

DETROIT
12+ METRO SHARE

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03		
WJR	15.4	14.8	13.4	15.3	11.7	10.3	10.4	10.1	9.2	11.0	9.7	9.4	10.9	9.8	9.1	8.2	8.7	7.9	8.7	8.0	7.8	7.0	6.3	6.4	5.6	5.5	6.1	6.3	5.8	WJR,760 (N/T)	
WWJ	7.6	6.3	6.2	4.7	5.4	5.8	5.1	5.7	5.6	5.2	5.6	6.0	4.7	4.9	5.1	5.3	6.0	5.4	4.8	5.4	5.5	5.2	5.3	5.0	5.4	5.2	5.8	5.4	5.8	WWJ, 950 (N)	
WKYT	5.2	5.3	4.7	4.1	4.9	3.1	5.1	5.6	4.7	5.0	3.3	3.6	4.4	3.2	3.4	3.6	4.0	4.6	4.9	5.0	4.1	3.6	3.1	3.2	2.8	2.6	1.7	1.2	1.3	WKYT, 1270 (S)	
CKWW	5.6	6.1	5.3	4.6	5.0	4.1	3.3	2.6	2.0	1.0	5.3	4.0	3.5	4.0	3.6	2.8	2.8	2.7	1.6	2.1	2.2	2.2	2.7	2.5	2.3	2.5	2.2	2.4	1.9	CKWW, 580 (T)	
WDFN	-	-	-	0.9	4.1	5.3	3.1	2.7	2.3	2.5	1.6	1.3	1.4	1.6	1.5	1.3	1.2	0.4	-	-	1.0	1.1	1.5	1.7	1.5	1.4	1.1	1.3	1.4	WDFN, 1130 (S)	
WRIF-F	5.6	6.3	7.1	6.2	5.5	6.1	5.1	5.9	5.7	5.5	5.5	4.8	4.2	3.5	3.4	3.7	3.6	2.9	2.9	3.4	4.0	4.8	4.3	3.8	4.7	5.2	4.8	4.7	4.8	WRIF-F, 101.1 (AOR)	
WVMV-F	-	-	-	0.5	0.5	7.9	7.5	5.2	5.4	4.3	4.0	4.7	4.6	4.4	3.9	4.1	3.9	4.0	2.3	2.2	2.0	3.2	3.4	4.5	4.8	4.9	5.0	5.2	4.7	WVMV-F, 98.7 (J)	
WNIC-F	-	2.2	4.1	4.7	3.4	4.9	4.6	5.0	4.6	4.4	4.2	3.6	4.0	4.4	3.9	3.9	3.5	3.6	3.7	4.2	5.1	5.7	7.0	7.8	7.3	7.8	6.0	4.5	4.3	WNIC-F, 100.3 (AC)	
WDTW-F	-	1.9	4.0	3.8	5.3	2.5	4.6	4.0	3.6	2.6	3.4	3.9	4.0	4.3	4.5	4.5	5.8	6.8	6.7	4.6	4.8	4.1	3.6	3.6	3.1	2.4	2.3	2.3	2.0	WDTW-F, 105.7 (CH)	
WJLB-F	4.4	3.3	3.8	4.4	3.4	2.8	2.7	4.3	4.9	5.9	6.6	8.0	8.2	7.5	7.6	7.0	6.5	6.4	6.5	7.2	9.7	9.9	7.9	7.4	6.4	5.6	5.3	5.3	5.7	WJLB-F, 97.9 (B)	
WCSX-F	4.0	3.9	4.4	3.0	5.3	5.3	3.9	3.8	4.8	3.3	2.0	2.1	4.0	3.4	3.8	3.2	3.7	3.5	3.8	3.5	2.9	3.0	3.2	3.7	4.2	3.5	3.1	3.4	3.3	WCSX-F, 94.7 (CL. AOR)	
WDVD-F	-	4.0	5.7	5.0	4.2	4.6	4.7	4.4	4.2	4.3	5.5	4.7	4.6	4.0	4.4	5.0	4.5	4.8	5.4	3.9	3.0	2.7	2.9	2.5	2.3	2.1	2.0	2.1	2.3	WDVD-F, 86.3 (AC)	
WGPR-F	-	-	-	2.1	1.5	2.0	3.1	3.4	1.4	1.2	2.5	1.8	1.5	1.3	1.7	1.8	1.1	1.0	0.8	0.7	1.0	1.0	1.2	1.2	0.8	1.2	1.0	1.2	1.4	WGPR-F, 107.5 (J/B)	
WYCD-F	-	3.0	3.0	4.4	3.6	3.2	3.8	3.1	2.7	2.2	1.9	2.8	2.6	4.4	4.4	3.0	2.6	2.2	2.3	5.0	4.5	3.7	3.5	3.0	3.4	4.6	4.0	4.0	4.0	WYCD-F, 99.5 (C)	
WKQI-F	-	-	-	3.6	3.6	4.8	3.7	3.0	3.2	4.2	5.7	5.6	4.6	4.5	4.3	4.2	4.7	4.4	4.3	4.5	4.2	4.5	4.5	4.1	3.1	3.3	3.7	3.4	3.5	WKQI-F, 95.5 (CHR)	
WMXD-F	-	-	-	1.0	2.9	2.7	2.7	2.5	2.1	2.2	1.9	1.4	0.7	1.5	1.1	1.3	3.3	3.7	4.7	4.8	4.6	4.1	4.0	4.0	3.7	3.3	4.2	4.2	4.7	WMXD-F, 92.3 (B/AC)	
WKRK-F	5.9	4.9	4.3	4.4	3.4	3.2	3.1	4.7	7.2	9.1	6.2	6.1	5.9	5.3	5.2	4.2	4.5	4.2	4.0	3.2	2.9	2.0	1.3	2.0	1.4	1.9	2.0	2.0	2.1	WKRK-F, 97.1 (T)	
WDMK-F	-	-	-	-	-	2.7	3.1	2.2	1.4	1.5	2.8	2.8	2.4	2.7	2.1	1.9	0.7	1.7	2.4	2.1	1.7	1.5	1.8	1.7	0.8	0.8	1.5	2.2	2.4	WDMK-F, 102.7 (B/D)	
WDTJ-F	-	2.2	2.0	2.8	3.2	2.9	2.3	2.1	2.1	2.5	2.5	2.2	1.9	1.9	3.0	4.2	3.5	3.5	3.6	3.2	2.9	2.9	3.5	3.3	3.7	3.9	4.2	4.3	4.3	WDTJ-F, 105.9 (B)	
WOMC-F	-	4.4	3.3	4.9	4.4	4.2	3.2	2.9	3.3	4.0	3.5	3.8	3.7	3.0	2.6	3.4	4.2	4.1	3.6	3.8	4.0	5.8	5.8	5.9	5.7	4.9	5.0	5.5	5.2	WOMC-F, 104.3 (D)	
WLQV	4.3	4.0	3.7	2.5	1.9	0.4	0.2	0.4	0.7	0.5	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WLQV, 1500 (REL)	
WMKM	-	2.4	-	2.0	1.5	1.7	1.7	0.9	0.7	1.6	1.4	1.0	0.9	1.0	1.0	0.3	0.7	-	0.3	0.3	-	-	-	-	-	-	-	-	-	-	WMKM, 1440 (G)
WQBH	-	-	-	-	-	-	-	0.5	0.9	0.9	0.9	1.1	0.9	1.0	1.1	1.0	1.1	0.9	1.1	0.8	1.1	1.3	1.4	1.2	1.1	0.9	1.0	0.9	0.8	0.8	WQBH, 1400 (G)
WLLZ	-	-	-	-	-	-	-	1.3	1.2	1.3	1.3	1.0	1.0	0.7	0.5	0.5	0.4	0.5	0.5	0.5	-	-	-	-	-	-	-	-	-	-	WLLZ, 560 (REL)
WDRQ-F	4.6	5.4	4.9	4.0	3.2	4.1	2.9	4.1	5.8	4.1	2.4	2.5	3.1	2.6	4.2	5.0	3.8	4.1	3.9	3.7	4.3	2.9	3.4	2.9	4.1	4.4	4.4	3.8	3.1	WDRQ-F, 93.1 (CHR)	
WMGC-F	-	-	-	-	-	-	-	1.3	1.6	1.7	1.7	1.3	1.4	1.5	2.0	2.1	1.8	2.1	2.4	2.0	2.2	2.2	2.5	1.3	2.5	2.1	3.0	3.6	3.7	WMGC-F, 105.1 (AC)	
WMUZ-F	-	-	-	-	-	-	-	-	-	-	-	1.0	0.8	1.0	0.8	0.9	1.1	0.8	0.9	1.1	1.0	0.9	1.1	0.9	0.9	1.0	0.9	0.9	1.1	WMUZ-F, 103.5 (REL)	
WCHB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	0.3	0.8	0.7	0.8	0.9	-	0.7	0.7	0.6	0.8	1.0	WCHB, 1200 (G)	
CIDR-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.7	0.9	-	0.8	1.2	1.2	0.9	0.8	0.7	1.0	0.8	1.1	CIDR-F, 93.9 (AC)	
CIMX-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.6	1.9	2.6	1.7	1.8	1.6	1.4	2.1	2.6	3.0	3.0	3.1	CIMX-F, 88.7 (AOR)	

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
WJR	34.3	28.2	27.9	27.9	23.1	29.1	27.4	24.5	25.6	24.1	24.6	21.6	21.0	20.0	20.8	17.9	17.0	19.8	18.8	17.9	16.9	16.0	17.1	14.9	15.4
WWJ	17.6	14.5	16.4	18.0	16.4	14.7	14.8	16.2	15.3	15.1	14.9	18.0	17.8	20.6	18.7	19.8	19.8	19.2	18.4	17.0	17.6	18.8	21.1	17.9	19.1
WKYT	12.8	9.2	10.9	11.9	11.4	10.5	9.5	8.3	8.9	7.3	8.4	8.1	7.8	10.7	10.6	9.5	8.5	10.4	10.1	9.1	9.1	9.4	7.4	4.9	6.1
CKWW	22.7	17.7	16.0	11.8	9.8	6.1	11.0	10.1	9.6	9.0	6.6	8.1	7.2	6.4	4.0	4.1	4.9	5.1	5.6	5.4	4.6	5.0	4.6	4.4	4.1
WDFN	-	8.5	9.0	8.2	6.3	5.6	4.6	3.4	3.3	5.3	4.3	3.4	3.7	-	-	-	2.6	5.0	5.1	4.5	4.9	4.7	4.1	4.3	4.9
WRIF-F	17.4	18.7	16.0	22.8	19.0	17.2	16.4	16.0	14.1	13.6	13.3	11.3	12.9	10.8	11.1	11.9	13.2	12.7	11.9	12.1	11.6	12.0	12.6	12.4	12.8
WVMV-F	-	-	19.6	19.3	16.1	15.9	15.1	13.9	13.5	13.6	14.2	12.6	13.1	12.4	11.0	10.1	10.5	9.4	9.3	10.6	10.5	11.4	11.3	12.1	10.6
WNIC-F	12.0	14.6	15.2	18.3	16.5	15.2	16.0	13.7	12.9	13.2	13.7	11.0	11.3	10.6	12.2	13.1	14.0	15.5	16.5	17.2	14.7	15.9	13.6	14.1	14.1
WDTW-F	16.4	13.5	10.2	10.7	8.4	7.4	9.4	9.0	9.0	9.9	10.2	10.5	13.7	17.8	14.4	12.8	10.8	11.0	10.0	9.3	8.1	7.6	7.7	7.9	7.9
WJLB-F	11.6	8.0	9.3	12.3	13.0	15.2	14.8	15.0	14.8	14.2	15.0	13.8	14.4	14.0	16.3	15.6	16.9	17.2	17.4	16.5	13.8	15.7	14.2	14.1	15.4
WCSX-F	14.7	14.8	13.4	12.7	12.6	11.8	9.1	8.6	11.0	10.6	11.9	10.0	12.6	11.7	12.2	10.7	10.6	10.1	9.5	11.2	10.1	9.4	11.0	10.9	8.8
WDVD-F	11.7	13.3	12.4	11.8	20.1	18.3	20.7	19.6	16.9	18.0	17.0	18.2	16.5	16.6	18.0	14.8	10.9	11.5	13.2	11.6	9.9	10.7	9.7	9.6	9.0
WGPR-F	-	7.5	7.8	10.1	5.8	4.7	6.5	6.0	4.5	5.8	7.1	6.5	5.4	4.5	4.5	3.8	4.5	4.0	4.1	4.6	3.4				

DETROIT

	<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	39.5	--	--	--	--	--	--	--	--	16.5 %	49.2 %	--	--	--	1976
1977	45.1	14.2 %	--	--	--	--	--	--	--	16.8	50.6	30	--	--	1977
1978	51.0	13.5	--	--	--	--	--	--	--	17.1	54.2	29	--	--	1978
1979	52.4	2.7	--	--	--	--	--	--	--	17.1	55.5	31	--	--	1979
1980	57.6	9.9	--	--	--	--	--	--	--	17.5	61.5	29	--	--	1980
1981	60.7	5.4	4.63	13.11	21.3	.0028	--	--	--	17.2	67.2	28	--	--	1981
1982	61.7	1.6	4.62	13.35	23.2	.0027	--	--	--	18.7	66.8	31	--	--	1982
1983	66.2	7.3	4.61	14.36	24.3	.0027	.664	--	--	18.7	71.2	30	23	--	1983
1984	74.9	13.1	4.63	16.18	25.1	.0030	.791	WJR	14.0	19.4	67.9	30	23	--	1984
1985	82.0	9.5	4.63	17.75	28.1	.0030	.939	WJR	15.3	19.4	67.4	31	24	--	1985
1986	91.3	11.3	4.63	19.72	30.0	.0032	1.07	WJR	18.0	18.9	68.9	28	22	--	1986
1987	96.0	5.1	4.63	20.73	31.3	.0031	1.12	WJR	18.6	18.0	68.8	32	22	7.9	1987
1988	105.0	9.4	4.67	22.06	32.8	.0031	1.15	WJR	20.0	18.5	69.3	34	20.5	8.1	1988
1989	113.3	7.9	4.66	24.31	34.2	.0033	1.24	WJR	21.0	18.7	70.2	33	20.5	7.5	1989
1990	118.4	4.3	4.67	25.41	35.7	.0033	1.31	WJR	19.0	18.8	72.5	35	21	8.8	1990
1991	117.3	-0.9	4.68	25.06	37.0	.0032	1.29	WJR	17.0	18.7	71.6	34	22	8.2	1991
1992	124.4	6.0	4.70	26.47	37.4	.0034	1.38	WJR	18.0	18.4	73.4	29	23	9.6	1992
1993	135.4	8.7	4.80	28.15	40.0	.0034	1.48	WJR	18.2	17.8	73.4	32	22	8.4	1993
1994	153.0	13.0	4.84	31.61	44.2	.0035	1.71	WJR	18.4	17.9	75.0	32	22	9.3	1994
1995	166.8	8.7	4.83	34.53	48.4	.0034	1.86	WJR	18.2	17.6	74.9	29	21	10.0	1995
1996	180.0	7.3	4.87	36.14	49.3	.0036	2.00	WJR	18.8	17.2	76.7	28	21	10.1	1996
1997	203.4	13.0	4.88	41.68	50.8	.0040	2.27	WNIC-F	19.5	17.5	77.1	30	21	10.5	1997
1998	217.6	7.0	4.88	44.59	51.9	.0042	2.46	WNIC-F	21.9	16.8	75.5	29	21.5	11.6	1998
1999	237.2	8.3	4.89	48.51	55.2	.0043	2.74	WNIC-F	23.9	16.6	76.8	31	21.5	12.3	1999
2000	272.5	14.9	5.05	53.96	71.4	.0038	3.14	WNIC-F	31.3	16.5	79.0	33	23	12.4	2000
2001	254.8	-6.5	5.07	50.26	73.3	.0035	2.94	WNIC-F	26.6	16.1	78.4	32	23	12.5	2001
2002	265.2	4.1	5.10	52.00	76.0	.0035	3.116	WWJ	23.2	15.4	77.7	33	--	14.2	2002
2003	272.7	2.8	5.13	53.16	79.5	.0034	3.175	WWJ	24.5	15.1	78.4	32	23.5	13.3	2003

MAJOR STATIONS - JANUARY 2004

WCHB	1200	50KW/15KW (DA-2)	Gospel	Radio One	WDVD-F	96.3	20KW@786	AC-Modern	Disney/ABC
WDFN	1130	50KW/10KW (DA-2)	Sports	Clear Channel	WGPR-F	107.5	50KW@361	Jazz/Black AC	
WJR	760	50KW	News/Talk	Disney/ABC	WJLB-F	97.9	50KW@490	Black	Clear Channel
WLQV	1500	50KW/5KW (DA-2)	Religion		WKQI-F	95.5	100KW@428	CHR	Clear Channel
WQBH	1400	1KW	Gospel		WKRK-F	97.1	50KW@499	Talk	CBS
WWJ	950	12KW/50KW (DA-2)	News/Talk	CBS	WMGC-F	105.1	14KW@955	AC	Greater Media
WXYT	1270	50KW (DA-2)	Sports	CBS	WMUZ-F	103.5	50KW@465	Religion	Crawford
CKWW	580	500W	Standards		WMXD-F	92.3	45KW@479 (DA)	Black AC	Clear Channel
					WNIC-F	100.3	32KW@600	AC	Clear Channel
					WOMC-F	104.3	190KW@360	Oldies	CBS
WCSX-F	94.7	14KW@951	Classic AOR	Greater Media	WRIF-F	101.1	27KW@880	AOR	Greater Media
WDMK-F	102.7	50KW@500 (DA)	Black Oldies	Radio One	WVMV-F	98.7	50KW@462	Jazz	CBS
WDRQ-F	93.1	27KW@668 (DA)	CHR	Disney/ABC	WYCD-F	99.5	17KW@787 (DA)	Country	CBS
WDTJ-F	105.9	20KW@724 (DA)	Black	Radio One	CIDR-F	93.9	100KW@670	AC	
WDTW-F	106.7	61KW@508	Classic Hits	Clear Channel	CIMX-F	88.7	100KW@540	AOR	

DETROIT

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000	
CHR/AOR	41	35	24	CHR AOR/CL	9 11	15 14	15 13	7 15	4 14	7 17	8 12
MOR/JAC	20	22	29	MOR/FS AC/OLD	12 17	12 17	10 19	8 15	9 10	8 13	See Talk 11
COUNTRY	4	6	8	8	6	6	10	11	11	7	6
BTFJ/EZ/SAC	13	15	7	9	6	4					
				SOFT AC			8	5	--	--	
NEWS/TALK	9	8	12	11	10	9	12	11	9	16	
SPORTS								1	2	5	
BLACK/URBAN	11	12	15	19	12	13	13	16	19	22	
SMOOTH JAZZ				--	2	4	4	3	5	6	
STANDARDS	--	--	2	1	4	3	2	3	2	3	
HISPANIC											
RELIG/GOSPEL	1	--	2	2	1	2	3	5	3	2	
CLASSICAL	1	1	1	2	1	2	2	2	4	--	

STATION NOTES

(Major call letter and format changes: 1976-2000)

WDRQ-F	WDRQ and Urban until 85; WLT1 until 96; Soft AC until 96
WMGC-F	WQRS and Classical until 97; WXDG and AOR until 99; WGRV and Black Oldies until 01
WDVD-F	WJR-F and EZ until 82; WHYT and CHR until 97; WPLT until 01
WKQI-F	WCZY until 89; EZ until 81; AC until 84; CHR until 89; AC until 99
WKRK-F	WWJ-F until 82; EZ to Soft AC by late 80's; WJOI until 94; Soft AC until 94; WYST until 97; Oldies-70's until 97; AOR until 00
WCSX-F	WHNE until 76; WMJC until 87; AC until 87
WDTJ-F	WJZZ until 96; Jazz until 96; WCHB until 98
WMKM	WCHB until 93; (WCHB moved to 1200)
WLLZ	WHND and Oldies until ---
CIDR	CKLW-F until about 94
WDMK-F	WLBS until 84; WKSG until 91; WXCD until 92; Urban until 84; Oldies until 91; Jazz until 92; WDZR until 96; AOR until 98
WYCD-F	WABX until 84; WCLS until 85; WDTX until 88; WDFX until 92; AOR until 84; AC until 85; CHR until 93; WOWF until 93
WMXD-F	WTWR and AC until 82; WNTM until 88; WVAE until 89; AC until 88; Jazz until 89; WCXI and Country until 91
WOMC-F	Shifted to Oldies by 90
WVMV-F	WBFG until 80; AOR until 96; WLLZ until 96
WDTW-F	AOR until 81; Country until 99; WWWW until 00; WLLC until 01
WXYT	WXYZ until 84; CHR to AC by 78; Began News/Talk in 78; Mostly Sports in 00
CKWW	From CHR to AC by 82; Began Standards in 84; CKLW until 93; Moved from 800 to 580 in 93; 800 kept CKLW calls but used Canadian Talk
WDFN	WCAR until 79; News until 77; WCXI until 92; Country 95; WWWW until 95
WLQV	WDEE until 79; WCZY until 81; WLQV until 85; WCZY until 87; Country until 79; MOR until 81; Religion until 84; CHR until 87

MAJOR STATION TRANSACTIONS: 1970 to 2003

Year	Station	Transaction	Value
1971	WLT1-F	Sold by Storer to Bartell	\$ 725,000
1972	WOMC-F	Sold to Metromedia	1,506,000
1973	WWWW-F	From McClendon to Starr	750,000
1973	WHND	Sold to Greater Media	2,300,000
1973	WMJC-F	Bought by Greater Media	650,000
1974	WNIC AF	Sold to State Mutual Life	3,130,000
1977	WCXI/WNTM-F	Sold to Golden West	4,000,000
1977	WNIC AF	From State Mutual Life to Marvin Josephson	3,850,000
1978	WCZY-F	Sold to Combined Communications	2,000,000
1978	WCZY	From Globe to Combined Communications	N/A
1979	WQRS-F	Sold to Outlet	2,000,000
1980	WLLZ-F	Sold to Doubleday	8,250,000
1982	WHTI-F	From Charter to Amaturio	5,000,000
1982	WDTX-F	From Century to Liggett	6,000,000
1984	WXYT	From ABC to Fritz	3,000,000
1985	WNIC AF	From Josephson to Price	19,000,000
1985	WDTX-F	From Liggett to Metropolis	5,540,000
1985	WQRS-F	From Outlet to Tanger	5,075,000
1985	WRIF-F	Sold by Cap Cities/ABC	14,000,000
1985	WLLZ-F	From Doubleday to Legacy	9,000,000
1985	WLT1-F	From Amaturio to Keymarket	N/A
1985	WWJ, WJOI-F	Sold by Detroit News	38,510,000
1986	WOMC-F	From Metromedia to Metropolitan	16,000,000
1986	WNTM-F	From Golden West to Fritz	7,700,000
1986	WCXI	From Golden West to Shamrock	2,600,000
1987	WMTG, WNIC-F	From Price to Fairfield	N/A
1987	WCZY AF	From Gannett to Dorton	15,000,000
1987	WCZM AM	Sold to SAT. Music	2,750,000
1987	WKSG-F	From Intercity to Ragan Henry	6,750,000
1987	WRIF-F	Sold to Taft	17,000,000
1988	WOMC-F	From Metropolitan to Infinity	23,000,000
1988	WDFX-F	From Metropolis to Hoker	11,800,000
1988	WLT1-F	From Keymarket to Viacom	For WRVR (Memphis)
1988	WCZY-F	From Dorton to Broadcast Partners	23,000,000
1988	WWJ/WJOI-F	From Federal to CBS	58,000,000
1989	WLLZ-F	From Sillerman to Westinghouse	32,000,000
1990	WKSG-F	Sold by US Radio	8,650,000
1990	WDFX-F	From Hoker to Sherman	10,900,000 (cancelled)
1992	WDFX-F	From Hoker to Alliance	5,000,000
1993	WLQV	Sold by Michael Glintner	2,800,000
1993	WRIF-F	From Greater American to Greater Media	11,500,000
1993	WMTG, WNIC-F	From Fairmont to Broadcast Partners	39,000,000
1994	WXYT	From Fritz to Infinity	23,000,000
1994	WMXD-F	From Fritz to Secret	13,000,000
1995	WDOZ, WNIC-F	From Broadcast Partners to Evergreen	37,000,000
1995	WKQI-F	From Broadcast Partners to Evergreen	44,000,000
1995	WDFN, WWWW-F	From Shamrock to Chancellor	18,000,000
1995	WJR, WHYT-F	From Cap Cities/ABC to Disney	71,000,000
1995	WWJ, WYST-F	From CBS to Westinghouse	50,000,000
1995	WYCD-F	From Alliance to Infinity	56,000,000
1995	WQRS-F	From Marlin to Amer. Radio Syst.	21,000,000 (cancelled)
1996	WDFN, WWWW-F	From Chancellor to Evergreen	30,000,000
1996	WCAR	From Wolpin to Children's Bdcstg.	1,500,000
1996	WQRS-F	Resold by Marlin to Amer. Radio Syst.	18,500,000
1996	WDZR-F	From Ragan Henry to SynCOM	N/A
1996	WQRS-F	From American Radio to Secret	27,000,000
1996	WOMC-F	From Infinity to Westinghouse	98,000,000
1996	WXYT	From Infinity to Westinghouse	20,000,000
1996	WYCD-F	From Infinity to Westinghouse	89,000,000
1996	WJLB-F, WMXD-F	From Secret to Westinghouse	168,000,000
1996	WQRS-F	From Secret to Westinghouse	32,000,000
1996	WQRS-F	Traded by Evergreen to Greater Media	WWRC (Washington) + \$9.5 mil.
1997	WQBH	Evergreen stations merged into Chancellor	2,900,000

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DETROIT

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 WJR 14.0	WJR 15.3	WJR 18.0	WJR 18.6	WJR 20.0	WJR 21.0
2 WWJ 8.0	WWJ/JOI 12.5	WWJ 9.3	WWJ 9.6	WJLB-F 10.2	WJLB-F 10.6
3 WNIC-F 7.7	WNIC-F 6.5	WCZY-F 7.9	WJLB-F 8.5	WWJ 9.0	WWJ 9.6
4 WRIF-F 6.2	WRIF-F 6.4	WJLB-F 7.4	WCZY-F 7.6	WLLZ-F 7.2	WNIC-F 8.6
5 WMJC-F 5.4	WJLB-F 6.0	WNIC-F 6.6	WOMC-F 6.0	WNIC-F 6.8	WLLZ-F 7.1
6 WJOI-F 4.6	WCZY-F 5.8	WOMC-F 5.6	WNIO-F 5.5	WOMC-F 6.1	WOMC-F 6.8
7	WJJC-F 5.0	WJOI-F 5.5	CX/WWW 5.3	CX/WWW 5.3	CX/WWW 6.5
8	WWWW-F 4.0	WLLZ-F 5.4	WLLZ-F 5.2	WLLZ-F 5.2	WKQI-F 6.1
9		WRIF-F 5.2	WJOI-F 5.0	WJOI-F 5.0	WCSX-F 6.0
10		CX/WWW 4.4	WRIF-F 4.5	WRIF-F 4.5	WRIF-F 5.5

1990	1991	1992	1993	1994	1995
1 WJR 19.0	WJR 17.0	WJR 18.0	WJR 18.2	WJR 18.4	WJR 18.2
2 WJLB-F 11.0	WJLB-F 9.6	WWJ 11.1	WKQI-F 11.9	WKQI-F 13.5	WJLB-F 14.6
3 WWJ 10.0	WWJ 9.5	WKQI-F 11.0	WWWW AF 11.6	WWJ 11.7	WWJ 13.8
4 WNIC-F 9.0	WKQI-F 9.3	WJLB-F 9.2	WWJ 10.8	WJLB-F 10.7	WKQI-F 13.6
5 WKQI-F 8.2	CX/WWW 8.4	WWWW AF 9.1	WOMC-F 10.0	WNIC-F 9.7	WNIC-F 12.0
6 WLT-F 7.3	WLLZ-F 7.5	WOMC-F 8.1	WJLB-F 9.3	WOMC-F 9.5	WYCD-F 11.3
7 WLLZ-F 7.1	WOMC-F 7.3	WCSX AF 7.4	WNIC-F 8.2	WWWW AF 9.1	WOMC-F 10.5
8 CX/WWW 6.8	CSX/HND 7.2	WLLZ-F 7.2	WXYT 8.0	WXYT 8.4	WRIF-F 9.2
9 WOMC-F 6.7	WNIC AF 7.0	WLT-F 6.8	WCSX-F 6.7	WYCD-F 7.4	WLT-F 7.7
10 WCSX-F 6.4	WLT-F 6.8	WNIC-F 6.0	WLLZ-F 6.3	WLT-F 7.0	WXYT 7.6
11		WXYT 5.3	WHYT-F 5.7	WCSX-F 6.7	WMXD-F 7.4
12		WHYT-F 4.9	WLT-F 5.5	WRIF-F 6.0	WWWW-F 7.0
13		WJOI-F 4.9	WJOI-F 5.3	WMXD-F 5.3	WCSX-F 6.2
14			WHYT-F 5.3	WHYT-F 5.3	WYST-F 6.2

1996	1997	1998	1999	2000	2001
1 WJR 18.8	WNIC-F 19.5	WNIC-F 21.9	WNIC-F 23.9	WNIC-F 31.3	WNIC-F 28.6
2 WJLB-F 17.0	WOMC-F 19.3	WOMC-F 20.0	WOMC-F 22.8	WWJ 25.0	WWJ 22.7
3 WWJ 15.2	WJR 17.3	WJR 19.3	WJR 20.3	WOMC-F 24.3	WOMC-F 22.0
4 WOMC-F 15.0	WJLB-F 17.2	WJLB-F 19.2	WJLB-F 20.0	WJR 22.4	WJR 21.0
5 WNIC-F 12.7	WWJ 16.5	WWJ 19.1	WWJ 20.0	WRIF-F 20.7	WRIF-F 18.3
6 WYCD-F 11.7	WRIF-F 14.5	WKQI-F 13.6	WRIF-F 14.0	WJLB-F 20.0	WJLB-F 14.9
7 WRIF-F 10.5	WKQI-F 12.7	WRIF-F 12.9	WCSX-F 13.0	WCSX-F 15.0	WVMV-F 13.9
8 WXYT 10.4	WYCD-F 10.4	WXYT 10.4	WKQI-F 11.6	WVMV-F 13.0	WCSX-F 13.5
9 WKQI-F 10.0	WXYT 9.8	WCSX-F 10.2	WXYT 10.6	WYCD-F 12.6	WYCD-F 13.0
10 WWWV-F 8.2	WCSX-F 9.3	WMXD-F 8.5	WVMV-F 9.5	WXYT 12.2	WXYT 12.4
11 WCSX-F 7.7	WWWW-F 7.8	WYCD-F 8.1	WMXD-F 9.1	WDRQ-F 10.8	WKQI-F 11.7
12 WDRQ-F 7.6	WMXD-F 7.8	WVMV-F 8.0	WYCD-F 8.5	WKQI-F 10.6	WDRQ-F 10.2
13 WMXD-F 7.4	WVMV-F 6.8	WWWW-F 6.4	WWWW-F 7.1	WMXD-F 10.2	WMXD-F 8.9
					WDTJ-F 8.8

2002	2003
1 WWJ 23.2	WWJ 24.5
2 WOMC-F 21.1	WOMC-F 21.3
3 WRIF-F 20.1	WRIF-F 20.9
4 WJR 20.0	WJR 20.3
5 WNIC-F 19.6	WNIC-F 19.4
6 WJLB-F 16.8	WJLB-F 17.2
7 WKQI-F 15.1	WKQI-F 15.5
8 WMGC-F 14.2	WVMV-F 14.5
9 WVMV-F 14.2	WMGC-F 14.5
10 WCSX-F 13.7	WMXD-F 14.0
11 WMXD-F 12.9	WCSX-F 13.5
12 WYCD-F 11.7	WYCD-F 12.1
13 WDRQ-F 10.6	WDRQ-F 9.0
14	WKRK-F 8.0
15	WDTJ-F 8.0

DUNCAN'S COMMENTS

Detroit has been one of the major markets with relatively slow radio revenue growth. However, there is no room for new stations in the market. Thus the revenue pie has not been diluted. Also on the credit side listening levels have not declined at the same rate as the average radio market. Finally, Detroit has a low level of listening to unlisted stations...only 13%.

To my mind the WJR of the 1970's until the mid 1990's was the single finest radio station in the medium's history. WJR had every trait of a great radio station. It was informative, it was cultured, and it was humorous. The on-air talent was simply superb: Jimmy Launce, Mike Whorf, Bob Reynolds, and the unequalled J.P. McCarthy. There will be much more about WJR in Volume Three of this radio trilogy. WJR was the kind of station that deserves to be honored and remembered. Unfortunately WJR will never be replicated.

There are some fine FM's in Detroit. WOMC is one of the best Oldies stations and WNIC was the first station to outbill WJR.

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 CapCities/ABC \$ 23.7 (15.5)	1 Infinity \$ 29.4 (17.6)	1 Westing/CBS \$ 61.0 (33.9)
2 Bdcst. Partners 23.6 (15.4)	2 Evergreen 25.6 (15.3)	2 Evergreen 56.6 (31.4)
3 CBS 16.2 (10.6)	3 Westing/CBS 24.2 (14.5)	3 Disney/ABC 23.9 (13.3)
4 Secret 16.0 (10.5)	4 Disney/ABC 23.7 (14.2)	4 Greater Media 20.7 (11.5)
5 Greater Media 13.2 (8.6)	5 Secret 22.0 (13.2)	5 Viacom 7.6 (4.2)
	6 Greater Media 15.6 (9.4)	6 WCHB A/F 4.8 (2.7)
	7 Chancellor 8.6 (9.4)	
	8 Viacom 7.7 (5.2)	
		(4.6)

1997	1998	1999
1 Chancellor \$ 67.6 (33.2)	1 Chancellor \$ 74.6 (34.3)	1 Clear Channel \$ 77.0 (32.5)
2 CBS 66.3 (32.5)	2 CBS 68.9 (31.6)	2 CBS 75.6 (31.9)
3 Disney/ABC 27.7 (13.6)	3 Disney/ABC 30.1 (13.8)	3 Disney/ABC 34.2 (14.4)
4 Greater Media 27.5 (13.5)	4 Greater Media 27.1 (12.5)	4 Greater Media 31.3 (13.2)
5 Radio One 4.2 (2.1)	5 Radio One 7.3 (3.4)	5 Radio One 8.9 (3.7)

2000	2001	2002
1 CBS \$ 93.4 (34.3)	1 CBS \$ 90.6 (35.6)	1 CBS \$ 83.2
2 Clear Channel 83.4 (30.6)	2 Clear Channel 72.9 (28.5)	2 Clear Channel 77.2
3 Greater Media 41.6 (15.3)	3 Greater Media 38.1 (15.0)	3 Greater Media 48.0
4 Disney/ABC 40.2 (14.8)	4 Disney/ABC 36.1 (14.1)	4 Disney/ABC 36.0
5 Radio One 10.4 (3.8)	5 Radio One 11.6 (4.6)	5 Radio One 13.0

2003	
1 CBS \$ 84.9	
2 Clear Channel 78.8	
3 Greater Media 48.9	
4 Disney/ABC 36.2	
5 Radio One 14.4	

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

MAJOR STATION TRANSACTION: CONTINUED

1997 WEXL (1340: Royal Oak)	Sold to Crawford	\$ 3,500,000
1997 WDRQ-F	From Viacom to Chancellor	42,000,000
1997 WDRQ-F	From Chancellor to ABC/Disney	45,000,000
1997 WLLZ (560: Monroe)	From Greater Media to Crawford	3,150,000
1997 WCHB-AF	From Bell to Radio One	33,500,000
1998 WCAR (1090)	From Childrens	2,000,000
1998 WWBR-F	From Syncom to Radio One	27,000,000
2004 WQBH		4,750,000
2004 WMKM (Inkster)		5,750,000