977
1978	4.3	19.4	--	--	--	--	--	--	17.2	58.6	13	--	--	1978
1979	5.0	16.3	--	--	--	--	--	--	16.0	54.8	16	--	--	1979
1980	5.2	4.0	--	--	--	--	--	--	16.5	55.0	15	--	--	1980
1981	5.5	5.8	.429	12.82	1.7	.0032	--	--	15.6	58.1	15	--	--	1981
1982	6.1	10.9	.454	13.47	1.8	.0034	--	--	18.7	60.8	16	--	--	1982
1983	6.9	13.1	.474	14.56	2.0	.0035	.070	--	18.9	65.6	17	12	--	1983
1984	8.6	24.6	.484	16.70	2.3	.0037	.085	WEZL-F 1.4	18.4	68.8	19	12	--	1984
1985	9.8	12.2	.490	19.88	2.5	.0036	.111	WSSX-F 1.6	18.2	75.3	21	14	--	1985
1986	11.0	12.2	.501	22.26	2.8	.0040	.122	WSSX-F 1.8	17.0	74.3	20	14	--	1986
1987	10.7	-2.7	.499	21.44	2.9	.0037	.125	WEZL-F 2.1	17.7	80.1	20	14	9.5	1987
1988	11.3	5.6	.514	22.76	3.1	.0038	.138	WEZL-F 2.3	16.9	79.2	21	12	11.8	1988
1989	11.0	-2.7	.514	21.40	3.3	.0033	.130	WEZL-F 2.3	18.2	83.2	23	13	11.6	1989
1990	10.6	3.6	.516	20.46	3.6	.0031	.127	WEZL-F 2.5	17.3	83.2	23	13.5	12.1	1990
1991	12.0	13.2	.522	22.99	3.8	.0032	.141	WEZL-F 2.7	17.5	79.0	22	14	13.3	1991
1992	11.7	-2.5	.527	22.20	3.7	.0032	.132	WEZL-F 2.4	16.0	85.4	21	14	9.6	1992
1993	12.3	5.2	.540	22.78	3.9	.0032	.142	WEZL-F 2.5	17.7	82.0	21	14	11.6	1993
1994	13.4	9.0	.546	24.54	4.4	.0030	.153	WEZL-F 2.9	16.3	83.0	21	15.5	12.3	1994
1995	14.4	7.4	.520	27.69	4.4	.0033	.166	WEZL-F 2.7	17.6	85.6	23	15	11.7	1995
1996	15.3	6.3	.513	29.75	4.6	.0033	.170	WEZL-F 2.8	16.5	86.3	25	15	9.2	1996
1997	16.5	7.8	.492	34.02	4.8	.0034	.190	WEZL-F 3.1	17.0	87.2	26	15.5	12.5	1997
1998	17.8	7.9	.483	36.85	5.1	.0035	.205	WEZL-F 3.3	16.4	81.6	26	15.5	12.2	1998
1999	20.4	12.8	.554	36.80	5.6	.0036	.231	WEZL-F 3.2	16.7	87.5	25	16	11.6	1999
2000	23.2	13.7	.571	40.63	6.8	.0034	.268	WWWZ-F 3.1	15.5	85.9	23	16.5	13.4	2000
2001	22.6	-2.6	.552	40.94	7.2	.0031	.264	WXLY-F 2.6	15.3	87.8	24	17	14.2	2001
2002	24.5	8.4	.556	44.06	7.5	.0033	.285	WWWZ-F 2.8	14.7	83.8	25	--	13.3	2002
2003	25.8	5.3	.559	46.15	7.8	.0033	.301	WEZL-F 2.9	14.7	82.8	25	20	14.3	2003

MAJOR STATIONS - JANUARY 2004

WQNT	1450	0.8KW	News		WSSP-F	94.3	25KW@328 (DA)	Black	
WQSC	1340	1KW	Sports		WSSX-F	95.1	100KW@985	CHR	Citadel
WSCC	730	1KW/101W	Talk	Clear Channel	WSUY-F	96.9	100KW@1770 (DA)	Soft AC	Citadel
WTMA	1250	5KW/1KW (DA-N)	News/Talk	Citadel	WWBZ-F	98.9	50KW@492	Black	
WTMZ	910	500W (DA-N)	Standards	Citadel	WWWZ-F	93.3	50KW@492	Black	Citadel
WXTC	1390	5KW (DA-N)	Gospel	Citadel					
WALC-F	100.5	18KW@394	AC/CHR	Clear Channel	WXLY-F	102.5	100KW@998	Oldies	Clear Channel
WAVF-F	96.1	100KW@538	AOR/Modern		WXST-F	99.7	100KW@1210	Black AC	
WCOO-F	105.5	50KW@436	Black Oldies	L.M.	WYBB-F	98.1	50KW@479	Classic AOR	L.M.
WCSQ-F	92.5	100KW@799	CHR/AC						
WEZL-F	103.5	100KW@659 (DA)	Country	Clear Channel					
WJNI-F	106.3	6KW@328 (DA)	Gospel						
WMGL-F	101.7	6KW@423	Black AC	Citadel					
WNKT-F	107.5	100KW@984	Country	Citadel					
WPAL-F	100.9	25KW@328 (DA)	Black						
WRFQ-F	104.5	28KW@656 (DA)	Classic Hits	Clear Channel					

CHARLESTON, S.C.

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	38	42	27	AOR/CL	4	6	11	11	5	8	10
MOR/AC	8	4	8	MOR/FS	1	2	--	15	4	9	See Talk
				AC/OLD	5	8	13	AC	7	11	4
COUNTRY	8	12	14		16	24	16	24	21	12	15
BTFLEZ/SAC	11	14	13		11	7	4	SOFT AC	5	7	4
NEWS/TALK					2	2	3	8	6	6	6
SPORTS									1	1	1
BLACK/URBAN	35	20	37		33	28	29	23	25	24	26
SMOOTH JAZZ											
STANDARDS					3	--	--	2	4	3	--
HISPANIC											
RELIG/GOSPEL	--	4	2		--	2	5	6	7	10	14
CLASSICAL											

MAJOR STATION TRANSACTIONS: 1970 to 2003

1974 WHVN	Sold by Cowan, Liebowitz, Latman	\$	210,000
1974 WEZL-F	(Approved by FCC but not consumated)		363,000
1974 WTMA/WSSX	Sold by Turner		503,000
1975 WEZL-F			275,000
1979 WQIZ, WKQB-F			1,000,000
1979 WTMA, WSSX-F	Sold to Scconnix		2,600,000
1984 WEZL-F	Sold to John Price		3,900,000
1984 WXLV-F	Sold to Bahakel		2,840,000
1985 WTMA/WSSX-F	From Scconnix to Faircom		6,400,000
1985 WMXQ-F (Moncks Corner)			190,000
1985 WLNB AF (Goose Creek)			515,000
1986 WFXR-F (Ravenal)	Sold to Sunshine		350,000
1986 WVCN, WDXZ-F	Sold to Caravello		2,825,000
1986 WWWZ-F	Sold to JAG		2,500,000
1986 WFXR-F (Ravenal)	From Sunshine to Glover		2,000,000
1987 WWHT AF	Sold to Jones		N/A
1987 WMXQ-F (Moncks Corner)			900,000
1987 WCSC, WXTC-F	Sold to Guitt		6,000,000
1988 WYBB-F (Folly Beach)	Sold to Lynn Martin		2,000,000
1989 WTMA	Sold by Faircom		575,000
1989 WQIZ, WKQB-F (St. George)	cancelled		2,450,000
1989 WMGL-F (Ravenal)			2,400,000
1990 WVCN/WDXZ-F	Sold by Caravello		2,000,000
1990 WEZL-F	From John Price to Apollo		8,100,000
1990 WQIZ/WKQB-F (St. George)	Sold to Buddy Barton		1,500,000
1991 WJYQ-F			830,000
1991 WQIZ, WKQB-F			1,200,000
1991 WMGL-F			600,000
1992 WVVO, WDXZ-F	Sold out of receivership tgo WSUY-F owner		900,000
1994 WWWZ-F	Sold to Dudley		2,000,000
1994 WXLV-F	From Bloccmington to Apollo		2,250,000
1994 WSSP-F	From James Eastern to EBE		450,000
1995 WEZL-F	From Apollo to Regent		11,100,000
1995 WXLV-F	From Apollo to Regent		2,500,000
1995 WJUK-F	Sold to Dudley		900,000
1995 WMGL-F, WWWZ-F	From Dudley to Mayo		4,000,000
1996 WXTC-F, WSSP-F	From EBE to Dudley/Scconnix		2,700,000
1996 WBUB-F	Sold to Dudley/Scconnix		2,600,000
1996 WEZL-F	From Regent to Jacor		14,000,000
1996 WXLV-F	From Regent to Jacor		5,000,000
1997 WXTC, WBUB-F, WJZK-F	From Dudley to Wicks		5,600,000
1997 WRFQ-F	Sold to Regent		1,400,000
1997 WSUY-F	From Dudley to Regentg		2,500,000
1997 WRFQ-F, WSUY-F	From Regent to Jacor		3,900,000
1997 WXTC, WJZK-F	Sold to Wicks		6,000,000
1998 WPAL	Sold to Jacor		1,350,000
1998	All Jacor stations sold to Clear Channel		---
1998	All Wicks stations sold to Citadel		---
1998 WNKT-F, WSUY-F, WMGL-F, WTMZ, WXTC	Sold to Citadel		---
1999 WSSP-F	Sold to Cencord		1,600,000
1999 WAVF-F	Sold to Maverick		3,000,000
2000 WWBZ-F			1,600,000
2001 WAVF-F	From Maverick to Apex		6,000,000
2001 WJZX-F	From Pegram Harrison to Apex		---
2002 WZJY (1480, Mt. Pleasant)			450,000
2002 WPAL-F (100.9, Ridgerville)			850,000
2003 WQIZ			200,000

STATION NOTES

(Major call letter and format changes)

WSSX	WPXI and Black until 81; AOR until 84
WNKT-F	WQIZ and Black until 80; WDWQ until 83; leaned toward AOR in mid-80's WKQB and CHR until 91; WBUB until 98
WRFQ-F	EZ until 90; WDCX until 92; Black until 92; WJUK until 96
WMGL-F	WFXR until 87; AOR until 87; Black until 90; Jazz until --
WSSC	WPAL until 99
WSUY-F	EZ until 84; WXTC until 96; AC until 96; WJZK and Jazz until 97
WXLV-F	WKTU until 84; AOR or CHR until 84; Country until 87
WTMA	AC until 87; Country until 89
WAVF-F	AC until 87
WSSP-F	WUJM until 92; CHR until 93; Standards until 98; CHR until 99
WCOO-F	WJYQ until ---; Classical until ---; WNST-F until 99
WXTC	CHR until 82; MOR/AC until 87; WCSC until 87; WXTC until 90; Oldies until 95
WWJK	WMCJ until --
WQNT	WQSN until 81; WKXZ until 82; WVCN until 90; WVVO until ---; Country until 79; Standards until 80; Talk began in 91
WXST-F	WHTK until 92; WNCK until 96; WHBZ until ---; WJZX until 03

CHARLESTON, SC.

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 WEZL-F 1.4	WSSX-F 1.6	WSSX-F 1.8	WEZL-F 2.1	WEZL-F 2.3	WEZL-F 2.3
2 WSSX-F 1.3	WEZL-F 1.5	WEZL-F 1.7	WSSX-F 1.8	WXTC-F 1.7	WXTC-F 1.8
3 WXTC-F 0.8	WXTC-F 1.0	WXTC-F 1.4	WXTC-F 1.4	WKQB-F 1.6	WKQB-F 1.6
4 WWWZ-F 0.8	WWWZ-F 0.9	WWWZ-F 1.1	WKQB-F 1.0	WAVF-F 1.3	WAVF-F 1.6
5 WTMA 0.7	WXLY-F 0.8	WAVF-F 0.7	WWWZ-F 0.9	WWWZ-F 1.1	WWWZ-F 1.2
6 WKTM-F 0.6		WXLY-F 0.7	WAVF-F 0.8	WSSX-F 1.0	WSSX-F 0.8
7 WPAL 0.6		WXQB-F 0.6	WXLY-F 0.8	WXLY-F 0.7	WXLY-F 0.6
8 WCSC 0.5				WXLY-F 0.7	WXLY-F 0.6
9				WDXZ-F 0.4	WDXZ-F 0.4
10				WMGL-F 0.4	WMGL-F 0.4
1990	1991	1992	1993	1994	1995
1 WEZL-F 2.5	WEZL-F 2.7	WEZL-F 2.4	WEZL-F 2.5	WEZL-F 2.9	WEZL-F 2.7
2 WAVF-F 1.8	WAVF-F 1.8	WAVF-F 1.7	WAVF-F 1.7	WAVF-F 1.8	WAVF-F 2.0
3 WXTC-F 1.3	WSSX-F 1.75	WSSX-F 1.5	WWWZ-F 1.4	WTMA 1.5	WWWZ-F 1.6
4 WSSX-F 1.1	WXTC-F 1.2	WXTC-F 1.3	WBUB-F 1.3	WWWZ-F 1.5	WTMA AA 1.6
5 WWWZ-F 1.0	WTMA 0.76	WWWZ-F 1.2	WTMA 1.2	WBUB-F 1.4	WBUB-F 1.4
6 WKQB-F 0.9	WWWZ-F 0.75	WBUB-F 1.1	WXXS-F 1.0	WSSX-F 1.3	WSSX-F 1.2
7 WXLY-F 0.7	WSUY-F 0.75	WTMA 1.0	WXTC-F 0.9	WXTC-F 1.0	WSUY-F 0.9
8 WDXZ-F 0.4	WXLY-F 0.7	WXLY-F 0.7	WXLY-F 0.8	WXLY-F 1.0	WXLY-F 0.8
9	WDXZ-F 0.47	WSUY-F 0.6	WSUY-F 0.7	WSUY-F 0.7	WYBB-F 0.6
10		WYBB-F 0.5	WYBB-F 0.5	WYBB-F 0.5	
11					
1996	1997	1998	1999	2000	2001
1 WEZL-F 2.8	WEZL-F 3.1	WEZL-F 3.3	WEZL-F 3.2	WWWZ-F 3.0	WXLY-F 2.6
2 WAVF-F 1.0	WWWZ-F 2.1	WWWZ-F 2.6	WWWZ-F 2.7	WEZL-F 2.9	WWWZ-F 2.5
3 WWWZ-F 1.9	WRVF-F 1.8	WTMA AA 1.8	WXLY-F 2.0	WXLY-F 2.9	WSSX-F 2.1
4 WTMA AA 1.6	WTMA AA 1.7	WAVF-F 1.6	WTMA AA 1.6	WSSX-F 2.3	WAVF-F 1.7
5 WBUB-F 1.4	WXLY-F 1.5	WXLY-F 1.6	WSSX-F 1.6	WSUY-F 1.8	WALC-F 1.3
6 WSSX-F 1.3	WSSX-F 1.4	WSSX-F 1.5	WRFQ-F 1.5	WNKT-F 1.4	WSUY-F 1.2
7 WSUY-F 1.0	WBUB-F 1.2	WSUY-F 1.2	WALC-F 1.3	WAVF-F 1.3	WMGL-F 1.1
8 WXLY-F 0.9	WSUY-F 1.1	WRFQ-F 1.2	WAVF-F 1.2	WRFQ-F 1.3	WRFQ-F 1.0
9 WYBB-F 0.6	WMGL-F 0.6	WALC-F 0.9	WSUY-F 1.2	WALC-F 1.2	WTMA 0.8
10 WMGL-F 0.5	WYBB-F 0.6	WNKT-F 0.9	WNKT-F 1.2	WMGL-F 1.0	WYBB-F 0.8
11			WMGL-F 0.9	WTMA AA 0.9	WNKT-F 0.7
				WYBB-F 0.8	WSSC 0.7

2002	2003
1 WWWZ-F 2.8	WEZL-F 2.9
2 WEZL-F 2.6	WWWZ-F 2.8
3 WXLY-F 2.1	WSSX-F 2.0
4 WSSX-F 2.1	WAVF-F 1.9
5 WAVF-F 2.0	WXLY-F 1.9
6 WSUY-F 1.9	WMGL-F 1.8
7 WMGL-F 1.5	WSUY-F 1.7
8 WNKT-F 1.2	WTMA 1.2
9 WRFQ-F 1.2	WRFQ-F 1.2
10 WTMA 1.0	WNKT-F 1.2
11	

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 Apollo \$ 3.9 (28.7)	1 Wicks \$ 3.7 (25.7)	1 Wicks \$ 6.3 (40.9)
2 Wicks 3.5 (25.8)	2 Regent 3.5 (24.6)	2 Jacor 3.7 (24.0)
3 WAVF-F 1.8 (13.4)	3 Mayo 2.0 (13.8)	3 Sconnix 2.1 (13.5)
4 WBUB, WJUK, WQIZ 1.7 (12.7)	4 WAVF-F 2.0 (13.8)	4 WAVF-F 2.0 (12.9)
	5 WBUB, WJUK, WQIZ 1.6 (11.1)	
1997	1998	1999
1 Wicks \$ 8.1 (48.6)	1 Citadel \$ 8.6 (48.3)	1 Citadel \$ 9.3 (45.7)
2 Jacor 5.4 (32.3)	2 Jacor 7.4 (41.5)	2 Clear Channel 8.2 (40.1)
3 WAVF-F 1.8 (10.8)		3 WAVF-F 1.2 (5.9)
		4 LM 1.1 (5.5)
2000	2001	2002
1 Citadel \$ 10.6 (45.6)	1 Citadel \$ 8.7 (38.4)	1 Citadel \$ 11.2
2 Clear Channel 9.3 (40.2)	2 Clear Channel 8.5 (37.4)	2 Clear Channel 7.6
3 LM 1.6 (6.8)	3 WAVF, WJZX 1.8 (7.9)	3 Apex (WAVF) 2.7
4 WAVF 1.3 (5.6)	4 LM 1.4 (6.3)	4 LM 1.7
2003		
1 Citadel \$ 11.4		
2 Clear Channel 8.1		
3 Apex (WAVF) 3.0		
4 LM 1.6		
5		

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

DUNCAN'S COMMENTS:

One of the nation's most difficult radio markets. Just too many stations for a market this size...and too little revenue growth. I suspect that it is most difficult for any station to exert any rate leadership in Charleston. There have been more than six newly viable stations added to the market in the last decade.

Despite all of the added competition (much of it Black or Gospel formatted) WWWZ has managed to hold its own. It has usually been the 12+ audience leader and near the top in revenues.