

**COLUMBIA, 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>	
WNOK-F	3.6	6.1	12.1	14.7	12.7	18.6	20.5	16.4	10.9	13.0	11.3	13.1	8.1	9.5	6.9	10.5	10.1	7.7	7.4	8.1	8.1	7.9	8.7	7.7	9.4	8.4	8.4	7.4	6.0	WNOK-F, 104.7 (CHR)
WCOS-F	12.5	9.6	9.9	10.9	11.8	14.2	17.5	15.1	17.8	21.1	18.2	15.5	17.2	18.0	14.8	15.1	17.0	12.7	13.1	12.0	11.0	10.5	10.3	10.1	9.8	9.4	9.2	10.4	9.6	WCOS-F, 97.5 (C)
WCOS	11.2	7.2	4.9	7.4	5.4	2.4	1.8	1.1	1.7	1.0	1.2	0.8	1.2	0.8	0.3	0.3	0.1	0.5	-	0.2	-	1.1	1.3	1.4	1.5	1.2	1.2	1.1	0.9	WCOS, 1400 (S)
WVOC	21.9	13.5	11.9	12.9	14.5	12.8	12.2	9.7	7.5	7.8	5.9	5.7	4.6	5.6	6.1	6.0	8.0	7.6	6.8	6.9	5.0	4.9	4.9	5.4	5.3	6.0	6.3	5.5	4.6	WVOC, 560 (N/T)
WISW	18.2	17.6	5.8	11.3	10.6	12.7	9.5	12.6	9.9	6.6	5.0	5.3	5.0	3.6	1.8	2.8	2.8	2.6	2.1	1.7	1.4	1.1	1.2	1.3	2.4	3.6	2.8	2.8	2.4	WISW, 1320 (T)
WWDM-F	-	3.7	-	7.8	6.3	7.2	7.6	9.4	8.3	9.9	10.8	15.0	18.9	17.0	15.7	17.1	15.7	18.3	19.0	16.9	18.6	18.6	15.9	15.7	10.0	6.6	6.7	6.6	7.6	WWDM-F, 101.3 (B)
WLTY-F	8.2	11.3	8.9	5.3	5.9	7.1	8.4	9.5	10.6	8.3	7.7	3.2	3.2	3.3	4.2	5.4	4.6	5.8	6.3	4.2	3.6	3.0	2.1	2.4	3.3	3.0	2.9	3.4	3.9	WLTY-F, 96.7 (SAC)
WARQ	7.7	9.6	11.4	8.1	10.0	7.3	6.8	6.8	6.1	6.4	5.6	5.5	7.6	6.6	6.0	4.4	4.0	3.0	4.6	4.4	5.7	5.1	4.9	5.1	4.5	5.4	4.6	5.1	5.0	WARQ-F, 93.5 (AOR)
WGCV	4.6	7.2	6.1	3.4	2.7	2.6	1.5	2.6	2.2	1.7	2.5	2.9	2.9	3.1	3.1	2.9	2.3	3.1	3.0	-	1.4	1.0	0.8	0.6	0.8	0.8	1.1	0.7	1.0	WGCV, 620 (G)
WXBT-F	-	0.7	6.5	5.2	7.4	6.0	4.6	3.2	4.8	5.7	6.1	4.2	5.4	5.6	4.0	3.4	2.8	3.0	5.4	5.5	6.1	5.7	5.5	4.9	4.4	4.0	3.8	2.6	3.5	WXBT-F, 100.1 (B)
WTCB-F						0.9	1.3	1.6	0.6	5.5	5.4	4.4	5.7	7.7	6.1	5.5	5.4	7.3	7.1	7.2	6.7	6.4	6.7	5.5	4.9	5.2	4.9	5.6	WTCB-F, 106.7 (AC)	
WOMG-F							4.2	6.1	5.4	5.0	7.4	5.1	1.6	4.2	3.7	5.2	5.2	5.3	5.2	4.3	4.9	4.9	5.6	5.2	5.3	4.4	4.8	5.1	WOMG-F, 103.1 (O)	
WMFX-F										4.6	2.9	7.2	6.7	8.9	6.7	5.9	6.3	4.3	6.2	4.8	6.3	6.9	6.4	6.3	6.9	6.1	5.6	5.8	WMFX-F, 102.3 (CL AOR)	
WFMV-F																		3.1	5.1	6.1	5.5	6.1	5.9	5.5	5.4	6.4	6.4	7.4	WFMV-F, 95.3 (G)	
WHXT-F																								7.2	7.7	8.2	8.6	7.1	WHXT-F, 103.9 (B)	
WLXC-F																				0.8	1.6	1.7	1.9	1.4	4.3	3.7	4.1	5.5	5.5	WLXC-F, 98.5 (B/AC)

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>
WNOK-F	27.9	31.1	33.3	37.6	36.1	27.9	31.6	27.9	24.4	25.3	22.5	23.2	23.5	17.3	17.2	21.8	21.2	22.8	25.1	24.4	22.9	21.3	20.2	18.9	17.3
WCOS-F	20.6	24.1	29.2	30.6	28.0	29.7	30.4	26.9	28.2	30.5	31.6	31.1	28.5	25.2	26.0	22.7	19.8	20.8	21.3	19.9	19.4	18.2	18.3	19.6	20.7
WCOS	-	14.7	7.3	7.5	6.4	4.7	6.4	3.5	4.5	3.8	1.9	1.5	1.3	2.6	-	1.3	-	3.8	5.7	4.6	5.3	3.8	4.6	3.2	3.9
WVOC	31.0	32.5	28.5	21.2	23.5	16.6	17.2	13.9	13.3	12.9	16.3	15.0	15.9	17.8	17.1	17.9	16.0	15.2	13.2	16.9	15.2	17.1	17.7	10.1	11.4
WISW	19.2	25.5	19.6	21.3	23.3	14.2	10.9	15.5	10.6	10.5	10.5	7.5	4.9	7.2	5.2	3.4	5.0	5.4	6.7	6.5	7.6	6.6	4.9	6.6	6.6
WWDM-F	15.6	16.3	17.1	21.5	18.3	18.1	17.3	23.3	22.5	23.7	24.8	23.0	21.9	24.5	25.6	22.3	25.6	25.5	22.9	22.5	15.6	16.1	17.0	17.4	17.1
WLTY-F	16.2	15.2	19.2	23.7	25.8	20.9	19.8	16.5	7.8	9.0	12.5	12.3	11.1	14.5	14.1	10.3	9.3	8.7	7.7	10.1	7.6	9.4	7.7	8.2	10.4
WARQ-F	16.7	9.8	10.7	13.3	12.3	12.5	9.8	11.6	12.7	8.6	13.2	10.7	12.1	12.1	11.1	12.7	14.2	14.2	13.8	13.7	12.0	13.1	11.2	11.2	11.4
WGCV	-	-	-	6.2	4.6	-	3.7	5.4	3.7	6.6	7.2	6.0	6.0	7.6	7.0	-	3.3	2.4	2.5	1.6	2.0	2.0	1.8	1.0	2.2
WXBT-F	14.0	12.9	9.3	12.3	13.7	16.4	14.7	9.7	12.5	13.5	11.1	10.7	8.4	10.2	12.9	10.8	12.8	11.2	10.9	9.8	10.0	11.2	7.9	6.3	11.8
WTCB-F				3.3	6.3	4.8	6.4	15.7	14.3	12.2	14.3	16.1	15.1	15.2	15.5	16.5	15.9	15.4	15.3	14.9	12.5	12.8	12.5	12.9	14.8
WOMG-F					15.7	16.8	14.3	19.4	15.1	10.5	10.0	10.1	14.1	15.6	16.3	14.1	11.8	14.1	14.6	14.1	13.1	13.4	10.3	10.7	13.4
WMFX-F							11.2	9.3	16.8	14.9	20.7	18.1	15.3	12.1	11.3	13.2	15.0	14.2	15.5	15.8	14.2	14.9	12.7	12.9	13.2
WFMV-F															7.1	11.5	11.1	10.7	11.2	12.3	9.8	10.8	10.9	12.3	13.3
WHXT-F																					13.3	15.7	16.0	16.5	14.3
WLXC-F																3.2	5.4	4.7	5.7	5.6	8.6	9.4	9.0	9.6	11.5

COLUMBIA, SC.

	<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	4.3	--	--	--	--	--	--	--	16.0 %	43.5 %	--	--	--	1976
1977	4.7	9.3 %	--	--	--	--	--	--	14.2	59.2	15	--	--	1977
1978	5.7	21.3	--	--	--	--	--	--	15.1	59.6	16	--	--	1978
1979	6.2	8.8	--	--	--	--	--	--	15.0	62.9	15	--	--	1979
1980	7.1	14.5	--	--	--	--	--	--	15.0	62.6	13	--	--	1980
1981	7.6	7.0	.413	18.40	1.8	.0042	--	--	14.5	72.3	13	--	--	1981
1982	8.0	5.3	.424	18.87	1.9	.0042	--	--	18.6	68.4	15	--	--	1982
1983	8.7	8.8	.435	20.00	2.1	.0041	.109	--	19.1	70.0	16	11	--	1983
1984	9.4	8.0	.440	21.36	2.2	.0042	.107	WCOS-F	17.8	78.9	15	11	--	1984
1985	10.3	9.6	.443	23.04	2.4	.0041	.116	WNOK-F	17.1	83.9	16	11	--	1985
1986	11.5	11.7	.448	25.61	2.6	.0043	.128	WCOS-F	17.8	80.3	17	12	--	1986
1987	11.9	3.5	.450	26.44	2.7	.0044	.132	WCOS-F	18.2	86.6	14	11	10.5	1987
1988	12.7	6.7	.460	27.61	2.9	.0044	.139	WCOS-F	16.9	84.0	16	11	8.5	1988
1989	13.3	4.7	.461	28.85	3.3	.0040	.151	WCOS-F	19.0	82.9	17	11	11.4	1989
1990	14.1	6.0	.458	30.32	3.5	.0040	.162	WCOS-F	17.5	87.3	16	10.5	11.4	1990
1991	14.9	5.7	.462	32.25	3.7	.0040	.175	WCOS-F	17.1	85.4	18	11	13.8	1991
1992	15.1	1.0	.464	32.54	3.8	.0039	.177	WCOS-F	16.5	84.7	16	12	14.9	1992
1993	15.4	2.5	.471	32.70	4.1	.0038	.179	WWDM-F	17.5	84.0	16	12	13.5	1993
1994	16.9	9.8	.480	35.21	4.6	.0037	.196	WWDM-F	16.9	90.9	17	10.5	13.3	1994
1995	18.4	8.9	.495	34.95	4.5	.0038	.204	WWDM-F	15.7	88.7	19	11.5	13.6	1995
1996	21.8	18.5	.500	43.60	4.6	.0047	.250	WWDM-F	16.6	90.4	19	12	12.1	1996
1997	23.9	9.6	.496	48.28	4.8	.0049	.281	WWDM-F	16.5	89.6	19	12.5	14.3	1997
1998	26.0	8.8	.515	51.40	5.0	.0052	.301	WWDM-F	14.8	87.2	23	12.5	11.7	1998
1999	27.1	4.1	.524	51.72	5.5	.0049	.325	WWDM-F	15.4	89.3	21	13	13.9	1999
2000	30.2	11.4	.525	57.52	7.2	.0042	.354	WCOS-F	14.4	87.3	19	14.5	14.7	2000
2001	27.4	-9.3	.543	50.46	7.7	.0036	.331	WNOK-F	14.5	87.7	19	14.5	16.9	2001
2002	31.7	NM	.548	57.85	8.1	.0039	.387	WCOS-F	14.0	86.6	20	--	17.1	2002
2003	30.1	-5.0	.555	54.23	8.5	.0035	.368	WCOS-F	13.9	86.9	20	14.5	17.7	2003

MAJOR STATIONS - JANUARY 2004

WCOS	1400	1KW	Sports	Clear Channel	WLXC-F	98.5	6KW@328	Black AC	Citadel
WGCV	620	1KW/126W	Gospel		WMFX-F	102.3	6KW@328	Classic AOR	Inner City
WISW	1320	5KW/2.5KW (DA-N)	Talk	Citadel	WNOK-F	104.7	96KW@1033 (DA)	CHR	Clear Channel
WVOC	560	5KW (DA-N)	News/Talk	Clear Channel	WOMG-F	103.1	6KW@300	Oldies	Citadel
					WTCB-F	106.7	100KW@687 (DA)	AC	Citadel
WARQ-F	93.5	2.8KW@443	AOR-Modern	Inner City	WWDM-F	101.3	100KW@1322 (DA)	Black	Inner City
WCOS-F	97.5	100KW@981	Country	Clear Channel	WXBT-F	100.1	6KW@328	Black	Clear Channel
WFMV-F	95.3	6KW@328 (DA)	Gospel						
WHXT-F	103.9	9KW@531	Black	Inner City					
WLTY-F	96.7	3.3KW@443	Soft AC	Clear Channel					

COLUMBIA, SC.

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000		
CHR/AOR	41	30	32	CHR AOR/CL	22 --	15 11	18 8	7 12	11 10	10 15	14	
MOR/AC	23	18	13	MOR/FS AC/OLD	7 8	-- 12	-- 16	14	AC OLDIES	9 5	12 7	6 6
COUNTRY BTFL/EZ/SAC	7 12	18 7	17 8		24 8	21 8	19 5	23		18 15	11	11
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ						5 7	9			7 7	7 8	8 2
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL			3								5	5
	7	3	3		3	2	2	5	2	9	8	4
												6
												6
												4
												2
												2
												27
												5
												8

STATION NOTES

(Major call letter and format changes)

WARQ	WXRY until 83; WCEZ until 90; WAAS until 92; EZ until 90; AC until 92
WTCB-F	WIGL until 85; Country until 85
WLTY-F	WZLD until 88; AC until 88; WYYS and CHR until 91; WHKZ until 98; Country until 98
WOMG-F	WMMC until 88; WPRH until 89; Black/CHR until 89
WMFX-F	WWGO until 87; Oldies until 87; AOR until 90
WXBT-F	WSCQ until 03; EZ or Soft AC until 99
WCOS-F	CHR until 77
WNOK-F	MOR/AC until --
WGCV	WLFF until 85; Standards until 84; WTGH until 03
WVOC	WIS until 87; MOR/FS until 87
WCOS	Country until about 94

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WOIC		\$	650,000
1978 WNOK AF			1,066,000
1979 WTGH			314,000
1981 WTGH	Sold to Liggett		290,000
1981 WZLD-F	Sold to Liggett		1,000,000
1982 WDIX, WTCB-F	Sold to Confer-Rothfuss		1,250,000
1983 WTGH	Sold by Liggett		335,000
1984 WZLD-F	From Liggett to Fidelity		1,500,000
1986 WOIC	Sold to Burkhardt/Phillips		750,000
1986 WMMC-F	Sold to Burkhardt/Phillips		1,300,000
1986 WWGO-F (St. Charles)			1,200,000
1986 WIS	Sold by Cosmos		2,000,000
1986 WCEZ-F			2,000,000
1987 WMFX-F			2,000,000
1987 WFIG, WWDM-F (56%)			3,000,000
1988 WOIC, WOMG-F	Sold to John Price		2,750,000
1989 WTCB-F	From Keymarket to Bloomington		5,500,000
1989 WWDM-F, WFIG (Sumter) 35%			3,700,000
1989 WQXL			136,000
1989 WCOS AF	From GHB to Rgan Henry		12,500,000
1989 WMFX-F (St. Andrews)	From Signature to Baum		5,000,000
1989 WOIC, WNOK-F	From Audubon to Voyager		7,500,000
1990 WTGH	Sold to Willis		500,000
1990 WVOC/WCEZ-F	Sold to Bunyard/Dames		2,550,000
1993 WCOS A/F	From Ragan Henry to Benchmark		9,600,000
1993 WHKZ-F	Sold to Benchmark		2,700,000
1993 WMFX-F	Taken over by Pitts. Nat. Bank		4,500,000
1993 WOIC, WNOK-F	From Voyager to Hicks.Muse.Weber		4,800,000
1994 WOIC, WNOK-F	Sold to WMFX owner		5,000,000
1994 WVOC	Sold to Benchmark		2,500,000
1994 WOMG A/F	From John Price to Bloomington		3,000,000
1996 WARQ-F	From Radio Equity to Clear Channel		3,000,000
1996 WWDM-F	From Radio Equity to Clear Channel		17,500,000
1996 WSCQ-F	Sold to Benchmark		4,100,000
1996 WCOS A/F	From Benchmark to Capster		14,000,000
1996 WHKZ-F	From Benchmark to Capster		3,500,000
1996 WVOC	From Benchmark to Capster		3,800,000
1996 WSCQ-F	From Benchmark to Capster		4,500,000
1997 WOIC, WMFX-F	Sold to Clear Channel		5,500,000
1997 WNOK-F	Sold to Capstar		9,300,000
1998	Bloomington stations sold to Bloomington Management		---
1998 WKWQ-F			3,400,000
2000	Bloomington stations sold to Citadel		---
2000	Capstar stations sold to Clear Channel		---
2000 WOIC, WARQ-F, WMFX-F, WWDM-F	Divested by Clear Channel to Inner City		---
2002 WGVC-F (106.3, Newberry)	Sold to Bamstable		4,000,000
2003 WHXT-F	Sold to Inner City		9,000,000 (E)

COLUMBIA, SC.

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WCOS-F	2.6	WNOK-F	2.8	WCOS-F	2.6	WCOS-F	2.7	WCOS-F	2.9	WCOS-F	3.0
2 WNOK-F	1.5	WCOX-F	2.6	WNOK-F	2.6	WNOK-F	2.4	WWDM-F	2.1	WMFX-F	2.3
3 WSCQ-F	1.2	WSCQ-F	1.4	WWDM-F	1.7	WWDM-F	1.5	WNOK-F	2.0	WWDM-F	2.2
4 WZLD-F	0.8	WIS	1.3	WTCB-F	1.8	WTCB-F	1.4	WMFX-F	1.6	WTCB-F	1.8
5 WWDM-F	0.8	WWDM-F	1.2	WIS	1.1	WSCQ-F	1.0	WTCB-F	1.4	WNOK-F	1.8
6 WIS	0.8	WTCB-F	1.1	WSCQ-F	1.1	WMMC-F	0.8				
7		WZLD-F	0.9	WMMC-F	1.1	WMFX-F	0.7				
8		WCEZ-F	0.8	WCEZ-F	0.7						
9											
10											
1990		1991		1992		1993		1994		1995	
1 WCOS-F	3.1	WCOS AF	3.1	WCOS AF	2.8	WWDM-F	3.0	WWDM-F	3.5	WWDM-F	3.3
2 WWDM-F	2.4	WWDM-F	2.5	WWDM-F	2.6	WCOS AF	2.9	WCOS AF	3.4	WCOS AF	3.1
3 WTCB-F	2.1	WNOK-F	1.9	WMFX-F	2.1	WTCB-F	2.1	WTCB-F	2.2	WTCB-F	2.8
4 WMFX-F	1.9	WMFX-F	1.9	WNOK-F	1.9	WNOK-F	1.7	WNOK-F	1.7	WNOK-F	1.7
5 WNOK-F	1.8	WTCB-F	1.5	WTCB-F	1.4	WVOC	1.2	WMFX-F	1.4	WMFX-F	1.4
6 WOMG-F	1.0	WOMG-F	1.1	WOMG-F	1.1	WVOC	1.3	WVOC	1.3	WVOC	1.4
7 WVOC	0.6	WVOC	0.9	WVOC	1.1	WMFX-F	1.1	WOMG-F	1.2	WOMG-F	1.1
8		WSCQ-F	0.75	WHKZ-F	0.8	WHKZ-F	1.0	WHKZ-F	1.1	WHKZ-F	0.8
9		WAAS-F	0.4								
10											
11											
1996		1997		1998		1999		2000		2001	
1 WWDM-F	4.2	WWDM-F	4.5	WWDM-F	5.4	WWDM-F	5.4	WCOS-F	4.9	WNOK-F	4.5
2 WCOS-F	3.8	WCOS-F	3.7	WTCB-F	3.8	WCOS-F	3.8	WNOK-F	4.9	WCOS-F	3.9
3 WTCB-F	3.2	WTCB-F	3.5	WCOS-F	3.7	WNOK-F	3.4	WWDM-F	3.6	WMFX-F	2.7
4 WNOK-F	2.1	WNOK-F	3.0	WNOK-F	3.3	WTCB-F	3.3	WTCB-F	3.4	WWDM-F	2.6
5 WMFX-F	1.8	WMFX-F	2.0	WMFX-F	2.5	WMFX-F	2.7	WMFX-F	2.8	WVOC	2.3
6 WVOC	1.6	WVOC AA	1.8	WVOC	1.8	WVOC	1.7	WVOC	2.0	WTCB-F	2.3
7 WOMG-F	1.0	WSCQ-F	1.6	WSCQ-F	1.5	WARQ-F	1.5	WOMG-F	1.7	WHXT-F	1.8
8 WARQ-F	0.9	WOMG-F	1.0	WOMG-F	1.4	WOMG-F	1.5	WARQ-F	1.5	WOMG-F	1.4
9 WSCQ-F	0.8	WARQ-F	0.9	WARQ-F	1.3	WSCQ-F	0.8	WHXT FF	1.2	WARQ-F	1.3
10 WHKZ-F	0.8	WFMV-F	0.7	WFMV FF	0.7	WLXC-F	0.8	WLXC-F	1.0	WLXC-F	0.9
11										WLTY-F	0.9
12										WSCQ-F	0.8
2002		2003									
1 WCOS-F	5.0	WCOS-F	5.4								
2 WNOK-F	3.9	WTCB-F	3.8								
3 WTCB-F	3.8	WNOK-F	3.5								
4 WMFX-F	2.9	WMFX-F	2.9								
5 WHXT-F	2.6	WWDM-F	2.2								
6 WWDM-F	2.4	WHXT-F	1.9								
7 WVOC	2.1	WVOC	1.8								
8 WARQ-F	1.9	WOMG-F	1.8								
9 WLXC-F	1.5	WLXC-F	1.7								
10 WOMG-F	1.5	WARQ-F	1.4								
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Benchmark	\$ 5.8 (34.1)	1 Benchmark	\$ 5.3 (30.6)	1 Capstar	\$ 7.3 (33.3)
2 Radio Equity	3.9 (23.0)	2 Radio Equity	4.0 (23.1)	2 Clear Channel	5.1 (23.2)
3 Bloomington	3.4 (20.0)	3 Bloomington	3.9 (22.5)	3 Bloomington	4.3 (19.5)
4 WMFX, WNOK, WOIC	3.3 (19.4)	4 WMFX, WNOK, WOIC	3.1 (17.9)	4 WMFX, WNOK, WOIC	4.1 (18.6)
1997		1998		1999	
1 Capstar	\$ 10.7 (44.8)	1 Capstar	\$ 10.8 (41.5)	1 Clear Channel	\$ 10.5 (38.7)
2 Clear Channel	7.6 (31.7)	2 Clear Channel	9.3 (35.8)	2 Inner City	9.7 (35.8)
3 Bloomington	4.6 (19.2)	3 Bloomington	5.1 (19.6)	3 Citadel	6.0 (22.1)
2000		2001		2002	
1 Clear Channel	\$ 13.4 (44.4)	1 Clear Channel	\$ 12.7 (46.3)	1 Clear Channel	\$ 12.9
2 Inner City	6.0 (26.5)	2 Inner City	6.7 (24.5)	2 Inner City	10.1
3 Citadel	6.9 (22.9)	3 Citadel	5.1 (18.7)	3 Citadel	7.6
		4 WHXT, WZMJ	1.9 (7.1)		
2003					
		1 Clear Channel	\$ 12.1	All 2002 and 2003 financial data is provided by BIA Financial.	
		2 Inner City	8.8		
		3 Citadel	8.1		
		4			
		5			

DUNCAN'S COMMENTS:

Columbia has been a moderately healthy small radio market. It grew slowly until the mid 1990's when revenue gains accelerated. The number of viable stations has grown slowly and that has helped Columbia. Yet listening levels are rapidly falling (-27% since 1989) and is a concern.

WCOS has been the most consistently successful station in Columbia. WWDM was once a great Black station but it has been badly hurt by three stations that have moved into Columbia in the last decade.