

GREENSBORO-WINSTON SALEM

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	
WTQR-F					11.9	11.9	16.2	15.3	16.4	15.3	18.0	17.2	16.2	17.2	14.9	15.2	17.0	18.3	17.5	14.5	12.9	11.3	10.6	10.1	9.2	8.5	8.2	9.1	10.0	WTQR-F, 104.1 (C)
WSJS					8.7	8.0	7.1	5.5	6.3	6.7	6.7	5.4	5.1	4.8	4.7	4.9	5.7	6.4	5.7	5.4	4.5	4.5	3.9	4.6	4.6	4.0	4.3	4.1	3.9	WSJS, 600 (T/S)
WMQX-F					5.7	5.3	8.8	8.4	6.1	6.6	3.9	2.0	2.5	2.4	4.6	3.9	4.5	3.1	3.6	4.0	5.1	5.4	5.6	5.7	5.9	6.2	6.2	6.7	5.8	WMQX-F, 93.1 (O)
WKZL-F					7.9	9.9	8.2	7.7	5.0	7.4	10.3	6.1	6.6	6.7	5.9	5.1	4.4	5.1	5.8	5.6	6.7	6.4	5.0	4.9	4.3	5.8	6.7	6.2	5.2	WKZL-F, 107.5 (CHR)
WQMG-F					4.6	5.7	6.1	8.3	8.9	9.4	6.2	5.3	7.3	6.8	4.3	5.6	5.9	5.1	5.0	5.5	5.2	6.1	6.5	6.6	7.1	7.7	7.5	7.2	7.4	WQMG-F, 97.1 (B/AC)
WVBZ-F					8.5	8.8	9.0	7.9	6.8	7.6	7.5	6.5	5.5	4.2	4.6	5.3	5.2	4.6	4.6	3.1	2.0	4.6	5.1	5.2	5.4	5.0	4.4	4.3	4.1	WVBZ-F, 100.3 (AOR)
WAAA					5.3	4.3	3.0	3.9	3.4	2.2	2.6	1.6	2.0	2.3	1.7	1.3	1.9	0.8	1.0	0.6	0.6	1.0	0.8	0.6	0.7	0.7	-	-	-	WAAA, 980 (G)
WMFR					2.5	2.3	1.9	2.2	2.1	2.5	2.6	1.2	1.7	2.2	2.3	1.8	1.5	1.6	1.8	1.2	1.2	1.4	0.9	1.2	0.7	0.8	0.8	0.6	0.9	WMFR, 1230 (T)
WOZN-F					5.5	7.2	6.6	6.7	4.8	3.2	3.6	6.7	6.5	5.0	3.9	4.7	3.5	3.6	3.0	3.7	5.8	3.0	4.0	4.3	4.4	3.9	3.4	3.3	3.6	WOZN-F, 98.7 (AC)
WEAL					4.1	1.4	2.1	2.5	3.4	1.8	2.5	2.0	1.6	1.7	0.9	1.1	1.1	1.1	0.6	0.8	1.6	1.5	1.6	1.6	1.6	1.8	1.0	1.0	0.9	WEAL, 1510 (G)
WPET					3.3	1.3	0.4	2.3	1.4	1.2	0.6	1.0	0.9	0.8	0.6	0.7	0.4	-	-	1.1	-	1.0	0.8	0.4	0.5	-	-	-	0.3	WPET, 950 (REL)
WWBG					3.1	3.7	3.5	2.8	2.9	2.1	1.6	1.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4	WWBG, 1470 (SP)
WPOL					2.9	2.5	3.0	2.7	2.7	3.2	1.5	0.4	0.2	0.1	-	-	-	-	0.1	0.6	0.6	0.3	0.5	0.3	-	0.7	0.8	0.9	0.7	WPOL, 1340 (G)
WHPE-F					2.1	3.2	1.3	1.4	2.1	1.7	1.5	1.1	1.7	1.3	1.8	1.6	1.6	1.6	1.8	1.9	-	-	-	-	-	-	-	-	-	WHPE-F, 95.5 (REL)
WGBT-F										1.5	1.8	1.7	3.0	2.7	2.9	2.0	1.4	3.2	4.7	5.0	3.9	3.0	2.9	3.5	3.5	1.7	1.4	2.8	WGBT-F, 94.5 (CHR)	
WMAG-F							0.8	5.4	8.1	8.4	4.8	7.0	6.8	6.3	6.5	5.6	4.3	4.2	5.5	6.1	6.5	6.4	6.6	6.6	7.0	6.5	6.0	6.4	WMAG-F, 99.5 (SAC)	
WKRR-F											7.2	9.1	10.8	9.4	10.7	9.1	7.8	8.8	7.1	4.6	4.7	5.8	5.6	5.6	4.9	3.8	4.1	3.8	WKRR-F, 92.3 (CL AOR)	
WJMH-F											2.0	4.0	4.4	10.2	6.9	6.1	7.3	6.8	6.7	6.1	7.1	8.5	8.9	8.1	8.1	8.6	8.7	7.3	WJMH-F, 102.1 (B)	
WKXU-F											1.3	0.7	1.1	1.7	1.8	2.2	2.3	3.1	4.4	2.8	2.2	3.0	1.9	1.8	2.2	1.8	1.9	2.0	WKXU-F, 101.1 (C)	
WFMX-F											0.6	0.9	0.5	0.5	1.3	2.1	2.5	1.4	2.4	2.2	1.6	1.3	1.3	1.1	1.0	0.9	0.9	1.2	WFMX-F, 105.7 (C)	
WIST-F																				0.4	-	0.6	0.7	1.2	1.5	1.1	1.0	0.9	1.3	WIST-F, 98.3 (ST)
WTHZ-F																-	-	1.9	1.8	1.2	1.8	1.4	0.8	1.1	1.0	0.8	3.1	1.9	2.6	WTHZ-F, 94.1 (O-80'S)

NOTE: Prior to 1979, Greensboro and Winston Salem had separate Arbitron reports.

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	
WTQR-F	17.6	25.4	28.0	26.2	28.8	27.4	28.0	30.8	27.9	27.0	27.5	27.9	30.0	34.3	29.7	27.7	24.8	23.0	21.5	21.9	18.1	18.7	18.4	20.0	19.6	
WSJS	20.6	20.5	15.3	15.0	16.4	12.2	12.9	13.2	11.3	10.3	10.3	11.0	11.8	12.7	11.9	11.8	10.2	11.5	9.8	10.2	10.3	8.6	10.3	9.5	9.4	
WMQX-F	11.6	13.6	17.2	21.1	19.1	17.2	16.3	7.3	8.8	6.8	10.5	10.6	12.5	10.1	11.0	13.6	13.3	14.2	15.0	13.9	14.7	14.7	15.6	14.3	13.2	
WKZL-F	16.5	19.4	17.2	16.4	14.1	14.7	21.8	17.3	16.1	17.0	16.7	16.5	14.7	16.3	14.1	14.4	15.2	15.1	14.4	17.0	17.8	18.9	19.2	18.5	16.6	
WQMG-F	7.4	9.8	9.9	10.9	14.0	12.3	12.0	9.4	12.1	10.6	9.5	12.2	13.2	13.4	12.3	11.4	11.3	12.9	13.0	11.5	12.4	11.8	13.9	12.3	12.4	
WVBZ-F	19.2	18.0	17.4	16.1	16.6	17.2	14.7	16.7	16.2	12.2	11.6	12.9	12.0	11.3	9.6	8.1	8L7	13.1	12.2	13.4	13.0	12.5	9.2	9.7	9.3	
WAAA	7.9	-	-	7.8	5.8	5.4	7.0	4.4	3.8	4.1	3.3	2.9	3.7	2.2	3.1	1.8	2.0	2.3	2.0	1.8	1.7	1.5	-	-	-	
WMFR				5.5	4.7	5.2	4.3	2.7	3.6	3.3	4.5	3.0	3.5	2.8	4.0	2.7	2.8	3.5	2.0	2.5	2.3	1.8	1.7	1.6	1.7	
WOZN-F	15.3	14.9	16.5	18.8	16.4	10.5	8.1	17.8	19.5	16.6	13.8	15.5	12.9	11.0	9.4	11.6	12.9	8.0	15.4	15.7	15.8	13.3	11.0	12.6	11.6	
WEAL				5.2	7.1	4.6	-	3.2	4.0	3.5	2.8	1.5	1.9	1.8	1.3	1.4	2.2	2.3	2.6	1.9	2.0	1.4	1.3	1.6	1.0	
WPET				2.5	3.5	2.3	1.1	1.8	2.1	2.2	1.3	1.3	-	-	-	1.0	-	1.3	1.1	0.9	1.3	-	-	-	1.0	
WWBG	7.8	11.0	9.5	8.1	7.1	5.7	3.5	5.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3	1.5	
WPOL	8.6	-	-	5.5	6.3	6.5	4.3	3.0	0.9	0.4	-	-	-	-	0.5	1.1	1.2	0.7	1.2	0.8	-	1.2	1.9	2.0	0.9	
WHPE-F				3.4	3.7	2.5	3.1	3.0	5.2	3.8	4.2	2.9	3.4	4.2	4.5	5.3	-	-	-	-	-	-	-	-	-	-
WGBT-F							2.3	3.8	5.1	5.2	5.5	6.9	5.4	6.3	11.2	14.0	13.8	11.3	9.6	10.7	9.7	8.8	4.5	5.4	12.7	
WMAG-F				2.8	9.2	20.5	19.2	17.4	17.1	15.8	14.3	14.7	12.9	10.6	10.3	12.7	14.0	15.0	15.1	14.7	15.3	14.7	16.4	14.3	14.3	
WKRR-F								12.4	13.4	17.3	17.0	19.9	18.7	18.2	17.5	14.6	11.6	12.8	15.2	15.0	13.7	11.3	10.9	11.3	10.5	
WJMH-F									3.8	12.8	18.9	16.4	15.8	18.4	16.1	14.2	13.8	14.6	16.3	18.7	14.8	17.6	19.6	17.6	18.4	
WKXU-F									2.3	3.4	6.3	4.6	5.3	6.9	9.9	9.9	7.9	7.3	8.5	6.4	6.5	6.6	6.6	6.1	5.7	
WFMX-F									4.0	4.3	4.3	4.1	6.8	8.1	6.1	7.2	6.9	5.8	4.8	4.1	3.9	3.9	3.6	4.6	4.5	
WIST-F																2.0	-	2.7	2.5	2.1	3.2	2.6	2.8	2.8	2.9	
WTHZ-F														6.0	3.1	4.4	4.4	5.2	3.3	3.5	4.0	3.4	6.9	6.0	7.1	

GREENSBORO-WINSTON SALEM

	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	8.9	--	--	--	--	--	--	--	-- %	-- %	--	--	--	1976
1977	10.0	12.4 %	--	--	--	--	--	--	--	--	--	--	--	1977
1978	10.9	9.0	--	--	--	--	--	--	--	--	--	--	--	1978
1979	11.1	1.8	--	--	--	--	--	--	15.3	56.5	29	--	--	1979
1980	13.0	17.1	--	--	--	--	--	--	14.3	65.1	29	--	--	1980
1981	13.4	3.1	.855	15.67	4.0	.0034	--	--	15.5	68.9	35	--	--	1981
1982	14.4	7.5	.880	16.36	4.3	.0033	--	--	18.1	68.9	35	--	--	1982
1983	15.3	6.3	.886	17.27	4.8	.0032	.173	--	18.8	68.6	32	17	--	1983
1984	16.4	7.2	.892	18.39	5.1	.0032	.199	WTQR-F 3.5	17.9	72.4	31	17	--	1984
1985	18.0	9.8	.902	20.00	5.5	.0032	.211	WTQR-F 4.2	17.4	75.0	33	17	--	1985
1986	19.4	7.8	.910	21.04	6.0	.0033	.226	WTQR-F 4.4	18.2	76.8	34	16	--	1986
1987	19.2	-1.0	.927	20.71	6.2	.0031	.220	WTQR-F 4.1	16.8	84.7	30	15.5	10.4	1987
1988	21.6	12.5	.933	23.15	6.7	.0031	.253	WTQR-F 4.4	16.0	84.0	28	12	11.0	1988
1989	22.0	1.9	.938	23.40	7.0	.0032	.254	WTQR-F 4.3	18.1	84.3	31	12	8.4	1989
1990	23.3	5.9	.950	24.73	7.3	.0031	.280	WTQR-F 4.9	17.4	87.6	30	12	11.4	1990
1991	21.2	-9.0	.956	22.18	7.5	.0028	.252	WTQR-F 4.6	16.4	82.5	31	12	11.1	1991
1992	22.8	7.5	.965	23.63	7.6	.0030	.286	WTQR-F 6.0	17.4	84.8	28	13	14.1	1992
1993	25.6	12.3	.970	26.39	7.9	.0032	.323	WTQR-F 6.8	16.3	86.8	26	13	14.6	1993
1994	27.6	7.3	1.08	26.04	9.9	.0027	.343	WTQR-F 7.1	16.5	88.4	30	13	13.3	1994
1995	31.6	14.0	1.13	27.96	10.4	.0029	.415	WTQR-F 7.5	16.4	87.2	32	12.5	17.3	1995
1996	34.5	9.2	1.15	30.00	11.9	.0029	.463	WTQR-F 7.8	15.9	87.0	28	12	16.7	1996
1997	36.5	5.8	1.17	31.20	12.6	.0029	.551	WTQR-F 6.9	15.8	86.9	34	12.5	16.5	1997
1998	43.0	17.8	1.18	36.44	12.9	.0033	.590	WTQR-F 8.0	15.1	85.8	32	11.5	17.8	1998
1999	44.2	2.7	1.19	37.15	14.1	.0031	.631	WTQR-F 7.5	15.1	86.2	31	12.5	20.8	1999
2000	46.8	5.9	1.20	38.94	16.8	.0028	.664	WTQR-F 7.4	14.8	88.8	31	12	19.1	2000
2001	42.0	-10.3	1.27	33.07	17.0	.0025	.597	WTQR-F 6.8	14.5	89.9	30	13	20.0	2001
2002	45.8	NM	1.28	35.78	17.5	.0026	.662	WTQR-F 7.8	14.4	86.3	29	--	23.4	2002
2003	47.3	3.3	1.30	36.38	17.9	.0026	.662	WTQR-F 7.8	14.2	87.6	34	13.5	20.2	2003

NOTE: F Prior to 1979, Greensboro and Winston Salem were treated as two separate markets by Arbitron.

MAJOR STATIONS - JANUARY 2004

WEAL	1510	1KW (DAYS)	Gospel	Entercom	WMAG-F	99.5	100KW@1499 (DA)	Ac/Soft AC	Clear Channel
WMFR	1230	1KW	Talk	CBS	WMQX-F	93.1	100KW@1099	Oldies	Entercom
WPET	950	500W/80W	Religion		WOZN-F	98.7	100KW@1037	AC-Modern	Entercom
WPOL	1340	1KW	Gospel		WQMG-F	97.1	100KW@1230 (DA)	Black/AC	Entercom
WSJS	600	5KW (DA-2)	Talk/Sports	CBS	WTHZ-F	94.1	100KW@1014 (DA)	Oldies-80's	
WWBG	1470	5KW (DA-2)	Hispanic						
WGBT-F	94.5	100KW@981	CHR/Dance	Clear Channel	WTQR-F	104.1	100KW@1453	Country	Clear Channel
WIST-F	98.3	1.7KW@420	Standards	GHB	WVBZ-F	100.3	100KW@1036	AOR	Clear Channel
WJMH-F	102.1	99KW@1204	Black	Entercom	WFMX-F	105.7	100KW@1515	Country	
WKRR-F	92.3	100KW@1289 (DA)	Classic AOR	Citadel	WHPE-F	95.5	100KW@520	Religion	
WKZL-F	107.5	100KW@944	CHR	Citadel	WKXU-F	101.1	100KW@1190	Country	Curtis

GREENSBORO-WINSTON SALEM

FORMAT SHARES (%)

CHR/AOR	77	80	82	84	87	90	92	95	98	2000		
	--	37	31	CHR	14	18	12	9	8	2	10	
				AOR/CL	8	11	14	9	14	12	13	
MOR/AC	--	21	13	MOR/FS	5	7	--	8	6	7	See Talk	
				AC/OLD	11	18	20	14	16	19	5	
								AC	9	8	9	
								OLDIES	20	25	20	
COUNTRY	--	16	22		22	24	20	31				
BTFLEZ/SAC	--	12	9		9	2	3					
									SOFT AC	1	1	8
NEWS/TALK					5	--	5	1	1	1	7	
SPORTS										1		
BLACK/URBAN	--	8	17		18	16	18	17	17	20	22	
SMOOTH JAZZ												
STANDARDS	--	2	3		3	2	2	4	--	1	2	
HISPANIC											1	
RELIG/GOSPEL	--	5	6		6	3	4	6	8	5	4	
CLASSICAL												

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WAAA, WKZL-F		\$	483,000
1973 WKSI-F			315,000
1973 WTOB	Sold by Southern to Woods		1,250,000
1974 WHPE AF		approx.	\$500,000
1975 WGLD, WOJY-F	Sold to Mann Media		400,000
1976 WSMX	Sold by Epperson		565,000
1979 WKSI-F			3,475,000
1979 WAAA			1,040,000
1981 WKZL-F	Sold to Nationwide		5,000,000
1982 WMFR, WMAG-F	Sold to Voyager		2,300,000
1984 WPET, WKSI-F			7,600,000
1986 WAIR AF	Sold to Monte Lang		6,000,000
1987 WPEG, WKSI-F	Sold to Bahakel		5,600,000
1987 WWMY-F (Eden)	Sold by Colonial		2,500,000
1987 WSJS, WTQR-F	From Summit to Newmarket		N/A
1987 WTOB	Sold by Salem		450,000
1989 WMQX AF	Sold to Ralph Guild		7,000,000
1989 WWMY-F (Eden)	Sold by Speedo-Print		3,500,000
1991 WKZL-F	From Nationwide to Vic Rumore		1,600,000
1992 WKZL-F	Sold to Dick		2,000,000
1993 WGLD, WWWB-F	From Bernie Mann to First Union Bank		3,500,000
1993 WGLD, WWWB-F	From First Union Bank to Franklin		3,000,000
1993 WQMX-AF	From EBE to Max Radio		2,500,000
1993 WJMH-F	From Beasley to Max Radio		3,000,000
1993 WNEU-F (Eden)	Sold to Voyager		2,350,000
1993 WMFR, WMAG-F	From Vogage to Hicks, Muse, Weber		5,600,000
1993 WSJS	From Newmarket to Radio Equity		5,400,000
1993 WTQR-F	From Newmarket to Radio Equity		14,000,000
1994 WGLD, WWWB-F	From Franklin to HMW		3,500,000
1994 WNEU-F	Sold to Radio Equity		3,500,000
1994 WMQX	From Max to Willis		200,000
1994 WWMO (Eden)	Sold to HMW		1,300,000
1995 WMFR, WWWB, WMAG-F	From HMW to SFX		6,000,000
1996 WQMG-AF	Sold to Max		6,900,000
1996 WSJS	From Radio Equity to Clear Channel		7,500,000
1996 WTQR-F	From Radio Equity to Clear Channel		42,000,000
1996 WXRA-F	From Radio Equity to Clear Channel		6,800,000
1996 WFAZ-F (Thomasville)	Sold to GHB		925,000
1996 WTOB	Sold to Salem		355,000
1997 AM CP (1470: Greensboro)	Sold to Salem		85,000
1997 WETR (830: Eden)	Sold to Pulitzer		N/A
1997 WHSL-F	From SFX to Hicks/Chancellor (Capstar)		12,000,000
1997 WMAG-F	From SFX to Hicks/Chancellor (Capstar)		28,000,000
1997 WMFR	From SFX to Hicks/Chancellor (Capstar)		3,000,000
1997 WTCK	From SFX to Hicks/Chancellor (Capstar)		2,000,000
1997 WJMH-F	From Max to Sinclair Broadcasting Group		15,400,000
1997 WMQX-F	From Max to Sinclair Broadcasting Group		13,900,000
1997 WQMG-AF	From Max to Sinclair Broadcasting Group		10,500,000
1998 WKEW			420,000
1998 WSML (Graham)	Sold to Clear Channel		800,000
1998 WXII (830)	From Pulitzer to Hearst-Argyle		1,100,000
1998 WOKX (1590)			194,000
1998 WBAG (1150: Burlington)			150,000
1999 WTCK	Sold by Capstar		500,000
1999	All Capstar AM/FM stations sold to Clear Channel		---
1999 WEAL, WJMH-F, WMQXF, WQMG-F	From Sinclair to Entercom		N/A
2000 WMFR, WSJS, WSML	Divested by Clear Channel to CBS		N/A
2000 WPOL, WXII, WKEW	Sold to Truth		N/A
2001 WPET, WKSI-F	From Bahakel to Entercom		20,500,000

STATION NOTES

(Major call letter and format changes)

WWBG	AC until 82; Silent in late 80's; WBIG until 02
WMAG-F	WMFR until 84; AC as of 84
WVBZ-F	WGLD and EZ until 85; WOJY until 89; WWWB until 94; AC until 94; WFXF until 95; Oldies-70's until 95; WHSL until 01; Country until 01
WGBT-F	WKLM until 87; WWMY until 91; WMKG until 92; EZ until 92; WNEU until 94; Country until 95; WXRA until 01; AOR until 02; WWCC until 03
WEAL	WQMG until 98; Black until 98
WKXU-F	WPCM until 98
WTHZ-F	WWGL until 02; Religion/Gospel until 00
WMFR	MOR until 84
WKZL-F	AOR until 84; CHR but briefly AC during late 90's
WMQX-F	WSEZ and CHR until 87; AC until 88
WPOL	WAIR until 87; WMQX until 95; Black until 87; Oldies until 95
WSJS	Full Service evolving to Talk by the early 90's
WAAA	Black changing to Gospel by the mid-1990's
WOZN-F	WKSI until 02; CHR until 97
WKRR-F	AOR until 95
WIST-F	WFAZ until 95

GREENSBORO - WINSTON SALEM

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WTQR-F	3.5	WTQR-F	4.2	WTQR-F	4.4	WTQR-F	4.1	WTQR-F	4.4	WTQR-F	4.3
2 WMAG-F	2.6	WMAG-F	3.2	WMAG-F	3.3	WMAG-F	2.8	WMAG-F	3.4	WMAG-F	3.6
3 WKZL-F	1.6	WSJS	1.9	WOJY-F	2.6	WOJY-F	2.1	WKRR-F	2.5	WKRR-F	2.7
4 WGLD-F	1.4	WKZL-F	1.7	WKZL-F	1.7	WKRR-F	2.0	WOJY-F	2.1	WSJS	1.8
5 WSJS	1.3	WOJY-F	1.6	WSJS	1.4	WSJS	1.7	WSJS	1.7	WKZL-F	1.6
6 WSEZ-F	1.2	WSEZ-F	1.3	WKSJ-F	1.4	WKSJ-F	1.5	WKSJ-F	1.6	WMQX-F	1.5
7 WRQK-F	1.1	WQMG-F	1.2	WQMG-F	1.3	WKZL-F	1.2	WKZL-F	1.4	WQMG-F	1.2
8 WQMG-F	1.0	WRQK-F	1.0	WSEZ-F	1.1	WQMG-F	1.0	WQMG-F	1.2	WKSJ-F	1.2
9								WQMG-F	1.1	WJMH-F	1.2
10								WJMH-F	1.1	WMFR	1.1
1990		1991		1992		1993		1994		1995	
1 WTQR-F	4.9	WTQR-F	4.6	WTQR-F	6.0	WTQR-F	6.8	WTQR-F	7.1	WTQR-F	7.5
2 WMAG-F	3.4	WKRR-F	3.1	WKRR-F	2.9	WKRR-F	3.7	WKRR-F	3.9	WKZL-F	3.5
3 WKRR-F	3.0	WMAG-F	3.0	WMAG-F	2.6	WSJS	2.7	WSJS	2.8	WMAQ-F	3.0
4 WSJS	1.9	WSJS	1.7	WSJS	2.1	WWWB-F	2.2	WKZL-F	2.7	WKRR-F	2.9
5 WWWB-F	1.7	WWWB-F	1.7	WWWB-F	1.9	WMAG-F	2.2	WMAG-F	2.2	WSJS	2.9
6 WMQX-F	1.5	WJMH-F	1.3	WJMH-F	1.4	WKZL-F	1.8	WJMH-F	1.9	WJMH-F	2.3
7 WJMH-F	1.3	WMQX-F	1.2	WMQX-F	1.3	WJMH-F	1.6	WMQX-F	1.4	WMQX-F	1.9
8 WQMG-F	1.1	WQMG-F	1.1	WQMG-F	1.1	WMQX-F	1.5	WWWB-F	1.4	WXRA-F	1.6
9 WKZL-F	1.1	WMFR	0.9	WKZL-F	1.0	WQMG-F	1.1	WQMG-F	1.2	WKSJ-F	1.5
10 WKSJ-F	1.0	WKZL-F	0.85	WMFR-F	0.9	WKSJ-F	1.0	WMFR	0.8	WQMG-F	1.3
11				WKSJ-F	0.9	WMFR	0.9			WMFR	0.8
1996		1997		1998		1999		2000		2001	
1 WTQR-F	7.8	WTQR-F	6.9	WTQR-F	8.1	WTQR-F	7.5	WTQR-F	7.4	WTQR-F	6.8
2 WKZL-F	4.2	WMAG-F	4.4	WMAG-F	4.9	WMAG-F	5.3	WMAG-F	5.7	WMAG-F	5.1
3 WMAG-F	4.1	WKZL-F	4.1	WKRR-F	4.3	WKRR-F	4.1	WQMG-F	4.6	WQMG-F	4.4
4 WSJS	3.2	WKRR-F	3.5	WKZL-F	4.0	WMQX-F	3.9	WKRR-F	4.5	WJMH-F	4.0
5 WKRR-F	3.0	WSJS	2.8	WJMH-F	3.6	WJMH-F	3.8	WMQX-F	4.0	WKRR-F	3.6
6 WJMH-F	2.6	WMQX-F	2.7	WMQX-F	3.5	WQMG-F	3.6	WJMH-F	3.9	WMQX-F	3.4
7 WMQX-F	2.3	WJMH-F	2.6	WQMG-F	3.1	WKZL-F	3.1	WKSJ-F	3.7	WSJS	3.0
8 WKSJ-F	1.6	WHSL-F	2.3	WSJS	3.0	WSJS	3.1	WHSL-F	3.5	WKSJ-F	2.1
9 WQMG AF	1.5	WQMG-F	2.2	WHSL-F	2.6	WKSJ-F	2.9	WSJS	3.1	WVZ-F	2.9
10 WXRA-F	1.4	WXRA-F	2.0	WKSJ-F	2.3	WHSL-F	2.8	WKZL-F	3.0	WKZL-F	2.7
11 WHSL-F	1.3	WKSJ-F	1.5	WXRA-F	1.6	WXRA-F	1.8	WXRA-F	1.7	WWCC-F	1.0

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Radio Equity	\$ 10.6 (38.4)	1 Radio Equity	\$ 12.0 (38.0)	1 Clear Channel	\$ 12.4 (35.9)
2 Dick	6.6 (23.9)	2 Dick	6.4 (20.3)	2 Dick	7.2 (20.9)
3 HMW	4.4 (15.9)	3 Max	4.2 (13.3)	3 Max	6.4 (18.6)
4 Max	3.3 (12.0)	4 SFX	4.0 (12.7)	4 SFX	6.3 (18.3)
		5 Bahakel	1.7 (5.4)	5 Bahakel	1.7 (4.9)
		6 WQMG A/F	1.4 (4.4)		
1997		1998		1999	
1 Clear Channel	\$ 11.6 (31.6)	1 Clear Channel	\$ 12.8 (29.8)	1 Clear Channel	\$ 17.4 (39.3)
2 Sinclair	7.9 (21.6)	2 Sinclair	10.4 (24.2)	2 Entercom	11.7 (26.4)
3 Capstar	7.6 (20.9)	3 Dick	8.3 (19.4)	3 Dick	7.2 (16.3)
4 Dick	7.6 (20.8)	4 Capstar	8.2 (19.1)	4 CBS	3.7 (8.4)
				5 Bahakel	3.4 (7.6)
2000		2001		2002	
1 Clear Channel	\$ 18.3 (39.1)	1 Clear Channel	\$ 15.7 (37.5)	1 Clear Channel	\$ 16.3
2 Entercom	12.6 (26.8)	2 Entercom	12.0 (28.5)	2 Entercom	15.5
3 Dick	7.5 (16.0)	3 CBS	3.5 (8.3)	3 Dick	6.7
4 Bahakel	4.0 (8.6)	4 Bahakel	3.2 (7.6)	4 CBS	3.4
5 CBS	3.5 (7.5)				
2003					
1 Clear Channel	\$ 16.5				
2 Entercom	16.3				
3 Dick	6.9				
4 CBS	3.6				
5					

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

2002		2003	
1 WTQR-F	7.8	WTQR-F	7.8
2 WMAG-F	5.0	WQMG-F	5.4
3 WQMG-F	4.6	WMAG-F	5.1
4 WJMH-F	4.3	WJMH-F	4.1
5 WKZL-F	3.8	WKZL-F	4.0
6 WMQX-F	3.6	WMQX-F	3.8
7 WKRR-F	2.9	WSJS	3.0
8 WSJS	2.9	WKRR-F	2.9
9 WOZN-F	2.6	WOZN-F	2.7
10 WVZ-F	2.0	WVZ-F	2.0
11			

DUNCAN'S COMMENTS

This is a moderately growing medium to large radio market. It has been overshadowed by its fast growing neighbors (Raleigh, Charlotte) but is still a decent market in its own right. One of the keys to this has been an actual decline in the number of viable stations. This was caused by AM stations losing viability and few new FM's coming into the market. Those rural FM's with move-in opportunities probably chose to go towards Raleigh or Charlotte instead.

WTQR has been the dominant station in Greensboro-Winston Salem since the 1970's. If you look at WTQR's 12+ shares over the years you can pretty much follow the ebbs and flows of the Country music format on the national level. See Volume Two for more about this matter.