

**COLUMBUS, OH.  
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> |                        |                     |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|------------------------|---------------------|
| WTVN   | 11.9      | 13.8      | 15.2      | 12.2      | 13.1      | 11.2      | 10.2      | 10.3      | 9.8       | 9.6       | 10.3      | 8.0       | 10.0      | 9.2       | 8.4       | 9.4       | 9.4       | 8.9       | 8.8       | 9.0       | 8.4       | 8.2       | 7.0       | 7.6       | 8.0       | 7.2         | 8.2       | 8.3       | 7.8       | WTVN, 610 (NT)         |                     |
| WLWQ-F | 5.2       | 5.1       | 4.9       | 6.7       | 10.3      | 13.3      | 14.3      | 11.8      | 12.6      | 13.8      | 13.4      | 12.9      | 10.4      | 8.9       | 7.7       | 7.7       | 8.0       | 6.9       | 7.5       | 6.3       | 6.2       | 6.1       | 5.5       | 5.6       | 6.5       | 5.9         | 5.8       | 5.5       | 5.9       | WLWQ-F, 96.3 (AOR)     |                     |
| WCOL   | 13.7      | 10.2      | 9.3       | 7.5       | 5.4       | 6.0       | 7.6       | 6.1       | 4.5       | 3.0       | 1.0       | 1.7       | 1.7       | 3.2       | 2.1       | 2.0       | 0.7       | 0.9       | 2.6       | 1.6       | 1.4       | 1.3       | 0.8       | 1.2       | 0.9       | 0.7         | 0.9       | 0.7       | 0.6       | WCOL, 1230 (S)         |                     |
| WCOL-F | 4.5       | 6.8       | 5.0       | 7.5       | 7.7       | 8.7       | 10.9      | 9.8       | 9.0       | 9.7       | 10.8      | 8.4       | 8.6       | 6.4       | 7.0       | 5.3       | 5.1       | 4.0       | 4.0       | 6.8       | 8.2       | 8.1       | 9.2       | 7.9       | 6.8       | 6.0         | 6.1       | 6.4       | 7.2       | WCOL-F, 92.3 (C)       |                     |
| WNCI-F | 6.8       | 11.5      | 12.9      | 12.4      | 12.0      | 11.4      | 9.3       | 7.3       | 7.4       | 5.9       | 5.1       | 8.4       | 9.5       | 11.9      | 15.1      | 13.5      | 9.3       | 9.4       | 7.7       | 7.9       | 8.8       | 9.0       | 9.5       | 9.1       | 9.3       | 8.8         | 8.7       | 8.4       | 7.9       | WNCI-F, 97.9 (CHR)     |                     |
| WBNS   | 9.0       | 8.6       | 7.5       | 7.8       | 7.6       | 6.0       | 6.3       | 6.3       | 4.5       | 3.0       | 2.7       | 2.4       | 2.2       | 1.9       | 1.8       | 2.7       | 2.7       | 3.0       | 3.0       | 2.2       | 1.8       | 1.7       | 1.8       | 1.8       | 2.0       | 2.0         | 1.8       | 1.8       | 2.1       | WBNS, 1460 (S)         |                     |
| WBNS-F | 11.1      | 10.3      | 14.0      | 13.2      | 12.4      | 9.9       | 7.3       | 7.2       | 10.7      | 10.5      | 11.2      | 10.2      | 9.9       | 8.7       | 7.1       | 5.0       | 4.9       | 3.0       | 2.8       | 4.2       | 4.7       | 5.3       | 5.2       | 5.1       | 4.9       | 5.3         | 6.2       | 6.0       | 5.4       | WBNS-F, 97.1 (AC)      |                     |
| WBZX-F | -         | -         | 1.8       | 1.6       | 2.4       | 2.8       | 3.0       | 2.4       | 4.5       | 5.1       | 4.1       | 5.6       | 4.4       | 5.5       | 5.0       | 4.9       | 5.1       | 5.1       | 5.7       | 6.9       | 7.8       | 6.2       | 5.1       | 4.7       | 5.2       | 5.3         | 5.0       | 5.4       | 4.9       | WBZX-F, 99.7 (AOR)     |                     |
| WMNI   | 8.1       | 5.3       | 5.6       | 5.5       | 6.6       | 6.6       | 6.5       | 5.8       | 3.4       | 3.7       | 3.5       | 3.1       | 3.6       | 2.7       | 2.7       | 1.7       | 2.4       | 2.4       | 1.7       | 1.4       | 1.2       | 1.3       | 2.8       | 3.0       | 2.9       | 2.9         | 2.6       | 2.6       | 1.7       | WMNI, 920 (ST)         |                     |
| WVVO   | 3.0       | 4.3       | 3.5       | 2.5       | 2.4       | 3.5       | 2.7       | 6.8       | 6.4       | 4.9       | 3.0       | 3.5       | 2.9       | 3.3       | 3.8       | 4.3       | 2.6       | 3.4       | 3.0       | 3.7       | 3.0       | 1.4       | 1.9       | 1.7       | 1.5       | 1.4         | 0.8       | 0.7       | 0.6       | WVVO, 1580 (G)         |                     |
| WSNY-F | -         | 2.6       | 2.9       | 3.7       | 2.7       | 2.6       | 4.1       | 7.7       | 7.7       | 8.0       | 10.2      | 9.7       | 9.2       | 11.6      | 10.6      | 10.4      | 9.0       | 8.6       | 8.2       | 7.8       | 6.7       | 7.7       | 7.9       | 7.2       | 7.3       | 7.3         | 7.0       | 7.2       | 6.4       | WSNY-F, 94.7 (AC)      |                     |
| WHOK-F | -         | 1.3       | 2.4       | 2.4       | 3.1       | 3.3       | 4.2       | 3.7       | 2.8       | 3.4       | 3.3       | 4.2       | 4.6       | 4.8       | 5.8       | 5.5       | 6.3       | 6.1       | 6.1       | 5.0       | 4.4       | 4.1       | 4.8       | 4.1       | 3.8       | 3.6         | 3.5       | 2.8       | 3.2       | WHOK-F, 95.5 (C)       |                     |
| WJYD-F |           |           |           |           |           |           |           | 0.3       | 0.8       | 1.3       | 2.7       | 0.9       | 1.8       | 1.9       | 1.1       | 2.4       | 2.0       | 2.5       | 3.1       | 5.0       | 4.6       | 2.2       | 2.6       | 0.6       | 0.8       | 1.0         | 1.2       | 1.2       | 1.3       | WJYD-F, 106.3 (G)      |                     |
| WSMZ-F |           |           |           |           |           |           |           |           |           | 2.1       | 2.3       | 1.8       | 2.2       | 1.6       | 2.2       | 1.4       | 1.2       | 0.7       | 0.6       | 0.9       | 0.7       | 0.7       | 1.2       | 0.8       | 0.8       | 0.5         | 1.0       | 1.3       | 0.8       | WSMZ-F, 103.1 (B/O)    |                     |
| WRFD   |           |           |           |           |           |           | 0.6       | 1.2       | 1.3       | 1.6       | 1.9       | 1.2       | 1.3       | 1.3       | 1.1       | 0.6       | 0.6       | 0.7       | 0.6       | 0.6       | 0.5       | 0.7       | 0.6       | 0.7       | 0.6       | 0.6         | 0.6       | 0.5       | 0.7       | WRFD, 880 (REL)        |                     |
| WEQE-F |           |           |           |           |           |           | 1.2       | 1.7       | 2.0       | 1.8       | 1.6       | 1.8       | 2.2       | 1.9       | 1.9       | 1.5       | 1.4       | -         | -         | -         | -         | -         | -         | 1.8       | 2.0       | 2.1         | 1.6       | 1.5       | 1.5       | WEQE-F, 103.9 (CH)     |                     |
| WCLT-F |           |           |           |           |           |           |           |           |           |           |           | 1.3       | 0.8       | 0.8       | 0.9       | 2.3       | 2.6       | 2.9       | 3.8       | 2.5       | 2.6       | 2.0       | 2.3       | 2.2       | 1.8       | 2.5         | 2.2       | 2.1       | 2.3       | WCLT-F, 100.3 (C)      |                     |
| WFJX-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 4.1       | 3.7       | 4.0       | -         | -         | -         | -         | 3.4       | 2.0       | 1.7         | 2.3       | 2.4       | 2.9       | WFJX-F, 105.7 (CL AOR) |                     |
| WWCD-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 1.5       | 2.2       | 1.9       | 2.3       | 2.6       | 2.7       | 2.7       | 2.0       | 1.6       | 2.2       | 2.1         | 1.9       | 2.0       | 2.2       | WWCD-F, 101.1 (AOR)    |                     |
| WXMG-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0.8       | 1.7       | 2.0       | 4.5       | 5.7       | 3.4       | 2.9       | 2.3       | 3.5       | 1.2       | 2.2       | 2.9         | 2.7       | 2.5       | 3.4       | WXMG-F, 98.9 (B/O)     |                     |
| WAZU-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 1.2       | 0.8       | 1.2       | 1.5       | 1.2       | 1.8         | 2.0       | 1.6       | 1.5       | 1.5                    | WAZU-F, 107.1 (AOR) |
| WCKX-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 4.9       | 4.7       | 6.9       | 6.8         | 7.8       | 7.7       | 7.2       | 7.4                    | WCKX-F, 107.5 (B)   |
| WJZA-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0.4       | 0.3       | 0.9       | 0.5       | 0.4       | 1.9       | 2.6       | 1.5         | 1.5       | 1.4       | 1.3       | WJZA-F, 103.5 (J)      |                     |
| WODB-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 2.1       | 2.1         | 1.6       | 2.0       | 2.3       | 2.5                    | WODB-F, 107.9 (O)   |
| WCVO-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |             |           | 1.9       | 1.8       | 2.3                    | WCVO-F, 104.9 (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> |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|
| WTVN   | 29.7      | 25.9      | 21.9      | 26.5      | 21.0      | 21.8      | 22.1      | 18.3      | 20.4      | 19.3      | 16.3      | 17.9      | 19.2      | 18.1      | 16.7      | 18.6      | 18.0      | 18.1      | 16.6      | 17.4      | 17.7      | 17.2        | 19.4      | 16.8      | 16.5      |
| WLWQ-F | 16.8      | 21.1      | 26.1      | 23.2      | 23.7      | 23.6      | 23.8      | 21.9      | 21.7      | 16.8      | 19.4      | 16.0      | 18.5      | 17.1      | 16.1      | 15.6      | 15.8      | 13.6      | 12.4      | 12.3      | 14.4      | 13.1        | 12.0      | 11.3      | 12.7      |
| WCOL   | 22.5      | 22.7      | 16.5      | 14.1      | 11.0      | 10.3      | 4.4       | 6.0       | 6.0       | 6.5       | 5.9       | 7.0       | 3.2       | 5.9       | 6.1       | 4.1       | 4.5       | 4.1       | 2.4       | 3.7       | 3.6       | 3.7         | 3.3       | 2.6       | 2.6       |
| WCOL-F | 19.7      | 22.5      | 24.0      | 27.5      | 23.0      | 26.6      | 26.0      | 21.3      | 22.9      | 20.0      | 19.1      | 17.4      | 13.6      | 13.0      | 12.1      | 16.8      | 16.7      | 17.0      | 17.5      | 15.7      |           | 14.4        | 12.9      | 14.0      | 13.3      |
| WNCI-F | 30.2      | 27.5      | 24.6      | 24.8      | 25.4      | 19.8      | 19.1      | 24.7      | 22.7      | 25.6      | 30.8      | 28.2      | 23.9      | 23.2      | 18.5      | 20.6      | 22.3      | 25.4      | 25.3      | 25.2      | 22.7      | 23.8        | 24.1      | 23.0      | 23.3      |
| WBNS   | 22.3      | 20.8      | 21.0      | 18.9      | 14.2      | 10.2      | 9.1       | 7.3       | 6.0       | 4.8       | 4.4       | 4.5       | 5.2       | 11.7      | 11.0      | 10.5      | 9.6       | 9.8       | 9.0       | 8.4       | 7.5       | 9.2         | 7.9       | 8.8       | 9.2       |
| WBNS-F | 25.4      | 21.1      | 16.7      | 17.0      | 17.6      | 17.7      | 18.7      | 18.4      | 17.9      | 18.1      | 16.9      | 13.0      | 13.3      | 10.6      | 10.8      | 14.2      | 15.1      | 14.5      | 16.9      | 15.9      | 15.7      | 14.4        | 20.8      | 19.2      | 17.3      |
| WBZX-F | 8.6       | -         | -         | 7.7       | 9.8       | 11.1      | 7.4       | 9.0       | 12.5      | 12.0      | 15.0      | 10.7      | 13.4      | 16.1      | 13.6      | 15.6      | 17.2      | 15.6      | 15.2      | 12.5      | 14.7      | 14.1        | 15.4      | 14.1      | 12.3      |
| WMNI   | 14.1      | 14.3      | 13.7      | 11.8      | 8.5       | 9.5       | 8.3       | 6.1       | 6.5       | 5.3       | 5.2       | 3.7       | 4.6       | 3.9       | 3.5       | 3.1       | 3.0       | 2.7       | 5.6       | 6.5       | 5.9       | 5.2         | 5.0       | 4.0       | 3.9       |
| WVVO   | -         | 7.3       | -         | 8.2       | 10.1      | 10.7      | 6.7       | 9.6       | 7.1       | 6.7       | 6.5       | 7.4       | 7.1       | 5.6       | 6.6       | 7.1       | 6.4       | 3.5       | 3.3       | 2.8       | 3.2       | 2.5         | 1.8       | 1.2       | 1.4       |
| WSNY-F | -         | 8.1       | 9.9       | 11.6      | 20.5      | 19.9      | 22.5      | 24.4      | 19.8      | 24.1      | 23.9      | 21.6      | 22.2      | 22.1      | 21.4      | 19.4      | 15.8      | 18.2      | 18.5      | 17.2      | 17.4      | 17.1        | 17.0      | 16.5      | 15.3      |
| WHOK-F | 6.1       | 5.1       | 7.3       | 6.4       | 7.5       | 7.5       | 7.5       | 5.5       | 8.6       | 9.9       | 10.0      | 9.6       | 14.3      | 13.3      | 13.4      | 10.8      | 11.6      | 10.8      | 10.7      | 11.3      | 11.3      | 10.7        | 9.3       | 7.6       | 10.1      |
| WJYD-F |           |           |           |           |           |           | 4.4       | 3.8       | 1.8       | 5.1       | 3.6       | 4.5       | 4.6       | 7.1       | 6.7       | 9.6       | 9.2       | 7.1       | 8.7       | 2.5       | 2.6       | 3.4         | 2.5       | 2.5       | 3.3       |
| WSMZ-F |           |           |           |           |           |           | 7.7       | 6.0       | 6.0       | 4.6       | 6.4       | 6.1       | 3.5       | 3.8       | 3.1       | 3.0       | 2.1       | 2.8       | 2.9       | 2.2       | 2.4       | 1.3         | 2.4       | 3.0       | 5.0       |
| WRFD   |           |           |           |           |           |           |           | 3.8       | 3.6       | 3.4       | 2.6       | 2.4       | 2.8       | 2.2       | 2.2       | 2.8       | 1.9       | 2.3       | 1.9       | 1.7       | 1.6       | 1.2         | 2.2       | 1.7       | 1.3       |
| WEQE-F |           |           |           | 5.4       | 5.1       | 4.7       | 4.8       | 7.4       | 6.0       | 6.2       |           | 5.0       | 4.8       | -         | -         | -         | -         | -         | -         | 4.9       | 6.2       | 6.4         | 6.1       | 6.0       | 4.9       |
| WCLT-F |           |           |           |           |           |           |           | 2.4       | 2.9       | 2.6       |           | 4.9       | 4.9       | 5.8       | 6.6       | 5.0       | 5.5       | 4.0       | 4.7       | 4.3       | 3.7       | 4.2         | 4.8       | 4.6       | 4.2       |
| WFJX-F |           |           |           |           |           |           |           |           |           |           |           | -         | 10.1      | 9.6       | 12.1      | -         | -         | -         | -         | 9.3       | 8.6       | 8.4         | 9.4       | 7.8       | 8.7       |
| WWCD-F |           |           |           |           |           |           |           |           |           |           |           | 2.8       | 5.6       | 7.1       | 7.5       | 8.8       | 10.2      | 9.8       | 7.4       | 6.4       | 6.4       | 6.1         | 8.3       | 8.1       | 6.2       |
| WXMG-F |           |           |           |           |           |           |           |           |           |           |           | 6.6       | 5.0       | 10.1      | 13.5      | 9.9       | 8.1       | 6.8       | 12.4      | 5.2       | 6.9       | 7.0         | 7.3       | 6.3       | 7.2       |
| WAZU-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 6.5       | 3.7       | 4.2       | 4.5       | 4.5       | 6.0       |             |           |           |           |

**COLUMBUS, OH.**

|      | <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 | 13.5                  | --                    | --                | --                        | --                  | --                            | --                             | --                              | 14.9 %                            | 46.1 %          | --                    | --                     | --                                | 1976 |      |
| 1977 | 14.9                  | 10.4 %                | --                | --                        | --                  | --                            | --                             | --                              | 14.0                              | 49.9            | 19                    | --                     | --                                | 1977 |      |
| 1978 | 16.7                  | 12.1                  | --                | --                        | --                  | --                            | --                             | --                              | 15.2                              | 54.1            | 18                    | --                     | --                                | 1978 |      |
| 1979 | 18.7                  | 12.0                  | --                | --                        | --                  | --                            | --                             | --                              | 15.1                              | 57.7            | 17                    | --                     | --                                | 1979 |      |
| 1980 | 20.1                  | 7.5                   | --                | --                        | --                  | --                            | --                             | --                              | 15.4                              | 59.2            | 17                    | --                     | --                                | 1980 |      |
| 1981 | 22.7                  | 12.9                  | 1.22              | 18.61                     | 5.4                 | .0042                         | --                             | --                              | 15.7                              | 63.7            | 18                    | --                     | --                                | 1981 |      |
| 1982 | 24.1                  | 6.2                   | 1.26              | 19.13                     | 6.0                 | .0040                         | --                             | --                              | 16.2                              | 60.3            | 18                    | --                     | --                                | 1982 |      |
| 1983 | 25.7                  | 6.6                   | 1.26              | 20.40                     | 6.5                 | .0040                         | .271                           | --                              | 16.7                              | 63.4            | 21                    | 13.5                   | --                                | 1983 |      |
| 1984 | 28.4                  | 10.5                  | 1.28              | 22.19                     | 7.3                 | .0039                         | .318                           | WTVN                            | 4.4                               | 16.8            | 66.5                  | 18                     | 13.5                              | --   | 1984 |
| 1985 | 31.2                  | 9.9                   | 1.29              | 24.19                     | 8.1                 | .0039                         | .349                           | WTVN                            | 5.0                               | 16.1            | 73.0                  | 22                     | 14                                | --   | 1985 |
| 1986 | 32.7                  | 4.8                   | 1.30              | 25.15                     | 8.9                 | .0039                         | .385                           | WTVN                            | 6.2                               | 15.9            | 74.2                  | 22                     | 14                                | --   | 1986 |
| 1987 | 34.2                  | 4.6                   | 1.31              | 26.11                     | 9.0                 | .0038                         | .395                           | WLWQ-F                          | 6.5                               | 15.3            | 72.3                  | 21                     | 14                                | 10.3 | 1987 |
| 1988 | 38.5                  | 12.6                  | 1.33              | 28.95                     | 9.2                 | .0041                         | .444                           | WLWQ-F                          | 7.0                               | 15.8            | 72.5                  | 20                     | 13                                | 10.7 | 1988 |
| 1989 | 42.0                  | 9.1                   | 1.35              | 31.11                     | 10.3                | .0041                         | .499                           | WNCI-F                          | 8.1                               | 16.4            | 76.7                  | 21                     | 13                                | 13.1 | 1989 |
| 1990 | 42.0                  | 0                     | 1.39              | 30.88                     | 10.6                | .0038                         | .494                           | WNCI-F                          | 9.0                               | 16.3            | 74.3                  | 24                     | 13                                | 9.7  | 1990 |
| 1991 | 43.0                  | 2.4                   | 1.40              | 30.71                     | 10.8                | .0040                         | .512                           | WNCI-F                          | 8.2                               | 16.5            | 76.4                  | 26                     | 14                                | 13.4 | 1991 |
| 1992 | 45.3                  | 5.4                   | 1.42              | 31.90                     | 11.5                | .0039                         | .527                           | WSNY-F                          | 8.3                               | 15.8            | 75.1                  | 24                     | 16                                | 12.3 | 1992 |
| 1993 | 50.3                  | 10.9                  | 1.42              | 35.42                     | 12.4                | .0041                         | .604                           | WSNY-F                          | 9.0                               | 15.9            | 75.3                  | 27                     | 17                                | 13.6 | 1993 |
| 1994 | 55.5                  | 7.3                   | 1.44              | 38.54                     | 15.1                | .0037                         | .671                           | WSNY-F                          | 9.9                               | 15.4            | 78.8                  | 27                     | 18                                | 15.1 | 1994 |
| 1995 | 60.0                  | 7.5                   | 1.45              | 41.38                     | 16.8                | .0036                         | .713                           | WSNY-F                          | 9.4                               | 15.0            | 80.0                  | 25                     | 17                                | 15.0 | 1995 |
| 1996 | 63.5                  | 5.8                   | 1.46              | 43.49                     | 18.1                | .0035                         | .744                           | WSNY-F                          | 9.1                               | 14.6            | 82.7                  | 28                     | 18                                | 13.4 | 1996 |
| 1997 | 75.8                  | 19.4                  | 1.46              | 51.92                     | 19.6                | .0039                         | .873                           | WSNY-F                          | 11.1                              | 14.6            | 81.3                  | 27                     | 17.5                              | 12.1 | 1997 |
| 1998 | 84.8                  | 11.8                  | 1.47              | 57.68                     | 20.8                | .0041                         | .997                           | WSNY-F                          | 12.0                              | 14.1            | 80.4                  | 27                     | 17                                | 14.1 | 1998 |
| 1999 | 90.0                  | 5.8                   | 1.49              | 60.40                     | 22.9                | .0039                         | 1.08                           | WNCI-F                          | 12.7                              | 14.4            | 80.5                  | 28                     | 18                                | 13.0 | 1999 |
| 2000 | 96.4                  | 7.1                   | 1.51              | 63.67                     | 24.3                | .0040                         | 1.15                           | WNCI-F                          | 13.8                              | 14.4            | 81.6                  | 28                     | 18.5                              | 14.8 | 2000 |
| 2001 | 95.4                  | -1.0                  | 1.55              | 61.55                     | 26.7                | .0036                         | 1.11                           | WNCI-F                          | 13.5                              | 13.9            | 83.5                  | 28                     | 18.5                              | 13.1 | 2001 |
| 2002 | 105.1                 | NM                    | 1.57              | 66.94                     | 27.6                | .0038                         | 1.269                          | WSNY-F                          | 13.0                              | 13.5            | 79.7                  | 30                     | --                                | 15.9 | 2002 |
| 2003 | 110.1                 | 4.8                   | 1.58              | 69.68                     | 29.0                | .0038                         | 1.295                          | WSNY-F                          | 12.8                              | 12.8            | 84.0                  | 29                     | 19.5                              | 14.3 | 2003 |

**MAJOR STATIONS - JANUARY 2004**

|               |       |                 |              |               |               |       |                |              |               |
|---------------|-------|-----------------|--------------|---------------|---------------|-------|----------------|--------------|---------------|
| <b>WBNS</b>   | 1460  | 5KW/1KW (DA-N)  | Sports       |               | <b>WJYD-F</b> | 106.3 | 6KW@328 (DA)   | Gospel       | Radio One     |
| <b>WCOL</b>   | 1230  | 1KW             | Sports       | Clear Channel | <b>WJZA-F</b> | 103.5 | 4KW@404        | Jazz         | Saga          |
| <b>WMNI</b>   | 920   | 1KW/500W (DA-2) | Standards    |               | <b>WLWQ-F</b> | 96.3  | 18KW@753       | AOR          | CBS           |
| <b>WRFD</b>   | 880   | 23KW (DAYS)     | Religion     | Salem         | <b>WNCI-F</b> | 97.9  | 175KW@560 (DA) | CHR          | Clear Channel |
| <b>WTVN</b>   | 610   | 5KW (DA-N)      | Talk         | Clear Channel | <b>WODB-F</b> | 107.9 | 2.6KW@505      | Oldies       | Saga          |
| <b>WVKO</b>   | 1580  | 1KW/250W (DA-2) | Gospel       |               | <b>WSMZ-F</b> | 103.1 | 1.6KW@443      | Black Oldies |               |
| <b>WAZU-F</b> | 107.1 | 3KW@328         | AOR          | CBS           | <b>WSNY-F</b> | 94.7  | 22KW@753       | AC           | Saga          |
| <b>WBNS-F</b> | 97.1  | 21KW@780        | AC/CHR       |               | <b>WWCD-F</b> | 101.1 | 6KW@328 (DA)   | AOR-Modern   |               |
| <b>WBZX-F</b> | 99.7  | 20KW@783        | AOR          |               | <b>WXMG-F</b> | 98.9  | 2.6KW@505 (DA) | Black Oldies | Radio One     |
| <b>WCKX-F</b> | 107.5 | 2KW@413         | Black        | Radio One     |               |       |                |              |               |
| <b>WCLT-F</b> | 100.3 | 50KW@390        | Country      |               |               |       |                |              |               |
| <b>WCOL-F</b> | 92.3  | 22KW@753        | Country      | Clear Channel |               |       |                |              |               |
| <b>WCVO-F</b> | 104.9 | 6KW@308         | Religion     |               |               |       |                |              |               |
| <b>WEGE-F</b> | 103.9 | 5KW@345 (DA)    | Classic Hits |               |               |       |                |              |               |
| <b>WFJX-F</b> | 105.7 | 2.4KW@522       | Classic AOR  | Clear Channel |               |       |                |              |               |
| <b>WHOK-F</b> | 95.5  | 21KW@761 (DA)   | Country      | CBS           |               |       |                |              |               |

COLUMBUS, OH.

FORMAT SHARES (%)

|  | 77       | 80       | 82       | 84               | 87       | 90       | 92       | 95       | 98                | 2000              |                    |
|--|----------|----------|----------|------------------|----------|----------|----------|----------|-------------------|-------------------|--------------------|
| CHR/AOR  | 34       | 43       | 34       | CHR<br>AOR/CL    | 11<br>14 | 20<br>13 | 26<br>14 | 13<br>19 | 12<br>19          | 11<br>20          | 10<br>19           |
| MOR/AC   | 33       | 22       | 21       | MOR/FS<br>AC/OLD | 15<br>20 | 16<br>16 | 15<br>16 | 11<br>21 | 10<br>9           | 10<br>10          | See Talk<br>9      |
| COUNTRY<br>BTFL/EZ/SAC                             | 11<br>15 | 11<br>15 | 10<br>12 |                  | 16<br>12 | 9<br>11  | 11<br>6  | 20<br>3  | 23<br>4           | 17<br>15          | 15                 |
| NEWS/TALK<br>SPORTS<br>BLACK/URBAN<br>SMOOTH JAZZ  |          |          |          |                  |          |          |          |          | 2<br>1<br>9<br>-- | 2<br>2<br>13<br>2 | 10<br>3<br>13<br>3 |
| STANDARDS<br>HISPANIC<br>RELIG/GOSPEL<br>CLASSICAL | --       | --       | 10       |                  | --       | 2        | 3        | 3        | --                | 4                 | 3                  |
|  |          |          |          |                  | 2        | 1        | 2        | 3        | 2                 | 2                 | 4                  |

STATION NOTES

(Major call letter and format changes)

|        |   |
|--------|---|
| WCOL   | CHR until 79; AC until 80; Standards until 84; AC again until 85; News/Talk until 86; Standards until 90; Oldies until 93; WFII from 97-01; WZNV until 02 |
| WBZX-F | WMNI until 77; WRMZ until 86; WMGG until 92; MOR until 78; Disco until 79; EZ until 83; Country until 86; AC until 87; Classic AOR until 92               |
| WSMZ-F | WZZT until 88; WXLE until 91; WRZR until 95; Black until 88; Oldies until 91; AOR until 98; WTJY until 96   |
| WXMG-F | WXMX and AC until 91; WRVF until 94; Soft AC until 91; WLLD until 96; Country until 96; WZAZ until 98   |
| WAZU-F | WBBY until 90; Jazz until 90; WAHC and CHR until 96; Oldies-70's until 97   |
| WFJX-F | WWHT until ---; CHR until ---; WZAZ until 00; AOR until about 00  |
| WJYD-F | WCKX until 98; Black until 98; Jazz until 00; WCZZ until 00   |
| WSNY-F | WVKO and Black until 82   |
| WCOL-F | WCOL until 78; AOR until 78; WXGT and CHR until 90; Oldies until 94   |
| WLVQ-F | WTVN-F and EZ until 77  |
| WBNS   | MOR until 90; Standards until 92  |
| WMNI   | Country until 97  |
| WVKO   | Black until 97  |
| WBNS-F | Oldies until about 01   |
| WODB-F | WCEZ until 97; Soft AC until 97; WLYR until 98; WXST until 01   |
| WJZA-F | WSWZ until 98   |
| WCKX-F | WJZA until 98   |

MAJOR STATION TRANSACTIONS: 1970 to 2003

|  |   |                  |            |
|--|---|------------------|------------|
| 1972 WLOH, WHOK-F (Lancaster)              |   | \$               | 525,000    |
| 1974 WRFD                                  | Sold by Nationwide                                      |                  | 750,000    |
| 1981 WRFD                                  | Sold to Epperson  |                  | 1,800,000  |
| 1982 WVKO, WSNY-F                          | Sold to Marvin Josephson                                |                  | 3,000,000  |
| 1986 WVKO, WSNY-F                          | From Josephson to Saga                                  |                  | 19,500,000 |
| 1988 WXLE-F (Johnstown)                    | Sold to Ragan Henry                                     |                  | 1,850,000  |
| 1991 WWCO-F                                |   |                  | 2,000,000  |
| 1991 WXXM-F                                |   |                  | 2,500,000  |
| 1993 WCOL A/F                              | From Great Trails to Nationwide                         |                  | 15,000,000 |
| 1993 WLOH, WHOK-F                          | Sold to OmniAmerica                                     |                  | 10,000,000 |
| 1993 WRVH-F                                | Sold to OmniAmerica                                     |                  | 7,000,000  |
| 1995 WLOH, WHOK-F, WLLD-F                  | From OmniAmerica to Citicasters                         |                  | 24,000,000 |
| 1996 WTVN                                  | From Citicasters to Jacor                               |                  | 33,900,000 |
| 1996 WLVQ-F                                | From Citicasters to Jacor                               |                  | 38,400,000 |
| 1996 WLOH, WLLD-F, WHOK-F                  | From Citicasters to Jacor                               |                  | 24,000,000 |
| 1996 WCEZ-F                                | Sold to Associated                                      |                  | 2,000,000  |
| 1996 WCKX-F                                | Sold to Blue Chip                                       |                  | 3,300,000  |
| 1996 WAHC-F, WAKS-F                        | Sold to Jacor   |                  | 9,000,000  |
| 1997 WJZA-F                                | Sold to Blue Chip                                       |                  | 4,500,000  |
| 1997 WSWZ-F (103.5)                        | Sold to WJZF owner                                      |                  | 1,700,000  |
| 1997 WCOL-F                                | From Nationwide to Jacor                                |                  | 37,000,000 |
| 1997 WFII                                  | From Nationwide to Jacor                                |                  | 2,000,000  |
| 1997 WNCI-F                                | From Nationwide to Jacor                                |                  | 44,000,000 |
| 1998 WLOH                                  | Sold to Jacor   |                  | 100,000    |
| 1998 WZAZ-F (98.9)                         | From Jacor to Blue Chip                                 |                  | 10,100,000 |
| 1998 WAZU-F/WHOK-F/KLVQ-F                  | From Jacor to CBS                                       |                  | Trade      |
| 1998                                       | The remaining Jacor stations were sold to Clear Channel |                  | --         |
| 1998 WEGE-F                                | Sold to WMNI, WBZS-F owner                              |                  | 5,000,000  |
| 1999 WXST-F                                | Sold by Associated                                      |                  | --         |
| 2001 WXMG-F, WJYD-F, WCKX-F                | From Blue Chip to Radio One                             |                  | --         |
| 2002 WODB-F                                | Sold to Saga  | 9,000,000 + WVKO |            |
| 2003 WJZA-F (Lancaster), WJZK-F (Richwood) | Sold to Saga  |                  | 13,000,000 |

COLUMBUS, OH

HIGHEST BILLING STATIONS

| 1984      |      | 1985    |      | 1986    |      | 1987    |      | 1988   |      | 1989   |      |
|-----------|------|---------|------|---------|------|---------|------|--------|------|--------|------|
| 1 WTVN    | 4.4  | WTVN    | 5.0  | WTVN    | 6.2  | WLWQ-F  | 6.5  | WLWQ-F | 7.0  | WNCI-F | 8.1  |
| 2 WLWQ-F  | 3.5  | WSNY-F  | 4.5  | WSNY-F  | 5.4  | WTVN    | 5.9  | WTVN   | 6.8  | WSNY-F | 8.0  |
| 3 WNCI-F  | 3.1  | WLWQ-F  | 4.2  | WLWQ-F  | 5.3  | WSNY-F  | 5.5  | WSNY-F | 6.6  | WLWQ-F | 7.1  |
| 4 WSNY-F  | 3.0  | WXGT-F  | 2.8  | WBNS-F  | 3.1  | WNCI-F  | 4.2  | WNCI-F | 6.1  | WTVN   | 6.7  |
| 5 WBNS-F  | 2.9  | WBNS-F  | 2.7  | WXGT-F  | 2.9  | WXGT-F  | 2.9  | WXGT-F | 3.2  | WMGG-F | 2.9  |
| 6 WXGT-F  | 2.8  | WNCI-F  | 2.5  | WNCI-F  | 2.6  | WBNS-F  | 2.8  | WBNS-F | 2.9  | WBNS-F | 2.8  |
| 7         |      |         |      |         |      |         |      | WMGG-F | 2.2  | WXGT-F | 2.7  |
| 8         |      |         |      |         |      |         |      |        |      | WHOK-F | 1.4  |
| 9         |      |         |      |         |      |         |      |        |      | WMNI   | 0.9  |
| 10        |      |         |      |         |      |         |      |        |      | WVVO   | 0.9  |
| 1990      |      | 1991    |      | 1992    |      | 1993    |      | 1994   |      | 1995   |      |
| 1 WNCI-F  | 9.0  | WNCI-F  | 8.2  | WSNY-F  | 8.3  | WSNY-F  | 9.1  | WSNY-F | 9.9  | WSNY-F | 9.4  |
| 2 WSNY-F  | 7.7  | WSNY-F  | 8.2  | WNCI-F  | 7.5  | WNCI-F  | 7.7  | WTVN   | 7.9  | WTVN   | 9.0  |
| 3 WTVN    | 7.0  | WTVN    | 7.0  | WTVN    | 6.8  | WTVN    | 7.1  | WNCI-F | 7.7  | WNCI-F | 8.3  |
| 4 WLWQ-F  | 6.0  | WLWQ-F  | 6.1  | WLWQ-F  | 6.6  | WLWQ-F  | 6.8  | WLWQ-F | 7.5  | WLWQ-F | 8.1  |
| 5 WMGG-F  | 3.0  | WMGG-F  | 3.2  | WHOK-F  | 3.5  | WHOK-F  | 3.3  | WBZX-F | 4.2  | WCOL-F | 6.0  |
| 6 WHOK-F  | 2.6  | WHOK-F  | 2.9  | WBZX-F  | 3.0  | WBZX-F  | 3.2  | WHOK-F | 4.1  | WBZX-F | 4.8  |
| 7 WBNS-F  | 2.3  | WCOL AF | 2.1  | WCOL AF | 2.6  | WRVF-F  | 3.1  | WRVF-F | 3.4  | WBNS-F | 3.3  |
| 8 WCOL-F  | 1.8  | WBNS-F  | 2.0  | WBNS-F  | 1.4  | WCOL-F  | 2.9  | WCOL-F | 3.0  | WHOK-F | 2.7  |
| 9 WVVO    | 0.9  | WVVO    | 0.95 | WRVF-F  | 1.3  | WWCD-F  | 1.4  | WBNS-F | 2.6  | WLLD-F | 1.8  |
| 10 WMNI   | 0.5  | WBNS-F  | 0.5  | WVVO    | 1.0  | WBNS-F  | 1.2  | WWCD-F | 1.5  | WWCD-F | 1.6  |
| 11        |      |         |      |         |      |         |      | WVVO   | 1.2  | WCKX-F | 1.5  |
|           |      |         |      |         |      |         |      |        |      | WAKS-F | 1.4  |
|           |      |         |      |         |      |         |      |        |      | WVVO   | 0.9  |
| 1996      |      | 1997    |      | 1998    |      | 1999    |      | 2000   |      | 2001   |      |
| 1 WSNY-F  | 9.1  | WSNY-F  | 11.1 | WSNY-F  | 12.0 | WNCI-F  | 12.7 | WNCI-F | 13.8 | WNCI-F | 13.5 |
| 2 WNCI-F  | 9.1  | WNCI-F  | 10.7 | WNCI-F  | 11.5 | WSNY-F  | 11.6 | WSNY-F | 12.9 | WSNY-F | 13.2 |
| 3 WLWQ-F  | 9.0  | WLWQ-F  | 9.4  | WCOL-F  | 9.9  | WLWQ-F  | 11.0 | WLWQ-F | 12.7 | WLWQ-F | 12.1 |
| 4 WTVN    | 8.3  | WCOL-F  | 9.3  | WTVN    | 9.5  | WCOL-F  | 10.1 | WCOL-F | 9.6  | WCOL-F | 9.4  |
| 5 WCOL-F  | 7.9  | WTVN    | 8.6  | WLWQ-F  | 9.4  | WTVN    | 9.3  | WTVN   | 9.4  | WTVN   | 8.9  |
| 6 WBZX-F  | 5.1  | WBZX-F  | 5.4  | WBZX-F  | 5.5  | WBZX-F  | 6.0  | WBZX-F | 7.1  | WBNS-F | 7.6  |
| 7 WBNS-F  | 4.4  | WBNS-F  | 4.8  | WBNS-F  | 5.1  | WCKX-F  | 6.0  | WCKX-F | 7.0  | WBZX-F | 4.9  |
| 8 WHOK-F  | 2.5  | WHOK-F  | 2.4  | WHOK-F  | 3.5  | WBNS-F  | 5.6  | WBNS-F | 5.1  | WCKK-F | 4.7  |
| 9 WZAZ-F  | 1.1  | WWCD-F  | 2.3  | WZAZ-F  | 3.1  | WHOK-F  | 3.9  | WHOK-F | 4.7  | WHOK-F | 4.2  |
| 10 WWCD-F | 1.1  | WCKX-F  | 1.9  | WCKX-F  | 1.2  | WZAZ-F  | 2.8  | WWCD-F | 2.0  | WXMG-F | 2.3  |
| 11 WCKX-F | 1.1  | WZAZ-F  | 1.8  | WBNS-F  | 2.0  | WBNS-F  | 1.9  | WAZU-F | 1.8  | WFJX-F | 2.3  |
| 12 WAZU-F | 1.0  | WZJZ-F  | 1.8  | WWCD-F  | 1.7  | WWCD-F  | 1.8  | WFJX-F | 1.8  | WWCD-F | 2.0  |
| 13 WBNS-F | 1.0  | WBNS-F  | 1.6  | WZJZ-F  | 1.5  | WZJZ FF | 1.6  | WXMG-F | 1.6  | WBNS   | 1.6  |
|           |      |         |      |         |      |         |      | WBNS-F | 1.6  | WAZU-F | 1.6  |
| 2002      |      | 2003    |      |         |      |         |      |        |      |        |      |
| 1 WSNY-F  | 13.0 | WSNY-F  | 12.8 |         |      |         |      |        |      |        |      |
| 2 WNCI-F  | 12.7 | WNCI-F  | 12.4 |         |      |         |      |        |      |        |      |
| 3 WTVN    | 10.8 | WTVN    | 11.4 |         |      |         |      |        |      |        |      |
| 4 WCOL-F  | 9.5  | WCOL-F  | 11.0 |         |      |         |      |        |      |        |      |
| 5 WLWQ-F  | 9.0  | WLWQ-F  | 10.0 |         |      |         |      |        |      |        |      |
| 6 WCKX-F  | 8.5  | WCKX-F  | 8.6  |         |      |         |      |        |      |        |      |
| 7 WBNS-F  | 8.3  | WBNS-F  | 8.5  |         |      |         |      |        |      |        |      |
| 8 WBZX-F  | 6.0  | WBZX-F  | 6.2  |         |      |         |      |        |      |        |      |
| 9 WHOK-F  | 3.9  | WWCD-F  | 3.5  |         |      |         |      |        |      |        |      |
| 10 WBXJ-F | 3.2  | WHOK-F  | 3.5  |         |      |         |      |        |      |        |      |
| 11        |      | WFJX-F  | 3.5  |         |      |         |      |        |      |        |      |

HIGHEST BILLING RADIO ENTITIES

| 1994               |                | 1995             |                | 1996            |                |
|--------------------|----------------|------------------|----------------|-----------------|----------------|
| 1 Citicasters      | \$ 15.4 (27.7) | 1 Citicasters    | \$ 22.2 (37.0) | 1 Jacor         | \$ 21.9 (34.1) |
| 2 Saga             | 11.1 (20.0)    | 2 Nationwide     | 14.9 (24.8)    | 2 Nationwide    | 17.4 (27.0)    |
| 3 Nationwide       | 11.0 (19.8)    | 3 Saga           | 10.3 (17.2)    | 3 Saga          | 9.9 (15.3)     |
| 4 OmniAmerica      | 7.9 (14.2)     | 4 WMNI,WBZX-F    | 5.0 (8.3)      | 4 WMNI,WBZX-F   | 5.4 (8.4)      |
|                    |                | 5 WBNS A/F       | 4.0 (6.7)      | 5 WBNS A/F      | 5.4 (8.4)      |
| 1997               |                | 1998             |                | 1999            |                |
| 1 Jacor            | \$ 32.6 (43.0) | 1 Jacor          | \$ 34.1 (40.2) | 1 Clear Channel | \$ 35.4 (39.3) |
| 2 Jacor (divested) | 12.7 (16.7)    | 2 CBS            | 13.9 (16.4)    | 2 CBS           | 16.1 (17.9)    |
| 3 Saga             | 11.6 (15.3)    | 3 Saga           | 12.4 (14.7)    | 3 Saga          | 11.9 (13.3)    |
| 4 WBNS A/F         | 6.4 (8.4)      | 4 WBNS A/F       | 7.1 (8.3)      | 4 WBNS A/F      | 7.5 (8.4)      |
| 5 WMNI,WBZX        | 6.2 (8.2)      | 5 WMNI,WBZX      | 6.4 (7.5)      | 5 Blue Chip     | 7.2 (7.9)      |
|                    |                | 6 Blue Chip      | 2.7 (3.2)      | 6 WMNI,WBZX     | 7.0 (7.8)      |
| 2000               |                | 2001             |                | 2002            |                |
| 1 Clear Channel    | \$ 34.9 (36.2) | 1 Clear Channel  | \$ 34.6 (36.2) | 1 Clear Channel | \$ 37.2        |
| 2 CBS              | 19.2 (19.9)    | 2 CBS            | 17.9 (18.7)    | 2 Saga          | 15.5           |
| 3 Saga             | 13.6 (14.1)    | 3 Saga           | 13.6 (14.3)    | 3 CBS           | 14.6           |
| 4 WMNI,WBZX,WEGE   | 8.9 (9.2)      | 4 WBNS A/F       | 9.2 (9.7)      | 4 Radio One     | 11.2           |
| 5 Radio One        | 8.8 (9.2)      | 5 Radio One      | 7.3 (7.5)      | 5 WBNS          | 10.7           |
| 6 WBNS A/F         | 6.7 (6.9)      | 6 WMNI,WBZX,WEGE | 6.9 (7.2)      |                 |                |
| 2003               |                |                  |                |                 |                |
| 1 Clear Channel    | \$ 39.4        |                  |                |                 |                |
| 2 Saga             | 15.4           |                  |                |                 |                |
| 3 CBS              | 15.2           |                  |                |                 |                |
| 4 Radio One        | 11.6           |                  |                |                 |                |
| 5 WBNS             | 11.1           |                  |                |                 |                |

All 2002 and 2003 financial data is provided by BIA Financial

DUNCAN'S COMMENTS:

At one time I felt that Columbus would become a great radio market. However, beginning in the early 80's new stations have badly hurt this market. The number of stations trying to take a piece out of Columbus has doubled since 1980. Columbus is still a fairly good market but it will never be a top tier market.

WTVN is another example of a Full Service/Talk station which has managed to survive and thrive. However, to my mind the most outstanding station in the market is WSNY. This is one AC station which has managed to continue being successful despite being in a format that has faltered in recent years.