

**FORT WAYNE
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>		
WOWO	20.1	24.7	22.5	25.6	25.6	21.9	21.2	22.2	18.7	15.9	12.4	12.6	11.3	7.7	8.8	9.3	6.8	5.8	9.3	7.5	6.2	5.4	6.1	8.0	7.2	7.2	9.3	7.1	8.3	WOWO, 1190 (N/T)	
WKJG	18.0	14.8	15.4	15.4	9.8	9.6	13.8	13.4	10.6	10.7	9.3	7.5	7.4	6.2	6.0	4.4	4.4	4.7	3.4	3.1	0.5	4.2	4.5	0.3	0.5	0.7	1.0	1.3	1.1	WKJG, 1380 (S)	
WMEE-F	21.9	19.6	20.0	18.8	15.5	14.5	14.9	13.5	16.7	22.2	25.3	23.7	25.7	26.7	21.6	15.8	10.9	11.8	8.9	6.2	4.3	4.5	7.2	6.7	6.7	7.3	7.1	6.3	6.9	WMEE-F, 97.3 (AC)	
WLDE-F	1.1	1.3	1.9	1.4	8.8	14.5	12.3	11.9	10.8	10.1	10.2	8.9	8.6	7.6	5.4	3.7	4.6	4.8	3.7	5.7	5.2	6.0	5.4	7.3	6.9	5.5	7.0	6.8	6.9	WLDE-F, 101.7 (O)	
WAJI-F	11.4	12.5	12.9	12.7	10.4	9.7	8.7	8.7	8.4	8.9	10.2	12.4	13.5	18.7	13.1	11.9	12.0	11.0	9.9	10.6	8.8	10.1	9.1	8.5	7.4	7.3	7.7	6.7	7.0	WAJI-F, 95.1 (AC)	
WLYV	7.1	5.8	5.5	6.0	3.3	4.0	2.2	3.1	5.5	4.9	2.0	0.3	1.0	0.3	0.7	0.2	-	-	-	-	-	-	-	0.3	-	-	-	-	-	WLYV, 1450 (REL)	
WYLT-F	-	1.0	2.7	7.5	8.1	10.3	9.0	8.4	12.1	9.5	8.2	10.3	9.1	9.0	7.6	7.6	7.1	8.7	6.0	5.0	4.0	3.6	3.2	2.0	2.7	2.1	2.4	-	-	-	WYLT-F, 103.9 (AC)
WGL	5.0	4.6	3.2	2.5	3.4	1.9	1.4	0.6	1.1	2.2	3.2	3.9	3.0	1.9	3.7	4.0	4.6	5.7	4.1	4.1	2.8	2.6	3.3	2.4	1.4	1.0	1.0	1.5	1.3	WGL, 1250 (T/S)	
WBTU-F								0.4	-	1.8	3.7	5.0	6.3	6.5	7.8	8.1	8.9	9.6	10.9	8.8	7.3	6.4	5.7	4.9	5.5	4.7	4.0	3.5	4.2	WBTU-F, 93.3 (C)	
WBYR-F															9.3	7.8	7.3	6.7	7.7	8.5	7.9	6.4	5.7	6.5	7.1	7.9	6.4	7.1	6.1	WBYR-F, 98.9 (AOR)	
WJFX-F													1.7	1.1	-	5.5	4.4	6.0	2.8	1.8	2.8	4.5	4.7	3.5	5.3	6.3	7.6	7.6	10.7	WJFX-F, 107.9 (CHR)	
WSHI-F												1.7	1.1	-	-	1.6	7.0	5.4	5.5	6.4	4.6	1.1	2.4	5.7	7.6	7.3	7.0	7.6	5.8	WSHI-F, 106.3 (ST)	
WCKZ-F																			1.1	2.5	2.1	2.2	1.9	2.2	2.4	2.1	1.7	1.7	1.8	WCKZ-F, 94.1 (O-80'S)	
WFJZ-F																										-	-	1.2	1.0	WFJZ-F, 106.7 (J)	
WFWI-F																				3.7	1.9	5.7	8.1	7.0	6.4	5.9	7.8	6.3	6.3	WFWI-F, 92.3 (CL AOR)	
WNHT-F																					1.7	3.5	4.8	4.2	4.5	3.2		0.8	3.5	3.3	WNHT-F, 96.3 (CHR)
WQHK-F																					3.8	7.1	11.6	10.7	11.6	12.0	10.0	7.9	8.4	8.0	WQHK-F, 105.1 (C)
WXKE-F																							0.3	0.3	-	-	0.3	0.5	1.7	0.5	WXKE-F, 102.9 (AOR)
WXTW-F																					0.5	-	-	-	2.7	3.0	2.1	1.8	1.8	WXTW-F, 102.3 (AOR)	

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>		
WOWO	57.7	61.9	54.7	54.1	47.1	45.0	34.9	31.5	32.0	22.5	23.7	28.3	26.7	20.4	25.2	20.6	18.3	16.1	20.8	19.5	16.7	18.8	21.3	17.9	14.6		
WKJG	35.5	19.7	26.4	25.5	21.1	22.7	19.8	17.9	14.4	15.4	13.3	10.3	10.8	10.5	6.5	6.7	4.0	7.9	8.1	2.7	2.2	3.3	4.7	6.2	3.6		
WMEE-F	27.5	30.2	34.2	32.2	37.6	40.9	44.9	44.2	41.9	47.6	45.1	40.2	30.7	28.6	28.9	21.1	16.6	13.5	21.7	19.1	15.7	21.5	22.3	19.8	17.8		
WLDE-F	-	28.9	21.1	19.9	21.9	17.5	18.2	16.1	17.5	17.0	14.0	9.1	11.0	15.3	9.8	13.8	15.7	15.4	15.0	17.1	15.4	12.7	15.9	17.0	14.0		
WAJI-F	30.6	27.6	26.3	24.8	23.6	17.0	18.7	23.5	25.4	31.0	28.0	23.6	26.0	23.5	24.6	18.8	18.9	20.0	20.6	18.4	17.4	16.3	17.2	14.3	17.2		
WLYV	14.3	-	-	8.4	10.8	8.8	7.8	4.0	4.7	-	4.8	2.6	-	-	-	-	-	-	-	1.4	-	-	-	1.5	-		
WYLT-F	15.7	14.4	16.6	13.5	22.4	19.5	18.1	17.8	18.5	18.4	16.7	17.0	15.3	13.5	12.8	12.1	8.0	9.7	7.2	4.9	5.3	6.1	6.3	2.2	-		
WGL	9.8	9.3	9.2	4.1	5.1	7.3	7.5	11.8	7.3	5.7	9.6	10.8	10.0	13.4	13.1	10.5	8.6	8.2	7.5	6.9	4.1	5.3	4.9	6.2	4.0		
WBTU-F							6.5	11.1	12.9	15.4	17.8	13.7	17.7	20.0	20.8	19.6	17.7	15.5	13.9	13.1	11.0	11.0	8.7	10.3	11.0		
WBYR-F											23.4	24.3	21.0	18.0	19.1	18.7	18.2	14.7	15.7	14.4	12.7	15.9	13.4	14.0	14.4		
WJFX-F										4.8	-	6.9	9.7	10.3	3.6	3.9	5.1	7.7	5.9	8.3	11.2	14.7	18.4	17.5	21.9		
WSHI-F												-	17.0	15.3	17.3	17.8	16.8	7.4	7.5	10.5	13.1	13.0	12.2	12.1	11.4		
WCKZ-F															6.5	7.3	6.5	6.8	10.1	8.9	5.4	10.7	6.4	6.0	4.4		
WFJZ-F																									3.7	3.1	
WFWI-F															7.1	6.9	13.5	18.2	18.8	17.6	17.6	16.0	18.3	14.2	13.2		
WNHT-F																4.3	12.1	15.4	15.1	12.5	10.3	-	3.6	11.6	11.5		
WQHK-F															9.9	18.7	25.3	21.5	21.3	23.4	19.5	21.3	16.9	17.7	19.1		
WXKE-F																				1.7	1.1	-	1.7	4.1	3.0	2.9	
WXTW-F															2.6						0.8	9.5	9.8	8.1	7.1	5.5	

FT. WAYNE

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	5.3	--	--	--	--	--	--	--	15.3 %	40.0 %	--	--	--	1976
1977	6.1	15.1 %	--	--	--	--	--	--	14.5	40.9	15	--	--	1977
1978	6.7	9.8	--	--	--	--	--	--	14.5	41.6	19	--	--	1978
1979	6.8	1.5	--	--	--	--	--	--	15.9	45.1	17	--	--	1979
1980	7.3	7.4	--	--	--	--	--	--	16.2	55.3	14	--	--	1980
1981	7.2	-1.4	.353	19.67	1.7	.0042	--	--	16.2	50.8	14	--	--	1981
1982	7.3	1.4	.355	20.56	1.8	.0041	--	--	16.5	48.8	13	--	--	1982
1983	7.4	1.4	.355	20.85	1.8	.0041	.081	--	17.1	58.1	15	8	--	1983
1984	7.7	4.1	.356	21.63	2.0	.0038	.091	WOWO 3.1	18.1	54.2	16	8	--	1984
1985	8.1	5.2	.357	22.75	2.1	.0040	.093	WMEE-F 2.7	17.9	68.9	14	9	--	1985
1986	9.7	19.8	.357	27.17	2.2	.0044	.104	WMEE-F 3.0	16.6	68.3	16	10	--	1986
1987	10.9	12.4	.359	30.36	2.3	.0047	.121	WMEE-F 3.2	16.9	72.6	15	9	8.8	1987
1988	11.2	2.8	.365	30.68	2.4	.0047	.132	WMEE-F 3.4	18.4	79.9	11	8	13.6	1988
1989	11.7	4.5	.368	31.79	2.8	.0042	.136	WMEE-F 3.0	16.6	76.1	16	8.5	11.1	1989
1990	11.9	1.7	.366	32.24	2.8	.0040	.143	WMEE-F 2.9	17.6	76.4	16	9.5	12.5	1990
1991	11.1	-6.7	.367	30.25	2.9	.0038	.139	WAJI-F 2.4	17.0	78.8	18	11	15.4	1991
1992	11.3	1.0	.373	30.29	3.0	.0038	.141	WAJI-F 2.2	17.6	76.1	18	11	13.6	1992
1993	12.4	9.7	.375	33.07	3.2	.0039	.157	WAJI-F 2.2	16.7	80.6	16	12	16.1	1993
1994	14.5	16.6	.375	38.67	3.5	.0041	.179	WAJI-F 2.6	16.9	83.2	21	12	15.9	1994
1995	15.8	8.6	.472	33.47	4.2	.0038	.199	WAJI-F 2.7	17.0	86.5	19	12	17.3	1995
1996	16.5	3.8	.476	34.66	4.5	.0037	.199	WAJI-F 2.7	15.7	84.8	19	13	14.2	1996
1997	17.8	7.8	.479	37.16	4.5	.0040	.218	WQHK-F 2.8	15.7	81.2	22	13.5	15.4	1997
1998	19.6	10.1	.480	40.83	4.7	.0042	.241	WQHK-F 3.1	15.3	83.2	20	13	16.7	1998
1999	21.9	10.5	.486	45.06	4.9	.0045	.267	WQHK-F 3.3	15.5	88.1	19	13.5	17.2	1999
2000	22.2	1.4	.489	45.40	6.4	.0035	.267	WQHK-F 3.3	15.1	87.4	22	13.5	15.5	2000
2001	20.2	-9.0	.506	39.92	6.6	.0031	.243	WQHK-F 3.2	14.4	88.8	20	14	15.0	2001
2002	21.8	7.9	.509	42.83	6.8	.0032	.271	WAJI-F 3.2	14.7	85.4	21	--	19.1	2002
2003	21.1	-3.2	.512	41.21	7.0	.0030	.264	WAJI-F 2.9	13.7	88.7	18	14	19.6	2003

MAJOR STATIONS - JANUARY 2004

WGL	1250	2.3KW/1.5KW (DA-2)	Talk/Sports	Travis	WFWI-F	92.3	2.7KW@482	Classic AOR	Federated
WKJG	1380	5KW (DA-2)	Sports	Federated	WJFX-F	107.9	3.2KW@453 (DA)	CHR/Dance	
WOWO	1190	50KW/10KW (DA-N)	Talk	Federated	WLDE-F	101.7	3KW@328	Oldies	Sarkes Tarzian
					WMEE-F	97.3	26KW@689	AC/CHR	Federated
					WNHT-F	96.3	6.7KW@554	CHR	Travis
WAJI-F	95.1	39KW@680	AC	Sarkes Tarzian	WQHK-F	105.1	14KW@449	Country	Federated
WBTU-F	93.3	50KW@492	Country	Artistic	WSHI-F	106.3	2KW@403	Standards	Artistic
WBYS-F	98.9	50KW@453	AOR	Federated	WXKE-F	102.9	2.7KW@299	Standards	Travis
WCKZ-F	94.1	6KW@340	Classic AOR	Travis	WXTW-F	102.3	6KW@315	AOR	Travis
WFJZ-F	106.7	2.9KW@482	Jazz		WYLT-F	103.9	3KW@328	AC	Travis

FT. WAYNE

FORMAT SHARES (%)

	<u>77</u>	<u>80</u>	<u>82</u>		<u>84</u>	<u>87</u>	<u>90</u>		<u>92</u>	<u>95</u>	<u>98</u>	<u>2000</u>
CHR/AOR	33	37	32	CHR	24	28	27		20	11	8	13
				AOR/CL	10	14	10		17	15	22	22
MOR/AC	30	32	34	MOR/FS	24	15	13		7	7	10	See Talk
				AC/OLD	8	13	27		18	14	14	11
									AC	15	9	7
									OLDIES	22	18	18
COUNTRY	10	13	19		16	15	13		19			
BTFL/EZ/SAC	25	18	14		12	11	3					
								SOFT AC	3	6	3	
NEWS/TALK	--	--	1		--	4	6		6	6	3	10
SPORTS												1
BLACK/URBAN									7	4	3	9
SMOOTH JAZZ												
STANDARDS					6	1	1		2	--	12	11
HISPANIC												
RELIG/GOSPEL					1	1	--		1	1	1	1
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

WYLT-F	MOR until 78; WXKE until 02; AOR until 02
WLYV	WLYV until 82; WAFX until 85; WEZR until 90; Country until 80; Oldies until 82; MOR until 88; Oldies until early 90's
WMEE-F	WMEF and EZ until 79; CHR until 97
WLDE-F	WCMX until 79; WEZV-F until 90; Black or Unknown until 79; EZ until 89; Soft AC until 91; WJLT until 94
WCKZ-F	WGL-F until 97; Talk until 97; AC until 98
WNHT-F	WEJE until 01; WWWD until 02; WHTD until 02; AOR until 02
WSHI-F	WKSJ until 85; WZRO until 91; EZ until 82; AC until 85; CHR until 96; WDJB until 97; AC until 97
WAJI-F	WPTH until 82; WFWQ until 85
WGL	MOR until about 84
WKJG	WMEE and CHR until 79; WQHK until 96; Country until 96; WHWD until 99; Standards until 98; WONO until 03
WJFX-F	Black until 98
WFWI-F	AC until 94
WXTW-F	WGTV until mid-90's; WCKZ until 01; CHR/B until 01
WXKE-F	WEXI until 00; AC until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1975 WEZR	Sold to Jack Nicklaus	\$	778,000
1976 WFCV, WEZV-F			630,000
1979 WEZV-F	Sold to Fairfield		600,000
1980 WFCV	Sold to Bolt		289,000
1982 WOWO	From Westinghouse to Price		6,000,000
1982 WXKE-F	Sold to Bob Taylor		1,000,000
1984 WZRQ-F (Columbia City)			489,000
1985 WJOE-F (Huntington)	Sold to Price Communications		250,000
1985 WEZR	Sold to Fairfield		350,000
1986 WZRQ-F			750,000
1987 WAWK/WBTU-F (Kendalville)			1,875,000
1990 WAWK/WBTU-F (Kendalville)	Sold to Ron Kempff		4,000,000 (cancelled)
1991 WBYP-F			2,775,000 (cancelled)
1993 WKQM-F	Sold to WGL owner		259,000
1994 WOWO	From Price to Inner City		2,300,000
1994 WOWO	From Inner City to Federated		2,400,000
1994 WOWO-F	Sold to WXKE-F owner		300,000
1994 WBTU-F	Sold to Patten		6,660,000 (cancelled)
1994 WBYP-F	Sold to Patten		4,700,000
1996 WBTU-F	Sold to 62nd St.		6,800,000
1996 WBYP-F	From Patten to Federated		5,900,000
1996 WFYI-F	Sold to Federated		4,300,000
1998 WJFX-F	Sold to Russ Oasis		1,300,000
2000 WBTU-F	From 62nd St. to Artistic Media		5,000,000
2001 WGL, WCKZ-F, WWWD-F, WXTW-F	From Kovas to Travis		7,500,000
2002 WXKE-F, WEXI-F	Sold to Travis		4,000,000
2003 WSHI-F (Columbia City)			1,800,000
2004 WSHI-F (Columbia City)	Sold to Artistic Media		2,600,000

FT. WAYNE

HIGHEST BILLING STATIONS

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1	WOWO 3.1	WMEE-F 2.7	WMEE-F 3.0	WMEE-F 3.2	WMEE-F 3.4	WMEE-F 3.0	WMEE-F 3.0	WMEE-F 3.4	WMEE-F 3.0	WMEE-F 3.0	WMEE-F 3.0
2	WMEE-F 1.7	WOWO 2.5	WOWO 2.4	WOWO 2.6	WAJI-F 2.2	WAJI-F 2.0	WAJI-F 2.0	WAJI-F 2.2	WAJI-F 2.0	WAJI-F 2.0	WAJI-F 2.0
3	WQHK 1.0	WQHK 0.9	WAJI-F 1.0	WAJI-F 1.8	WOWO 1.8	WOWO 1.6	WOWO 1.6	WOWO 1.8	WOWO 1.6	WOWO 1.6	WOWO 1.6
4	WEZV-F 0.7	WAJI-F 0.8	WEZV AF 1.0	WEZR AF 1.2	WEZV AF 1.1	WBTU-F 1.4	WBTU-F 1.4	WEZV AF 1.1	WBTU-F 1.4	WBTU-F 1.4	WBTU-F 1.4
5	WFWQ-F 0.66	WEZV AF 0.7	WQHK 0.85	WQHK 0.75	WBTU-F 0.9	WEZV AF 1.0	WEZV AF 1.0	WBTU-F 0.9	WEZV AF 1.0	WEZV AF 1.0	WEZV AF 1.0
6	WXKE-F 0.62	WXKE-F 0.6	WXKE-F 0.7	WXKE-F 0.7	WXKE-F 0.9	WXKE-F 0.75	WXKE-F 0.75	WXKE-F 0.9	WXKE-F 0.75	WXKE-F 0.75	WXKE-F 0.75
7					WQHK 0.8	WBYP-F 0.7	WBYP-F 0.7	WQHK 0.8	WBYP-F 0.7	WBYP-F 0.7	WBYP-F 0.7
8						WQHK 0.6	WQHK 0.6		WQHK 0.6	WQHK 0.6	WQHK 0.6
9						WGL 0.3	WGL 0.3		WGL 0.3	WGL 0.3	WGL 0.3
10											
<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1	WMEE-F 2.9	WAJI-F 2.4	WAJI-F 2.2	WAJI-F 2.2	WAJI-F 2.6	WAJI-F 2.7	WAJI-F 2.7	WAJI-F 2.6	WAJI-F 2.7	WAJI-F 2.7	WAJI-F 2.7
2	WAJI-F 2.3	WMEE-F 2.0	WMEE-F 1.8	WMEE-F 2.1	WBYP-F 2.5	WBYP-F 2.5	WBYP-F 2.5	WBYP-F 2.5	WBYP-F 2.5	WBYP-F 2.5	WBYP-F 2.5
3	WOWO 1.7	WOWO AF 1.5	WBTU-F 1.7	WBTU-F 2.0	WOWO AF 2.1	WBTU-F 2.1	WBTU-F 2.1	WOWO AF 2.1	WBTU-F 2.1	WBTU-F 2.1	WBTU-F 2.1
4	WBTU-F 1.3	WBTU-F 1.2	WOWO AF 1.4	WOWO AF 1.6	WBTU-F 2.0	WOWO 1.9	WOWO 1.9	WBTU-F 2.0	WOWO 1.9	WOWO 1.9	WOWO 1.9
5	WBYP-F 1.2	WBYP-F 1.0	WBYP-F 1.3	WBYP-F 1.4	WMEE-F 1.8	WQHK AF 1.2	WQHK AF 1.2	WBYP-F 1.2	WMEE-F 1.8	WQHK AF 1.2	WQHK AF 1.2
6	WXKE-F 0.9	WXKE-F 0.85	WXKE-F 1.0	WXKE-F 1.2	WXKE-F 1.1	WMEE-F 1.1	WMEE-F 1.1	WXKE-F 1.1	WMEE-F 1.1	WMEE-F 1.1	WMEE-F 1.1
7	WQHK 0.65	WJLT AF 0.7	WJLT AF 0.6	WJLT-F 0.5	WQHK AF 0.7	WFWI-F 1.0	WFWI-F 1.0	WQHK AF 0.7	WFWI-F 1.0	WFWI-F 1.0	WFWI-F 1.0
8		WQHK 0.6			WLDE-F 0.6	WXKE FF 1.0	WXKE FF 1.0	WLDE-F 0.6	WXKE FF 1.0	WXKE FF 1.0	WXKE FF 1.0
9						WLDE-F 0.8	WLDE-F 0.8		WLDE-F 0.8	WLDE-F 0.8	WLDE-F 0.8
10											
11											
<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1	WAJI-F 2.7	WQHK-F 2.8	WQHK-F 3.1	WQHK-F 3.3	WQHK-F 2.9	WQHK-F 3.3	WQHK-F 3.3	WQHK-F 2.9	WQHK-F 3.3	WQHK-F 3.3	WQHK-F 3.3
2	WQHK-F 2.3	WAJI-F 2.5	WAJI-F 2.8	WAJI-F 2.9	WAJI-F 2.7	WAJI-F 2.8	WAJI-F 2.8	WAJI-F 2.7	WAJI-F 2.8	WAJI-F 2.8	WAJI-F 2.8
3	WOWO 1.9	WOWO 2.0	WBYP-F 2.3	WOWO 2.4	WFWI-F 2.4	WOWO 2.5	WOWO 2.5	WOWO 2.4	WFWI-F 2.4	WOWO 2.5	WOWO 2.5
4	WBYP-F 1.8	WFWI-F 1.9	WOWO 2.2	WBYP-F 2.3	WBYP-F 2.2	WBYP-F 2.1	WBYP-F 2.1	WBYP-F 2.3	WBYP-F 2.2	WBYP-F 2.1	WBYP-F 2.1
5	WBTU-F 1.6	WBYP-F 1.9	WFWI-F 2.0	WLDE-F 1.9	WOWO 2.1	WMEE-F 1.8	WMEE-F 1.8	WFWI-F 2.0	WLDE-F 1.9	WOWO 2.1	WMEE-F 1.8
6	WFWI-F 1.5	WBTU-F 1.4	WMEE-F 1.4	WMEE-F 1.8	WMEE-F 2.0	WFWI-F 1.6	WFWI-F 1.6	WMEE-F 1.4	WMEE-F 1.8	WMEE-F 2.0	WFWI-F 1.6
7	WMEE-F 1.0	WMEE-F 1.2	WLDE-F 1.3	WFWI-F 1.7	WLDE-F 2.0	WLDE-F 1.5	WLDE-F 1.5	WLDE-F 1.3	WFWI-F 1.7	WLDE-F 2.0	WLDE-F 1.5
8	WLDE-F 0.9	WLDE-F 1.0	WBTU-F 1.3	WBTU-F 1.6	WBTU-F 1.4	WJFX-F 0.9	WJFX-F 0.9	WBTU-F 1.3	WBTU-F 1.6	WBTU-F 1.4	WJFX-F 0.9
9	WXKE FF 0.8	WXKE-F 0.8	WXKE-F 0.8	WEJE-F 0.9	WJFX-F 0.9	WBTU-F 0.9	WBTU-F 0.9	WXKE FF 0.8	WXKE-F 0.8	WJFX-F 0.9	WBTU-F 0.9
10	WGL AF 0.6	WEJE-F 0.7	WEJE-F 0.7	WXKE-F 0.8	WXKE-F 0.7	WXKE-F 0.7	WXKE-F 0.7	WGL AF 0.6	WEJE-F 0.7	WEJE-F 0.7	WXKE-F 0.7
11											
<u>2002</u>		<u>2003</u>									
1	WAJI-F 3.2	WAJI-F 2.9	WAJI-F 2.9								
2	WQHK-F 2.4	WQHK-F 2.4	WQHK-F 2.4								
3	WBYP-F 2.4	WOWO 2.2	WOWO 2.2								
4	WFWI-F 2.3	WFWI-F 2.2	WFWI-F 2.2								
5	WOWO 2.2	WLDE-F 2.0	WLDE-F 2.0								
6	WMEE-F 2.0	WBYP-F 1.9	WBYP-F 1.9								
7	WLDE-F 2.0	WMEE-F 1.9	WMEE-F 1.9								
8	WJFX-F 1.5	WJFX-F 1.5	WJFX-F 1.5								
9	WBTU-F 1.0	WBTU-F 0.9	WBTU-F 0.9								
10											
11											

HIGHEST BILLING RADIO ENTITIES

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1	Federated \$ 4.6 (31.7)	1	Federated \$ 4.2 (26.6)	1	Federated \$ 8.6 (52.3)
2	Patten 4.5 (31.0)	2	Sarkes-Tarzian 3.5 (22.2)	2	Sarkes-Tarzian 3.6 (21.8)
3	Sarkes-Tarzian 3.1 (21.7)	3	Patten 2.6 (15.8)	3	WBTU-F 1.6 (9.4)
		4	WBTU-F 2.1 (13.3)	4	WGL et.al. 1.0 (6.1)
<u>1997</u>		<u>1998</u>		<u>1999</u>	
1	Federated \$ 9.9 (55.7)	1	Federated \$ 11.1 (56.6)	1	Federated \$ 11.5 (52.6)
2	Sarkes-Tarzian 3.5 (19.7)	2	Sarkes-Tarzian 4.1 (20.9)	2	Sarkes-Tarzian 4.8 (21.7)
3	WGL et.al. 1.4 (8.0)	3	WGL et.al. 1.4 (7.2)	3	WGL et.al. 1.8 (8.1)
4	WBTU-F 1.4 (7.9)	4	WBTU-F 1.3 (6.4)	4	WBTU-F 1.6 (7.3)
		5	WEXI, WXKE 0.8 (4.1)	5	WEXI, WXKE 0.8 (3.7)
<u>2000</u>		<u>2001</u>		<u>2002</u>	
1	Federated \$ 11.7 (52.7)	1	Federated \$ 11.4 (56.4)	1	Federated \$ 9.3
2	Sarkes-Tarzian 4.7 (21.1)	2	Sarkes-Tarzian 4.3 (21.3)	2	Sarkes-Tarzian 5.2
3	WGL et.al. 1.5 (6.8)	3	WJFX-F 0.9 (4.6)	3	JAM (WQHK) 2.4
4	Artistic 1.4 (6.3)	4	Artistic 0.9 (4.5)	4	Travis (WXKE) 1.7
		5	WGL et.al. 0.7 (3.6)	5	Ft. Wayne (WJFX) 1.5
		6	WEXI, WXKE 0.7 (3.6)		
<u>2003</u>					
1	Federated \$ 8.7	All 2002 and 2003 financial data is provided by BIA Financial.			
2	Sarkes-Tarzian 4.9				
3	JAM (WQHK) 2.4				
4	Travis (WXKE) 2.2				
5	Ft. Wayne (WJFX) 1.5				

DUNCAN'S COMMENTS:

Fort Wayne is the largest market in the nation which all stations have local ownership. This is incredible given the era we live in. Now I do stretch the term local a bit. All owners reside in the state of Indiana.

As a radio market Fort Wayne has performed slightly above the mean for a small market. Revenues have grown fairly well but the number of viable stations has increased by about 50% since 1990.

WAJI has been a most impressive station over the last thirty years. Credit must also be given to John Dille for breathing life into WOWO in the late 90's.