

**GRAND RAPIDS  
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>		
WOOD-F	12.2	12.0	14.6	17.8	14.1	14.0	12.8	12.7	10.2	10.1	8.4	10.5	10.3	7.9	10.5	9.6	9.0	6.2	7.2	8.3	8.1	7.6	6.1	6.2	5.8	5.6	4.9	5.7	4.9	WOOD-F, 105.7 (SAC)	
WOOD	14.9	18.1	13.4	14.8	11.7	13.1	8.3	10.1	11.4	10.0	7.5	8.1	8.4	6.8	6.9	5.2	6.8	6.5	7.7	7.6	7.1	7.4	6.7	6.2	5.5	5.3	7.2	5.3	6.4	WOOD, 1300 (N/T)	
WGRD-F	14.3	13.6	16.6	14.1	9.7	7.5	7.4	7.6	6.4	8.7	10.2	5.6	6.3	8.3	8.2	10.3	9.6	7.4	5.5	5.3	5.6	7.0	6.9	6.7	6.6	6.5	5.1	5.3	4.5	WGRD-F, 97.9 (AOR)	
WTKG	11.1	6.2	5.8	6.4	6.7	4.8	4.8	4.0	4.2	5.2	5.7	3.8	3.2	3.5	2.3	2.5	2.9	0.9	1.0	0.7	0.3	0.6	0.4	1.0	0.5	0.9	0.7	0.9	1.0	WTKG, 1230 (T)	
WBFX-F			4.1	3.9	4.1	4.8	9.3	9.5	13.0	10.0	10.3	8.1	9.4	6.5	9.0	6.6	9.1	8.6	7.1	4.7	4.2	4.4	3.9	3.8	3.4	3.2	3.7	3.7	3.8	WBFX-F, 101.3 (CL AOR)	
WLAV-F	4.0	7.0	5.8	7.0	9.1	11.2	13.7	13.3	11.9	10.9	10.1	10.1	10.6	7.8	8.2	5.4	3.4	3.4	4.5	7.5	6.9	7.4	9.9	9.0	8.2	8.0	6.5	6.5	6.3	WLAV-F, 96.9 (CL AOR)	
WBCT-F	1.9	1.9	2.2	1.1	5.2	6.1	5.8	6.4	6.0	2.3	2.4	2.5	2.0	5.8	4.6	2.5	3.2	4.6	7.9	9.7	9.8	8.9	7.8	7.3	8.4	8.6	9.3	9.1	10.6	WBCT-F, 93.7 (C)	
WLHT-F	4.9	5.8	6.8	7.2	5.1	7.2	5.4	6.2	8.2	7.7	7.6	6.1	8.1	8.2	7.7	6.6	6.2	8.3	8.3	6.7	7.0	6.0	5.7	5.9	5.1	5.0	5.0	4.8	4.6	WLHT-F, 95.7 (AC)	
WNWZ						1.7	3.9	3.6	1.6	1.8	1.0	1.5	0.5	0.5	0.6	0.2	0.2	-	-	-	-	-	-	-	-	-	-	-	-	1.0	WNWZ, 1410 (SP)
WFUR-F	2.9	3.2	4.0	3.5	5.0	3.3	4.5	2.5	3.3	2.4	3.2	3.8	3.2	2.5	2.2	2.7	1.6	1.7	1.1	1.6	1.7	1.7	1.7	1.3	1.4	1.5	1.4	1.4	1.5	WFUR-F, 102.9 (REL)	
WMUS-F								0.9	1.8	4.0	6.0	5.2	4.7	3.6	4.6	3.6	5.2	4.3	3.4	2.6	2.6	2.6	2.0	1.7	1.8	1.6	1.4	1.3	1.7	WMUS-F, 106.9 (C)	
WBBL	3.4	3.1	3.3	1.4	1.9	2.3	2.2	1.7	1.9	1.4	1.3	1.3	1.2	1.9	0.3	-	0.8	-	1.4	0.3	-	0.9	-	0.6	0.8	1.0	1.1	1.8	1.8	WBBL, 1340 (S)	
WKLQ-F								1.3	1.2	3.5	3.3	9.0	9.7	9.5	5.5	7.1	8.4	10.7	8.3	8.3	8.3	4.7	3.8	4.8	5.4	5.2	5.6	5.8	3.7	WKLQ-F, 94.5 (AOR)	
WJNZ								1.8	2.1	1.8	1.6	1.4	1.6	1.1	1.8	0.7	1.9	2.0	1.4	2.3	2.1	1.7	1.5	1.2	0.5	0.9	1.5	1.3	1.2	WJNZ, 1140 (B)	
WODJ-F												0.7	0.3	0.6	2.3	8.0	7.3	5.4	4.8	4.7	4.5	4.5	4.1	3.6	3.8	3.7	3.9	3.7	3.8	WODJ-F, 107.3 (O)	
WSNX-F												2.5	2.3	4.8	3.5	3.5	2.7	3.3	4.2	4.6	5.4	5.7	6.9	7.6	6.1	7.5	7.7	8.2	6.9	WSNX-F, 104.5 (CHR)	
WVTI-F												2.0	2.4	2.2	1.9	2.6	2.1	2.7	2.9	0.9	0.8	1.6	2.8	3.9	4.5	4.1	3.3	2.8	3.5	WVTI-F, 96.1 (AC)	
WFGF-F																		1.7	2.2	2.1	2.1	2.3	2.6	2.1	2.3	2.0	1.9	2.3	2.3	WFGF-F, 98.7 (CL)	
WJQK-F																		1.8	1.8	1.8	2.0	2.6	2.7	2.8	2.9	2.6	2.2	2.7	3.4	WJQK-F, 99.3 (REL)	
WTRV-F																			0.3	0.4	1.2	1.7	2.8	3.2	3.2	2.9	3.3	3.3	3.3	WTRV-F, 100.5 (SAC)	

**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>
WOOD-F	28.2	30.7	26.1	29.9	22.6	20.8	17.3	21.6	23.0	19.4	22.4	21.3	19.7	16.1	16.4	20.2	19.1	19.5	17.0	16.4	14.9	12.8	15.5	14.7	13.5
WOOD	31.3	27.8	23.3	26.2	24.9	22.8	16.5	19.0	16.2	16.0	14.2	12.4	15.1	17.6	18.2	17.1	16.0	18.5	14.5	16.6	15.2	16.8	16.7	13.0	13.9
WGRD-F	32.5	23.1	26.8	22.7	24.2	24.4	27.4	18.5	19.3	23.6	23.4	28.4	25.1	21.5	16.6	18.0	17.3	19.1	20.9	18.2	18.0	16.3	16.0	16.0	13.7
WTKG	19.0	14.6	14.0	14.7	14.0	18.1	20.3	13.8	8.8	10.2	8.5	7.5	8.3	2.3	4.6	3.5	2.5	2.6	2.2	3.9	2.5	2.8	2.9	3.3	2.8
WBFX-F	13.2	10.8	15.9	18.1	25.5	19.2	19.6	17.2	17.9	14.4	16.4	15.1	18.9	16.6	16.6	11.8	10.1	12.2	10.5	9.6	8.2	9.3	10.1	11.7	10.4
WLAV-F	18.1	18.8	23.6	24.5	26.1	20.1	21.0	21.2	17.7	18.0	17.5	15.4	9.1	10.0	14.2	16.0	17.4	16.3	19.6	18.4	17.7	14.6	16.1	15.0	15.9
WBCT-F	9.4	13.8	16.8	15.1	16.0	13.6	10.6	10.5	6.9	9.4	12.3	9.2	12.8	11.0	18.4	18.7	20.8	15.3	16.1	16.9	15.8	18.5	20.2	20.0	20.4
WLHT-F	-	14.5	14.5	14.2	22.8	17.2	20.7	16.9	17.1	18.2	15.9	17.1	16.6	15.7	15.8	13.0	15.2	13.6	12.8	13.7	13.2	12.2	10.6	10.9	9.1
WNWZ				6.5	3.5	-	2.6	4.3	1.3	1.5	3.2	1.6	-	3.4	-	-	-	-	-	-	-	-	-	-	2.1
WFUR-F				11.6	10.6	8.5	8.2	8.5	8.9	6.5	8.0	8.1	7.2	7.2	5.8	6.6	6.9	5.3	6.6	4.7	5.3	3.7	4.6	5.1	4.9
WMUS-F				8.2	2.3	7.5	8.8	8.9	11.3	9.2	12.0	8.4	11.3	10.2	6.9	6.5	6.7	6.8	4.4	4.0	4.4	4.9	5.5	6.1	4.9
WBBL					5.4	5.4	5.8	4.6	4.3	4.1	-	-	2.1	-	3.2	2.6	-	2.8	-	2.9	3.7	3.9	4.3	6.1	5.9
WKLQ-F					4.6	9.5	13.4	20.4	24.1	28.2	19.3	19.4	17.4	21.0	17.8	19.3	15.7	12.3	11.8	11.7	13.1	11.6	14.6	13.7	8.6
WJNZ							1.7	1.4	2.1	1.9	2.4	2.4	2.0	3.4	1.6	2.8	3.1	2.1	1.8	2.1	0.9	0.9	2.7	2.9	2.3
WODJ-F									2.9	2.0	2.0	15.8	17.4	15.9	18.1	13.0	14.0	12.9	11.4	12.9	10.5	11.1	12.3	9.7	11.1
WSNX-F									7.6	10.5	15.7	10.8	11.3	13.9	14.8	16.6	19.3	19.3	19.7	20.9	17.7	21.3	20.8	20.9	19.6
WVTI-F									5.4	6.4	6.2	7.5	7.9	7.4	6.1	4.2	4.4	8.3	10.7	17.2	19.5	15.1	11.7	9.5	13.3
WFGF-F														5.8	6.6	6.5	7.2	7.7	9.3	5.9	7.4	6.6	6.3	4.7	6.5
WJQK-F														4.4	6.2	4.8	4.7	6.4	7.4	7.8	9.1	7.0	6.7	8.0	8.8
WTRV-F															1.9	2.0	3.5	4.0	8.1	7.6	9.0	8.1	9.1	8.6	8.3

## GRAND RAPIDS

	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	6.9	--	--	--	--	--	--	--	15.8 %	51.5 %	--	--	--	1976
1977	8.3	16.9 %	--	--	--	--	--	--	14.2	59.3	27	--	--	1977
1978	9.7	16.9	--	--	--	--	--	--	15.7	61.4	25	--	--	1978
1979	10.4	7.2	--	--	--	--	--	--	15.8	68.2	26	--	--	1979
1980	11.4	9.6	--	--	--	--	--	--	15.1	66.4	27	--	--	1980
1981	12.1	6.1	.608	19.90	3.0	.0040	--	--	17.4	68.9	28	--	--	1981
1982	13.0	7.4	.610	21.31	3.2	.0041	--	--	16.2	70.7	26	--	--	1982
1983	14.0	7.7	.615	22.76	3.4	.0041	.149	--	15.9	74.1	25	12	--	1983
1984	15.4	10.0	.623	24.72	3.6	.0043	.179	WOOD 2.3	16.6	68.9	32	13	--	1984
1985	17.0	10.4	.633	27.07	4.0	.0043	.211	WOOD A/F 4.3	16.2	74.3	27	13	--	1985
1986	19.4	14.1	.638	29.98	4.4	.0046	.251	WOOD A/F 4.4	16.5	76.3	25	13	--	1986
1987	22.2	14.4	.680	33.89	4.4	.0050	.286	WCUZ A/F 4.1	15.0	80.2	26	12	10.2	1987
1988	23.6	4.5	.689	35.44	4.7	.0050	.317	WCUZ A/F 3.7	15.6	79.4	25	10.5	13.3	1988
1989	23.8	0.8	.692	35.58	5.4	.0044	.336	WCUZ A/F 3.8	16.2	80.3	23	11	18.3	1989
1990	24.4	2.5	.696	36.26	5.6	.0042	.324	WCUZ A/F 4.0	15.7	85.8	21	11.5	15.0	1990
1991	22.1	-9.4	.700	31.57	5.8	.0038	.296	WCUZ A/F 3.6	17.0	83.7	27	12	17.0	1991
1992	23.2	5.0	.715	32.44	5.7	.0041	.317	WCUZ A/F 4.2	16.6	88.2	22	13	16.9	1992
1993	24.7	6.5	.722	34.21	6.2	.0040	.321	WLHT-F 4.1	16.9	86.6	23	14	14.6	1993
1994	27.6	11.7	.732	37.70	6.7	.0041	.364	WLHT-F 4.7	16.1	85.5	22	13	16.5	1994
1995	30.0	8.4	.739	40.60	7.1	.0042	.407	WLHT-F 4.8	16.0	84.9	24	12	17.6	1995
1996	30.6	2.0	.750	40.80	7.8	.0039	.411	WBCT-F 5.4	16.0	85.0	32	13.5	14.0	1996
1997	33.0	7.8	.766	43.08	8.2	.0040	.439	WLHT-F 5.3	16.1	82.9	26	14	15.3	1997
1998	38.2	15.4	.770	49.61	8.8	.0043	.446	WLAV-F 6.0	15.1	85.2	25	14	12.8	1998
1999	39.7	3.9	.777	51.00	9.5	.0042	.490	WLAV-F 5.9	14.6	84.7	25	13.5	16.4	1999
2000	43.0	8.3	.793	54.22	11.3	.0038	.543	WBCT-F 6.6	14.5	86.6	25	14.5	17.7	2000
2001	38.5	-10.5	.810	47.53	11.3	.0034	.492	WBCT-F 6.2	14.3	81.4	26	15	18.0	2001
2002	44.4	NM	.818	54.28	11.7	.0038	.592	WBCT-F 6.8	14.1	83.4	26	--	22.2	2002
2003	47.0	5.9	.831	56.56	12.2	.0039	.600	WBCT-F 7.7	13.1	81.8	28	15	18.6	2003

### MAJOR STATIONS - JANUARY 2004

WBBL	1340	1KW	Sports	Citadel	WJQK-F	99.3	5KW@371	Religion	
WJNZ	1140	5KW (DAYS, DA)	Black		WKLQ-F	94.5	50KW@500	AOR	Citadel
WNWZ	1410	1KW/48W	Hispanic	Regent	WLAV-F	96.9	50KW@489	Classic AOR	Citadel
WOOD	1300	5KW (DA-N)	News/Talk	Clear Channel	WLHT-F	95.7	41KW@554 (DA)	AC	Regent
WTKG	1230	1KW	Talk	Clear Channel	WODJ-F	107.3	50KW@492 (DA)	Oldies	Citadel
WBCT-F	93.7	320KW@780	Country	Clear Channel	WOOD-F	105.7	265KW@810	Soft AC	Clear Channel
WBFX-F	101.3	50KW@420	Classic AOR	Clear Channel	WSNX-F	104.5	50KW@661	CHR	Clear Channel
WFGF-F	98.7	2.8KW@492	Classical	Regent	WTRV-F	100.5	3KW@328	Soft AC	Regent
WFUR-F	102.9	50KW@492	Religion		WVTI-F	96.1	50KW@492 (DA)	AC/CHR	Clear Channel
WGRD-F	97.9	13KW@590	AOR	Regent	WMUS-F	106.9	50KW@479	Country	Clear Channel

**GRAND RAPIDS**

**FORMAT SHARES (%)**

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	37	38	30	CHR	15	20	19		13	13	9	10
				AOR/CL	14	12	15		16	18	25	23
MOR/AC	18	22	21	MOR/F5	17	12	9		12	10	7	See Talk
				AC/OLD	15	13	23		16	7	12	12
								AC	5	4		6
								OLDIES	25	15		15
COUNTRY	13	12	15		23	23	15		19			
BTF/EZ/SAC	27	24	24		11	12	12					
								SOFT AC	11	12	12	12
NEWS/TALK	2	2	4		1	--	2					
SPORTS												
BLACK/URBAN	--	--	2		2	2	2		6	4	2	2
SMOOTH JAZZ												
STANDARDS	--	--	3							1	3	5
HISPANIC												
RELIG/GOSPEL	4	2	1		3	4	5		4	3	5	4
CLASSICAL									3	2	3	2

**STATION NOTES**

(Major call letter and format changes)

WBBL	WLAV until 80; WTWN during part of the 80's; Back to WLAV in the late 80's until 94; CHR until 80; News/Talk until 83; Oldies until about 89; AOR until 94
WLHT-F	WZZM until 77; WZZR and CHR until 84
WBFX-F	WMLW until 78; WFFX until 80; WCUZ until 00; Soft AC until 78; AOR until 80; Country until 00
WBCT-F	EZ until about 81; WJFM until 92; AC until 84; CHR until 86; AC until 88; Oldies until 90; Classic AOR until 92
WGRD	WKTH until 89; Oldies until 89
WJNZ	WKWM until 98; WXBV until 99; WKWM again until 01
WVTI-F	WYXX until 91; WKEZ until 94; WAKX until 97; Soft AC until 94; Country until 96; CHR until 01
WTRV-F	WQFN until 98; EZ until 96; Jazz until 97
WKLQ-F	CHR until 89
WOOD-F	EZ evolving to Soft AC by mid-80's
WGRD-F	CHR until 95
WTKG	WCUZ until 97; Country until 95
WLAV-F	AOR evolving to Classic AOR by about 95
WNWZ	WRCV until 98; Country until 98; News until --

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1970 WMAX		\$	110,000
1971 WOOD AF	From Time-Life to Bill Schroeder		2,100,000
1973 WCUZ	From Getzer to Federated		515,000
1977 WCUZ-F	Sold to Federated		500,000
1977 WLHT-F	Sold to Jim Morse		450,000
1980 WLHT-F	From Jim Morse to Liggett		1,380,000
1981 WYGR (Wyoming)			233,000
1981 WMAX	Sold to Epperson-Atsinger		475,000
1983 WLAV, WLAV-F	Sold to Adams		6,250,000
1983 WKLQ-F (Holland)	Sold to Bloomington		1,500,000
1984 WOOD AF	From Schroeder to Grace		9,000,000
1986 WOOD AF	From Grace to Surrey		19,250,000
1987 WOOD AF	Sold to Guild (cancelled)		18,250,000
1987 WOOD AF	Resold to United Artists		18,550,000
1988 WPLB AF (Greenville)	Sold to Goodrich		2,800,000
1991 WOOD AF	From United Artists to Bruce Holberg		9,500,000
1993 WGRD A/F	From Regional to Liggett		3,700,000
1993 WLAV A/F	From Adams to Bloomington		2,900,000
1994 WBCT-F	Sold to WOOD owner		10,500,000
1994 WKEZ-F (Holland)	From Mike Walton to Federated		3,750,000
1995 WGRD A/F, WLHT-F	From Liggett to Patterson		19,000,000
1996 WOOD A/F, WBCT-F	Sold to Clear Channel		42,200,000
1996 WCUZ A/F	From Federated to Clear Channel		9,700,000
1996 WKWM	Sold to Goodrich		200,000
1996 WAKX-F (Holland)	From Federated to Clear Channel		4,100,000
1997 WRCV, WGRD-F	From Patterson to Capstar		13,200,000
1997 WLHT-F	From Patterson to Capstar		17,500,000
1997 WQFN-F	Sold to Capstar		1,900,000
1998	All Bloomington stations sold to Bloomington Management		---
1999 WSNX-F	From Goodrich to Clear Channel		11,000,000
1999 WODJ-F	From Goodrich to Bloomington		6,500,000
1999	All Capstar stations end up with Clear Channel		---
2000	Bloomington stations sold to Citadel		N/A
2000 WGRD-F, WLHT-F, WTRV-F	Divested by Clear Channel to Regent		N/A
WNWZ			
2001 WFGR-F	Sold to Regent		2,900,000
2001 WMFN, WMJH			1,900,000
2003 WJNZ			360,000

GRAND RAPIDS

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WOOD	2.3	WOOD AF	4.3	WOOD AF	4.4	WCUZ AF	4.1	WLAV-F	3.7	WCUZ AF	3.8
2 WCUZ-F	1.9	WCUZ AF	3.7	WCUZ AF	4.1	WLAV-F	3.3	WCUZ AF	3.7	WLHT-F	3.7
3 WOOD-F	1.7	WLAV AF	2.7	WLAV AF	3.4	WLHT-F	3.1	WLHT-F	3.5	WLAV-F	3.4
4 WLAV-F	1.4	WGRD AF	1.6	WLHT-F	1.9	WOOD	2.5	WOOD	2.6	WOOD	2.5
5 WLHT-F	1.2	WLHT-F	1.5	WGRD AF	1.3	WOOD-F	2.4	WOOD-F	2.4	WOOD-F	2.5
6 WGRD-F	1.2	WKLQ-F	1.0	WKLQ-F	0.9	WKLQ-F	2.0	WKLQ-F	2.1	WJFM-F	1.7
7				WJFM-F	0.6	WGRD-F	1.1	WJFM-F	1.3	WKLQ-F	1.7
8				WJFM-F	1.0	WGRD-F	1.2	WGRD-F	1.2	WGRD-F	1.4
9											
10											
1990		1991		1992		1993		1994		1995	
1 WCUZ AF	4.0	WCUZ AF	3.6	WCUZ AF	4.3	WLHT-F	4.1	WLHT-F	4.7	WLHT-F	4.8
2 WLHT-F	3.8	WLHT-F	3.5	WLHT-F	4.0	WCUZ AF	3.6	WCUZ AF	4.3	WBCT-F	4.7
3 WLAV AF	3.2	WODJ-F	3.1	WKLQ-F	2.7	WKLQ-F	3.3	WKLQ-F	3.5	WKLQ-F	4.0
4 WOOD-F	2.8	WOOD-F	2.3	WODJ-F	2.5	WBCT-F	3.0	WOOD	2.8	WOOD-F	3.0
5 WOOD	2.1	WKLQ-F	2.2	WOOD-F	2.3	WOOD	2.4	WCUZ AF	2.7	WLAV-F	2.3
6 WGRD-F	2.0	WGRD AF	2.0	WOOD	1.9	WODJ-F	2.3	WOOD-F	2.6	WOOD	2.2
7 WODJ-F	1.8	WOOD	1.7	WGRD-F	1.8	WOOD-F	2.0	WLAV-F	2.4	WCUZ AF	2.2
8 WKLQ-F	1.3	WJFM-F	1.3	WBCT-F	1.3	WGRD AF	1.9	WODJ-F	1.8	WGRD AF	2.0
9 WJFM-F	1.2	WLAV AF	1.0	WLAV AF	1.1	WLAV AF	1.2	WGRD AF	1.6	WODJ-F	1.7
10 WYXX-F	0.8	WYXX-F	0.6			WSNX-F	1.4	WSNX-F	1.5		
11											
1996		1997		1998		1999		2000		2001	
1 WBCT-F	5.4	WLHT-F	5.3	WLAV-F	6.0	WLAV-F	5.9	WBCT-F	6.6	WBCT-F	6.2
2 WLHT-F	4.0	WBCT-F	5.0	WBCT-F	5.3	WBCT-F	5.7	WLAV-F	6.4	WLHT-F	4.4
3 WLAV-F	3.6	WLAV-F	4.8	WLHT-F	5.0	WLHT-F	5.5	WLHT-F	5.2	WLAV-F	4.4
4 WOOD-F	3.0	WGRD-F	3.1	WOOD	4.1	WGRD-F	4.0	WOOD	3.9	WOOD	3.5
5 WOOD	2.9	WOOD-F	2.8	WGRD-F	3.6	WOOD	3.7	WGRD-F	3.6	WOOD-F	3.3
6 WKLQ-F	2.8	WOOD	2.5	WOOD-F	3.2	WOOD-F	3.3	WOOD-F	3.6	WGRD-F	3.2
7 WGRD-F	2.5	WKLQ-F	1.8	WSNX-F	2.0	WSNX-F	1.9	WSNX-F	2.4	WSNX-F	2.5
8 WODJ-F	1.8	WODJ-F	1.7	WODJ-F	1.6	WKLQ-F	1.8	WKLQ-F	2.3	WKLQ-F	1.9
9 WSNX-F	1.6	WSNX-F	1.6	WKLQ-F	1.5	WVTI-F	1.5	WVTI-F	2.0	WVTI-F	1.7
10 WCUZ AF	1.5	WCUZ-F	1.3	WJQK AF	1.3	WCUZ-F	1.3	WODJ-F	1.5	WODJ-F	1.6
11						WTRV-F	1.2	WTRV-F	1.5	WBFX-F	1.3
						WODJ-F	1.2	WBFX-F	1.3	WTRV-F	1.3

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 WOOD, WBCT-F	\$ 9.7 (35.1)	1 WOOD, WBCT-F	\$ 9.9 (33.0)	1 Clear Channel	\$ 11.8 (38.5)
2 Liggett	6.3 (22.8)	2 Patterson	6.8 (22.7)	2 Patterson	6.5 (21.2)
3 Bloomington	5.9 (21.4)	3 Bloomington	6.3 (21.0)	3 Bloomington	6.4 (20.9)
4 Federated	3.3 (11.8)	4 Goodrich	3.2 (10.7)	4 Goodrich	3.7 (12.1)
		5 Federated	2.6 (8.6)		
1997		1998		1999	
1 Clear Channel	\$ 12.3 (37.3)	1 Clear Channel	\$ 14.6 (38.3)	1 Clear Channel	\$ 17.6 (44.3)
2 Capstar	8.8 (26.7)	2 Capstar	9.6 (25.2)	2 Regent	10.7 (27.0)
3 Bloomington	6.8 (20.5)	3 Bloomington	7.7 (20.2)	3 Citadel	9.1 (22.9)
4 Goodrich	3.6 (10.8)	4 Goodrich	3.8 (9.9)		
2000		2001		2002	
1 Clear Channel	\$ 20.3 (47.1)	1 Clear Channel	\$ 18.9 (48.9)	1 Clear Channel	\$ 20.1
2 Regent	10.5 (24.5)	2 Regent	8.9 (23.1)	2 Regent	10.3
3 Citadel	10.4 (24.2)	3 Citadel	8.3 (21.4)	3 Citadel	10.3
2003					
1 Clear Channel	\$ 21.4	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Regent	10.5				
3 Citadel	10.4				
4					
5					

2002		2003	
1 WBCT-F	6.8	WBCT-F	7.7
2 WLAV-F	5.5	WLAV-F	5.5
3 WLHT-F	5.0	WLHT-F	5.4
4 WOOD	3.5	WOOD	3.8
5 WSNX-F	3.3	WSNX-F	3.1
6 WOOD-F	3.2	WOOD-F	3.1
7 WGRD-F	3.0	WGRD-F	2.9
8 WKLQ-F	2.6	WKLQ-F	2.6
9 WJQK-F	1.9	WJQK-F	2.4
10 WODJ-F	1.6	WODJ-F	1.7
11 WBFX-F	1.4	WBFX-F	1.6
12 WVTI-F	1.4	WVTI-F	1.6
13 WTRV-F	1.3	WTRV-F	1.4

**DUNCAN'S COMMENTS:**

Grand Rapids always has been a strong medium-sized radio market. With Michigan's strongest economy and effective rate leadership from WOOD A/F in the 1970's and 1980's Grand Rapids was always a "hidden gem" type market. The number of total stations and viable stations has remained fairly constant.

Until the 1990's WBCT seemed to have more Kilowatts than listeners. At 93.7 it was the nation's most powerful FM. In the 1970's it used a power over 400KW. Still no one listened. In the 1980's it changed format at least five times. Finally in 1992 WBCT went Country. By 1996 it led the market in revenue.