

## HUNTSVILLE 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>	
WBHP	10.6	11.3	13.5	12.7	11.9	14.5	10.6	13.0	13.0	9.5	22.5	20.6	9.0	6.3	4.7	5.5	3.5	3.2	3.6	-	-	-	-	0.4	-	0.4	0.6	1.2	0.8	WBHP, 1230 (N/T)
WZYP-F					9.8	9.6	13.6	14.6	13.5	18.5	25.0	23.0	20.7	22.5	18.6	16.7	13.0	11.9	9.6	11.5	9.3	11.8	12.0	11.6	13.0	9.8	8.6	6.7	5.8	WZYP-F, 104.3 (CHR)
WEUP	4.7	5.8	6.6	3.6	4.2	4.6	8.7	8.9	7.0	6.1	8.8	9.1	3.3	3.3	3.0	4.8	5.6	4.4	3.8	3.1	3.1	2.6	2.4	6.3	1.2	1.8	3.4	2.1	2.3	WEUP, 1600 (G)
WLOR	10.8	13.5	15.0	15.2	15.8	13.6	10.0	7.8	5.2	4.1	7.5	2.8	0.9	0.6	-	0.6	1.6	-	1.6	1.2	1.3	1.7	2.8	2.4	1.7	1.3	1.2	1.5	1.3	WLOR, 1550 (B)
WRSA-F	5.6	6.3	7.2	7.9	5.6	3.7	8.7	6.2	8.7	9.7	10.0	8.7	10.1	9.1	9.0	8.5	9.9	9.1	9.0	7.5	7.7	7.6	7.2	6.2	6.0	6.7	6.3	5.7	4.5	WRSA-F, 96.9 (SAC)
WAHR-F	4.2	4.7	4.0	3.0	4.6	9.3	10.3	5.3	6.7	6.6	8.3	8.0	5.6	7.3	6.6	4.6	7.3	8.4	7.9	7.7	9.8	10.3	8.2	8.4	8.2	9.6	9.3	9.0	8.4	WAHR-F, 99.1 (AC)
WAVU	3.3	3.6	2.6	-	4.2	3.4	4.3	3.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WAVU, 630 (?)
WTKI	4.7	4.7	3.5	3.3	6.0	3.7	2.4	3.2	1.1	0.7	1.3	1.0	2.0	1.3	1.2	0.4	0.4	-	0.5	0.8	1.1	0.8	0.3	0.6	0.5	0.4	0.4	-	0.4	WTKI, 1450 (S)
WQEN-F	-	2.2	5.5	8.2	7.7	6.2	5.4	3.2	4.3	5.1	0.8	0.7	0.7	-	-	0.3	0.2	-	-	-	-	-	-	0.4	0.7	0.4	0.5	0.5	0.6	WQEN-F, 103.7 (CHR)
WUMP	4.2	7.2	6.9	6.4	3.5	2.2	1.1	2.7	-	-	-	1.0	3.1	5.0	2.8	-	-	-	-	-	0.6	0.6	0.7	0.8	0.9	0.9	0.9	0.9	1.0	WUMP, 730 (S)
WDJL	15.8	9.4	8.9	7.3	3.4	3.5	2.2	1.8	3.1	2.7	2.9	6.6	1.5	6.3	4.2	7.0	7.4	4.9	0.3	-	0.7	0.4	1.3	1.4	2.2	-	0.5	1.2	1.3	WDJL, 1000 (G)
WRTT-F								0.9	2.4	2.9	2.1	2.6	1.8	1.3		1.6	1.6	0.1	1.5	1.5	1.5	1.3	0.7	1.4	0.5	6.6	6.5	6.6	6.6	WRTT-F, 95.1 (AOR)
WDRM-F													15.2	14.8	22.3	22.9	23.2	24.7	22.5	25.6	23.4	21.7	20.5	19.1	16.9	17.7	15.2	15.1	16.1	WDRM-F, 102.1 (C)
WHRP-F																4.4	2.8	3.2	2.8	2.4	1.9	1.8	1.5	2.0	2.0	2.6	2.9	1.2	2.1	WHRP-F, 93.3 (C)
WVNN													2.2	1.5	1.2	2.1	2.2	1.7	3.3	4.1	3.2	3.3	3.8	3.4	3.7	3.2	3.1	3.3	4.6	WVNN, 770 (T)
WEUP-F																										6.4	9.7	9.1	8.6	WEUP-F, 103.1 (B)
WQAH-F																									1.6	1.7	1.0	1.7	2.3	WQAH-F, 105.7 (C/O)
WRJL-F																						0.6	1.2	0.8	1.4	1.0	1.3	1.3	1.0	WRJL-F, 99.9 (G)
WTAK-F																										6.3	4.1	4.4	4.2	WTAK-F, 106.1 (CL AOR)
WWXQ-F																										1.2	1.7	1.6	1.6	WWXQ-F, 92.5 (O)
WXQW-F																														WXQW-F, 94.1 (O)

NOTE: In 1987, two counties were added to the metro. Some station's shares were greatly affected. In 1985, two counties had been deleted.

WQEN-F is now a Birmingham station. At one time it had a significant presence in Huntsville.

## 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>					
WBHP	23.1	27.0	22.1	24.4	23.7	19.0	31.4	30.4	17.9	13.9	9.5	9.0	9.7	9.0	7.1	-	-	-	-	-	2.1	-	1.2	4.9	4.8	4.1				
WZYP-F	19.2	21.7	29.8	29.4	33.1	32.8	38.4	40.6	37.3	36.9	34.7	28.4	34.3	26.8	26.3	26.5	27.6	29.2	25.9	26.4	29.5	20.6	23.0	15.8	16.9					
WEUP	10.7	10.0	11.5	13.2	11.5	12.8	18.1	14.5	8.2	8.5	8.7	8.0	10.7	11.0	8.8	7.3	6.1	5.6	6.5	14.5	3.8	4.3	4.2	2.8	3.8					
WLOR	33.8	33.9	25.3	24.8	20.3	15.7	23.7	16.1	6.4	3.6	-	-	2.9	-	2.0	2.4	1.9	2.9	4.1	3.8	2.9	2.6	2.8	2.4	3.3					
WRSA-F	8.8	9.8	14.0	12.7	14.8	18.5	15.5	20.1	18.1	18.9	12.9	18.2	17.0	16.6	17.8	15.9	15.8	14.5	14.8	10.7	11.0	9.6	12.8	15.2	12.7					
WAHR-F	9.8	18.3	19.1	19.6	21.7	17.6	17.1	17.8	15.1	12.4	17.0	10.4	17.1	17.4	18.5	16.0	21.7	21.3	19.9	15.3	18.7	16.5	20.8	15.6	18.3					
WAVU				4.9	4.2																									
WTKI	12.9	13.7	11.3	10.6	7.2	5.2	7.6	5.9	4.6	3.9	3.3	-	3.8	-	3.4	2.8	3.5	2.3	2.0	3.3	1.8	2.0	1.1	-	1.7					
WQEN-F	10.0	10.9	10.9	8.5	9.6	11.4	3.1	2.9	2.1	-	-	-	1.7	-	-	-	-	-	-	1.7	2.9	1.8	3.1	1.5	2.8					
WUMP				5.9	6.4	5.8	-	3.9	5.9	8.2	7.0	7.2	-	-	-	-	3.0	2.1	2.3	2.6	2.8	3.4	4.5	4.8	4.0					
WDJL	-	8.9	-	6.0	-	-	9.4	10.4	4.5	8.1	4.7	8.0	9.2	5.6	1.0	-	1.2	1.9	1.4	3.9	2.4	-	2.2	1.2	0.8					
WRTT-F					4.8	7.7	7.4	7.0	6.7	3.7	5.1	6.2	4.0	4.1	4.8	5.8	7.3	4.8	4.7	5.0	3.2	17.2	13.3	15.3	17.0					
WDRM-F									24.2	26.0	28.8	35.3	38.2	42.8	37.1	43.4	38.7	33.4	33.9	31.0	31.0	29.7	28.2	24.7	26.6					
WHRP-F											11.3	11.3	8.6	10.1	8.5	8.4	9.3	8.0	8.1	6.0	6.5	11.3	8.8	4.5	11.3					
WVNN									5.1	5.6	5.5	6.2	6.9	7.3	8.7	9.3	9.3	7.3	7.8	8.5	6.8	9.8	9.4	9.1	9.2					
WEUP-F																						13.5	18.3	16.5	14.8					
WQAH-F																						3.9	2.2	4.0	3.4					
WRJL-F																		1.4	2.5	2.7	3.7	2.7	2.4	4.3	3.0					
WTAK-F														2.6	10.3	12.1	13.6	15.7	16.7	18.9	18.0	13.5	11.9	10.0	11.6					
WWXQ-F															5.9	7.3	2.9	8.2	7.8	11.6	13.0	2.1	3.2	5.8	4.0	5.3				
WXQW-F																										8.9	7.1	6.5	5.7	

## HUNTSVILLE

	<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	2.8	--	--	--	--	--	--	--	15.6 %	27.8 %	--	--	--	1976
1977	3.0	7.1 %	--	--	--	--	--	--	15.0	27.4	18	--	--	1977
1978	3.5	16.7	--	--	--	--	--	--	14.0	32.3	19	--	--	1978
1979	3.9	11.4	--	--	--	--	--	--	12.1	38.7	20	--	--	1979
1980	4.4	12.8	--	--	--	--	--	--	13.3	40.6	19	--	--	1980
1981	4.6	4.5	.279	15.77	1.3	.0034	--	--	14.5	53.2	22	--	--	1981
1982	4.9	6.5	.287	17.07	1.4	.0035	--	--	17.2	46.0	23	--	--	1982
1983	5.5	12.2	.298	18.46	1.5	.0037	.060	--	17.2	51.2	25	12	--	1983
1984	6.2	12.7	.303	20.46	1.5	.0040	.084	--	15.7	59.4	13	12	--	1984
1985	6.8	9.7	.310	22.22	1.7	.0038	.076	WBHP	14.5	53.9	16	9	--	1985
1986	7.4	8.8	.314	22.83	1.8	.0037	.084	WZYP-F	16.5	52.9	21	9	--	1986
1987	8.0	8.1	.327	23.66	2.1	.0038	.098	WZYP-F	15.3	70.9	19	10.5	8.6	1987
1988	8.6	7.5	.334	24.93	2.3	.0037	.104	WZYP-F	15.4	69.5	15	9	7.1	1988
1989	9.2	7.0	.340	26.21	2.6	.0035	.116	WDRM-F	14.8	79.3	17	8	12.7	1989
1990	9.9	7.6	.345	27.81	2.7	.0035	.118	WDRM-F	16.7	75.1	18	9	10.3	1990
1991	9.8	-1.0	.349	28.08	2.9	.0034	.120	WDRM-F	17.1	75.2	19	9	13.5	1991
1992	10.2	4.1	.356	28.65	2.8	.0036	.134	WDRM-F	16.8	78.7	20	10	17.6	1992
1993	10.8	5.9	.360	30.00	3.2	.0034	.148	WDRM-F	16.0	80.0	18	10	18.0	1993
1994	11.7	8.1	.374	31.28	3.5	.0033	.159	WDRM-F	16.0	88.7	20	10	16.7	1994
1995	12.3	5.1	.404	30.45	3.9	.0032	.165	WDRM-F	16.0	89.7	17	7.5	19.4	1995
1996	13.2	7.3	.433	30.48	4.3	.0031	.167	WDRM-F	15.7	89.5	19	8	15.0	1996
1997	14.1	6.8	.439	32.12	4.2	.0034	.190	WDRM-F	15.5	87.6	25	8.5	12.8	1997
1998	15.0	6.1	.441	34.00	4.4	.0034	.187	WDRM-F	16.4	90.5	25	9	15.4	1998
1999	16.2	7.4	.444	36.48	4.6	.0035	.213	WDRM-F	14.6	87.4	24	9.5	14.1	1999
2000	17.5	8.0	.459	38.13	5.3	.0033	.236	WDRM-F	14.1	90.8	27	10.5	14.9	2000
2001	16.1	-8.0	.464	34.70	5.5	.0029	.207	WDRM-F	13.9	84.8	26	10.5	17.3	2001
2002	21.3	NM	.469	45.42	5.6	.0038	.319	WDRM-F	13.6	85.7	25	--	20.0	2002
2003	23.1	8.5	.474	48.73	5.8	.0040	.292	WDRM-F	14.3	84.3	29	11.5	17.4	2003

### MAJOR STATIONS - JANUARY 2004

WBHP	1230	1KW	News/Talk	Clear Channel	WAHR-F	99.1	100KW@984	AC	
WDJL	1000	10KW (DAYS, DA)	Gospel		WDRM-F	102.1	100KW@981	Country	Clear Channel
WEUP	1600	5KW/500W (DA-N)	Gospel		WEUP-F	103.1	12KW@492	Black	
WLOR	1550	5KW/500W (DA-2)	Black		WHRP-F	93.3	100KW@1040	Country	Cumulus
WTKI	1450	1KW	Sports		WQAH-F	105.7	6KW@328	Country Oldies	
WUMP	730	1KW/129W	Sports						
WVNN	770	7KW/250W (DA-N)	Talk	Cumulus	WRJL-F	99.9	6KW@328	Gospel	
					WRSR-F	96.9	100KW@1010	Soft AC	
					WRTT-F	95.1	12KW@909 (DA)	AOR	
					WTAK-F	106.1	5KW@725	Classic AOR	Clear Channel
					WWXQ-F	92.5	3.1KW@423	Oldies	Clear Channel
					WXQW-F	94.1	0.4KW@1155 (DA)	Oldies	Clear Channel
					WZYP-F	104.3	100KW@1115	CHR	Cumulus

WQEN      See Birmingham

**HUNTSVILLE**

**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>	
<b>CHR/AOR</b>	40	50	38	CHR AOR/CL	32 3	25 --	19 8		10 13	12 14	17 11	10 19	
<b>MOR/AC</b>	7	8	4	MOR/FS AC/OLD	1 11	-- 10	-- 10		12	AC OLDIES	13 2	11 8	See Talk 11 8
<b>COUNTRY BTF/LJ/EZ/SAC</b>	27 8	32 4	32 7		27 11	33 11	31 12		40		33 29	24	
								SOFT AC	12		8 7	--	
<b>NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ</b>					--	--	2		2		5 5	5 5	
	7	5	12		7	12	14		9		12 8	9	
<b>STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL</b>					--	2	--				-- --	7	
	3	1	4		8	4	2		1		3 4	5	

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1974 WTAK		\$	630,000
1981 WTAK			700,000
1987 WFIX	Sold to Dave Smith		250,000
1987 WEUP			855,000
1989 WAAY			600,000
1993 WHVK-F (Tulahoma)	Sold to Athens		2,500,000
1993 WYAM-F	Sold to WTAK owner		1,500,000
1995 WBBI (Madison)	Sold to Athens		215,000
1996 WDJL			110,000
1996 WBHP, WHOS, WDRM-F	Sold to Capstar		23,000,000
1997 WTAK-F, WWXQ-F, WXQW-F	Sold to Capstar		5,500,000
1999 WAHR-F	Sold to Black Star		11,200,000
1999	All Capstar stations sold to Clear Channel		---
1999 WDJL	Sold to Black Star		150,000
2000 WNDA-F	Sold to Black Star		---
2000 WLOR	Sold to Black Star		425,000
2003 WVNN, WZYP-F, WUMP, WUSX-F	Sold to Cumulus		22,000,000

**STATION NOTES**

(Major call letter and format changes)

<b>WDJL</b>	WVOV until 82; WTAK until 95; CHR until 80; MOR until 82; Black until about 86; AOR until 95; Standards until 97
<b>WLOR</b>	WAAY until 89; WAAJ until 92; CHR or AC until about 89; Gospel until 01
<b>WTKI</b>	WFIX until 89; WKGL until 93; Standards until 89; WHOH briefly 01-02
<b>WRS-A-F</b>	EZ to Soft AC by mid-90's
<b>WRTT-F</b>	WNDA and Religion until 00
<b>WHRP-F</b>	WHVK until 95; WPZM until 00; WXMR until 01; Country until 00; WUSX until 03
<b>WAVU</b>	Country until the station disappeared from the ratings in 1984
<b>WAHR-F</b>	CHR until 84
<b>WBHP</b>	Country until 98
<b>WUMP</b>	WDKT until 94
<b>WTAK-F</b>	WYAM until 93
<b>WWXQ-F</b>	WAZK until 95; AOR until 95; CHR until 97
<b>WQAH-F</b>	WYAM until 01; Black until 01

# HUNTSVILLE

## HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
1		WBHP 1.2	WZYP-F 1.4	WZYP-F 1.8	WZYP-F 2.0	WDRM-F 2.4
2	Not Available	WZYP-F 1.0	WBHP 1.3	WBHP 1.5	WDRM-F 2.0	WZYP-F 2.0
3		WEUP 0.6		WDRM-F 1.2	WBHP 1.2	WAHR-F 1.1
4		WAHR-F 0.6		WAHR-F 1.0	WAHR-F 1.0	WBHP 1.0
5				WRS-A-F 0.6	WRS-A-F 0.7	WRS-A-F 0.8
6					WTAK 0.5	WTAK 0.5
7						
8						
9						
10						
11						
	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>
1	WDRM-F 3.0	WDRM AF 3.3	WDRM AF 3.7	WDRM-F 4.0	WDRM-F 5.0	WDRM-F 5.3
2	WZYP-F 2.2	WZYP-F 2.0	WZYP-F 3.1	WZYP-F 1.9	WZYP-F 2.0	WZYP-F 2.0
3	WAHR-F 1.0	WAHR-F 1.2	WAHR-F 1.1	WAHR-F 1.1	WAHR-F 1.2	WAHR-F 1.6
4	WRS-A-F 0.9	WRS-A-F 0.8	WRS-A-F 0.8	WRS-A-F 0.9	WRS-A-F 0.9	WRS-A-F 1.0
5	WBHP 0.8	WBHP 0.7	WTAK 0.6	WTAK AF 0.6	WTAK-F 0.8	WTAK-F 1.0
6	WTAK 0.5	WTAK 0.6	WBHP 0.5	WHVK-F 0.5		WEUP AF 0.6
7		WEUP 0.3				
8						
9						
10						
11						
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
1	WDRM-F 5.6	WDRM-F 4.6	WDRM-F 5.2	WDRM-F 5.6	WDRM-F 4.7	WDRM-F 4.6
2	WZYP-F 2.1	WZYP-F 2.4	WZYP-F 2.4	WZYP-F 2.6	WZYP-F 2.8	WAHR-F 2.4
3	WAHR-F 1.7	WAHR-F 2.0	WAHR-F 2.2	WAHR-F 2.3	WAHR-F 2.6	WZYP-F 2.4
4	WTAK-F 1.2	WTAK-F 1.3	WTAK-F 1.8	WTAK-F 1.8	WTAK-F 2.1	WTAK-F 1.6
5	WRS-A-F 0.9	WRS-A-F 1.1	WRS-A-F 1.0	WRS-A-F 1.1	WEUP AF 1.0	WEUP-F 1.1
6	WVNN 0.6	WVNN 0.7	WEUP AF 0.7	WVNN 0.7	WRS-A-F 0.9	WRS-A-F 0.9
7			WVNN 0.6	WEUP AF 0.7	WVNN 0.7	WRTT-F 0.7
8						WVNN 0.6
9						
10						
11						
	<u>2002</u>	<u>2003</u>				
1	WDRM-F 5.3	WDRM-F 5.4				
2	WAHR-F 4.0	WAHR-F 4.5				
3	WRTT-F 2.5	WRTT-F 2.8				
4	WZYP-F 1.9	WZYP-F 1.8				
5	WEUP-F 1.5	WEUP-F 1.5				
6	WRS-A-F 1.3	WRS-A-F 1.3				
7	WTAK-F 1.0	WTAK-F 1.2				
8						
9						
10						
11						

## HIGHEST BILLING RADIO ENTITIES

	<u>1994</u>	<u>1995</u>	<u>1996</u>
1	WDRM-F \$ 5.0 (42.7)	WDRM A/F \$ 5.3 (43.1)	Capstar \$ 5.6 (41.8)
2	Athens 2.8 (23.9)	Athens 2.6 (21.0)	Athens 2.9 (21.6)
3		WAHR-F 1.6 (12.8)	WAHR-F 1.7 (12.7)
4			WDJL, WTAK-F 1.2 (9.0)
	<u>1997</u>	<u>1998</u>	<u>1999</u>
1	Capstar \$ 6.2 (44.0)	Capstar \$ 7.4 (49.3)	Clear Channel \$ 7.8 (48.3)
2	Athens 3.5 (24.8)	Athens 3.7 (24.7)	Athens 3.3 (20.5)
3	WAHR-F 2.0 (14.2)	WAHR-F 2.2 (14.7)	WAHR-F 2.3 (14.2)
4	WRS-A-F 1.1 (7.8)	WRS-A-F 1.0 (6.7)	WRS-A-F 1.1 (6.8)
	<u>2000</u>	<u>2001</u>	<u>2002</u>
1	Clear Channel \$ 7.3 (41.4)	Clear Channel \$ 6.6 (41.2)	Clear Channel \$ 7.1
2	Athens 3.5 (20.0)	Athens 3.4 (21.0)	WAHR et.al. 6.9
3	WAHR et.al. 2.9 (2.9)	WAHR et.al. 3.2 (19.8)	Cumulus 2.9
4		WEUP et.al. 1.2 (7.7)	WEUP et.al. 2.1
	<u>2003</u>	All 2002 and 2003 financial data is provided by BIA Financial.	
1	WAHR et.al. \$ 7.7		
2	Clear Channel 7.5		
3	Cumulus 3.3		
4	WEUP et.al. 2.1		
5			

### DUNCAN'S COMMENTS:

Huntsville is an above average small radio market. Revenues have grown well. The number of viable stations has remained steady. Note that this is one market in which FM share of audience has declined substantially in the last five years.

Since it became established in Huntsville in 1987 WDRM has become the leading station in revenue and ratings. WZYP has been a fine CHR although in the last four years its audience share has eroded.