

JOHNSON CITY-KINGSPORT-BRISTOL 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>	
WQUT-F	6.0	8.2	6.7	7.9	10.3	9.5	18.8	18.2	23.6	23.3	19.3	24.7	21.1	20.0	19.9	16.5	15.6	11.5	10.4	10.2	13.2	12.5	12.2	11.0	11.0	10.6	10.5	9.8	WQUT-F, 101.5 (CL AOR)	
WXBQ-F	2.3	-	5.0	3.6	13.0	13.6	15.0	20.4	20.7	19.5	18.7	17.6	18.5	19.1	18.1	23.8	27.1	29.1	32.8	31.3	29.7	23.7	23.4	21.2	19.9	20.8	20.0	22.3	WXBQ-F, 96.9 (C)	
WTFM-F	4.3	5.4	5.4	10.1	7.6	8.0	11.4	8.3	9.1	8.3	13.3	13.0	16.0	14.6	15.6	13.7	13.6	12.1	12.7	10.4	9.4	8.5	8.1	9.7	8.3	8.0	7.1	7.4	WTFM-F, 98.5 (AC)	
WKPT	4.3	3.5	3.9	3.8	2.3	3.0	1.7	1.4	1.4	0.9	2.2	2.0	3.6	3.7	2.3	2.2	3.0	2.8	2.8	2.9	3.0	2.2	2.2	1.8	1.5	1.7	1.6	1.2	WKPT, 1400 (ST)	
WJCW	8.2	8.2	12.5	9.3	10.5	12.2	8.3	9.3	9.2	9.3	6.7	8.8	7.2	4.9	3.7	4.1	3.8	4.7	3.9	4.5	3.6	4.0	2.8	3.3	3.0	3.1	3.1	2.9	WJCW, 910 (T)	
WFHG	7.4	9.8	9.8	8.7	6.4	6.4	4.6	3.3	3.1	1.6	1.2	0.9	0.3	1.0	2.1	1.7	1.2	0.7	1.0	1.8	0.7	0.7	0.9	1.1	1.6	1.0	0.8	-	WFHG, 980 (T)	
WKIN	10.7	7.2	7.3	9.3	6.1	4.1	2.3	2.9	2.1	1.6	1.9	1.3	0.3	0.8	1.0	0.3	0.7	-	-	0.5	0.9	9.3	0.5	-	0.6	0.4	-	0.5	WKIN, 1320 (T)	
WHGG	3.1	3.5	3.9	0.8	2.9	3.5	2.3	3.2	-	1.4	1.4	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WHGG, 1090 (REL)	
WETB	2.9	4.4	4.4	5.0	6.9	5.2	3.1	2.3	1.7	0.8	1.2	1.0	0.5	0.8	2.0	1.5	1.8	1.6	0.8	1.2	1.4	1.8	1.4	1.5	1.3	1.6	1.4	1.1	WETB, 790 (G)	
WKTP	6.8	7.0	7.7	7.7	5.0	4.4	1.0	1.1	1.0	1.7	-	0.4	0.2	-	-	-	-	-	-	-	-	0.2	-	0.2	-	0.2	0.2	0.3	WKTP, 1590 (ST)	
WZAP	4.5	11.4	3.9	5.0	3.4	2.8	2.0	2.0	2.4	2.3	1.9	1.5	0.7	1.9	1.4	0.8	0.9	1.4	0.8	1.7	0.9	1.8	1.6	0.9	1.1	1.1	-	0.9	WZAP, 690 (REL)	
WKOS-F	-	-	-	-	1.9	3.7	4.1	2.1	3.2	4.7	3.3	4.0	3.5	3.5	2.5	2.7	3.3	3.0	2.7	4.1	4.0	3.7	4.5	4.7	4.5	4.6	3.7	4.2	WKOS-F, 104.9 (O)	
WAEZ-F	-	-	-	-	1.9	-	0.5	1.5	1.9	1.3	1.2	0.4	0.8	0.8	1.0	0.3	0.3	0.7	0.3	0.5	0.4	0.5	0.9	0.7	7.6	7.0	6.0	6.5	WAEZ-F, 94.9 (CHR)	
WPJO-F	-	-	-	-	1.9	1.9	1.7	1.4	2.5	4.4	3.3	4.1	4.1	4.1	4.7	5.8	4.1	4.3	5.0	5.1	3.9	8.8	11.0	11.0	3.6	3.2	3.5	2.7	WPJO-F, 99.3 (AC)	
WEYE-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.3	-	0.6	0.5	-	-	0.5	0.5	0.7	-	1.5	1.9	WEYE-F, 104.3 (G)	
WFHG-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	1.5	1.0	1.2	0.5	-	-	0.9	-	1.1	1.3	1.7	WFHG-F, 92.7 (T)	
WGOC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.3	2.0	1.8	3.1	4.4	3.8	3.7	3.7	3.9	3.4	3.8	3.8	WGOC, 640 (C)	
WMEV-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.5	2.5	1.3	1.0	1.2	1.4	1.2	1.7	1.6	1.6	1.6	1.9	WMEV-F, 93.9 (C)	
WRZK-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.9	3.1	4.3	4.3	5.0	5.6	4.2	WRZK-F, 95.9 (AOR)	
WXIS-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	2.6	0.9	1.4	0.9	3.7	3.5	3.5	3.0	WXIS-F, 103.9 (B)

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>	
WQUT-F	15.7	21.6	18.5	32.5	31.4	41.4	38.3	33.9	36.7	36.3	37.0	38.4	34.6	30.4	27.0	24.4	21.6	27.5	24.8	26.3	21.7	20.9	21.0	21.5	18.4	
WXBQ-F	14.9	18.2	23.2	24.2	31.8	34.5	29.9	29.7	29.0	33.7	29.7	31.9	40.0	44.4	47.8	49.8	47.7	47.7	38.8	39.2	34.9	33.1	33.5	35.1	36.1	
WTFM-F	20.8	19.2	16.0	15.1	16.6	15.3	12.6	24.3	26.1	28.8	29.3	28.5	31.6	26.8	25.0	25.7	25.1	26.0	21.0	21.7	19.2	17.6	20.2	15.8	17.4	
WKPT	11.5	12.6	10.2	7.5	6.2	4.8	3.2	8.2	5.0	6.5	8.4	6.9	6.7	6.6	7.2	4.6	5.2	5.9	7.0	5.8	3.9	3.9	4.4	2.9	4.1	
WJCW	20.7	22.2	19.6	19.6	19.8	15.2	16.6	13.6	14.8	14.8	13.6	10.6	11.2	9.4	11.2	8.9	12.9	8.6	10.6	8.1	9.3	9.4	9.5	6.9	7.6	
WFHG	19.6	19.8	17.4	14.7	10.7	10.5	6.3	4.1	6.6	-	4.0	5.2	5.0	5.0	4.2	3.5	5.8	3.8	3.8	2.8	3.5	4.5	3.0	1.4	-	
WKIN	15.6	15.6	12.0	9.7	6.0	6.5	4.7	4.8	5.2	-	2.6	2.3	1.7	3.0	-	-	3.1	2.8	2.6	2.1	-	2.4	2.5	-	2.0	
WHGG	-	-	-	6.4	-	-	-	1.4	6.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
WETB	15.0	13.9	15.0	12.2	8.2	4.8	4.0	3.9	2.8	1.5	3.2	3.9	4.4	4.1	3.4	4.8	3.9	3.3	3.8	3.7	3.5	2.8	3.0	1.8	2.1	
WKTP	16.9	12.4	10.3	7.6	4.6	4.4	-	-	1.4	6.5	-	-	-	-	-	-	-	-	0.8	-	0.4	-	0.2	0.8	0.8	
WZAP	7.9	8.7	7.3	3.5	4.5	5.3	4.8	3.5	3.7	3.7	3.2	3.2	3.6	3.2	2.3	3.8	4.9	3.8	4.0	3.8	2.1	2.4	1.7	-	1.6	
WKOS-F	-	-	-	7.8	7.0	7.2	9.2	10.0	7.3	7.8	9.9	9.9	8.1	9.0	9.2	8.4	9.6	10.3	9.3	11.6	10.8	11.4	13.0	12.4	10.0	
WAEZ-F	-	-	-	1.8	2.4	4.0	3.8	-	-	3.5	3.5	3.2	-	2.6	4.3	4.3	3.6	2.9	3.3	4.5	4.2	18.2	14.0	16.5	15.4	
WPJO-F	-	-	-	3.7	6.7	3.4	5.5	7.2	7.5	7.8	7.5	10.6	10.8	11.7	10.5	17.0	12.5	9.8	22.1	23.8	23.2	8.5	8.5	8.5	8.5	
WEYE-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.7	-	3.7	3.6	
WFHG-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.7	3.5	4.5	5.3	3.5	-	-	3.2	-	2.0	3.2	4.7
WGOC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.3	4.6	6.6	5.3	9.1	8.9	6.8	6.9	5.4	6.2	6.8	
WMEV-F	-	-	-	-	-	-	-	-	-	-	-	-	-	6.3	4.6	5.3	4.0	3.7	5.4	3.7	4.5	4.5	4.5	5.4	4.6	
WRZK-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9.0	10.2	10.8	11.6	10.6	11.6	10.9	
WXIS-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.5	9.3	6.1	9.7	7.2	9.9	9.4	

JOHNSON CITY-KINGSPORT

	<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	3.7	--	--	--	--	--	--	--	15.0 %	20.6 %	--	--	--	1976
1977	4.0	8.1 %	--	--	--	--	--	--	13.1	23.2	22	--	--	1977
1978	5.0	25.0	--	--	--	--	--	--	15.2	23.8	28	--	--	1978
1979	5.1	2.0	--	--	--	--	--	--	14.7	34.2	25	--	--	1979
1980	6.2	21.6	--	--	--	--	--	--	15.2	38.1	25	--	--	1980
1981	6.5	4.8	.435	14.94	1.9	.0034	--	--	15.6	39.7	25	--	--	1981
1982	6.9	6.2	.440	15.68	2.0	.0035	--	--	15.8	59.1	25	--	--	1982
1983	7.6	10.1	.444	17.12	2.1	.0036	.083	--	15.9	60.9	27	15	--	1983
1984	8.1	6.6	.447	18.12	2.2	.0038	.093	WQUT-F 1.8	16.2	69.4	26	14	--	1984
1985	8.7	7.4	.449	19.33	2.4	.0036	.100	WQUT-F 1.7	15.7	67.2	30	14	--	1985
1986	9.0	3.4	.452	20.83	2.6	.0036	.104	WQUT-F 1.9	15.3	72.8	26	15	--	1986
1987	9.1	1.1	.434	20.97	2.6	.0036	.099	WQUT-F 1.8	15.4	74.1	28	12	6.0	1987
1988	9.5	4.4	.433	21.94	2.6	.0037	.107	WQUT-F 2.1	14.4	77.2	21	8.5	8.3	1988
1989	9.9	4.2	.434	22.81	2.5	.0039	.120	WQUT-F 2.1	15.9	77.7	25	8.5	12.6	1989
1990	10.1	2.0	.436	23.17	2.6	.0039	.123	WQUT-F 2.0	15.2	78.7	27	9	11.8	1990
1991	9.6	5.0	.436	22.02	2.6	.0037	.121	WXBQ-F 2.0	15.3	82.7	26	10	12.8	1991
1992	10.0	4.1	.439	22.78	2.8	.0036	.118	WXBQ-F 2.0	15.5	80.3	26	10	9.5	1992
1993	10.4	4.0	.444	23.42	3.2	.0033	.131	WXBQ-F 2.6	16.5	85.2	25	10	12.9	1993
1994	11.1	6.7	.453	24.50	3.6	.0031	.138	WXBQ-F 3.4	16.4	82.7	20	10	12.5	1994
1995	11.9	7.2	.454	26.21	3.9	.0030	.143	WXBQ-F 3.7	15.0	82.8	23	7.5	11.9	1995
1996	12.9	8.2	.458	28.17	4.2	.0031	.157	WXBQ-F 4.5	14.1	80.6	24	9	10.7	1996
1997	14.0	8.3	.460	30.44	4.3	.0033	.173	WXBQ-F 4.7	14.1	80.7	30	9	13.2	1997
1998	15.0	7.0	.464	32.33	4.3	.0035	.187	WXBQ-F 5.0	13.7	81.9	30	8.5	14.5	1998
1999	15.7	4.5	.467	33.61	4.6	.0034	.198	WXBQ-F 5.3	14.4	81.2	29	8.5	15.4	1999
2000	17.0	8.3	.467	36.40	5.6	.0030	.210	WXBQ-F 5.5	14.0	81.3	23	8.5	16.2	2000
2001	15.8	-7.1	.483	32.71	5.8	.0027	.200	WXBQ-F 5.1	14.7	87.0	24	8.5	18.0	2001
2002	18.9	NM	.487	38.81	6.0	.0032	.230	WXBQ-F 4.9	13.1	83.7	24	--	19.2	2002
2003	19.2	1.6	.489	39.26	6.2	.0031	.248	WXBQ-F 5.3	12.6	84.6	23	10	20.3	2003

MAJOR STATIONS - JANUARY 2004

WETB	790	5KW/72W	Gospel		WAEZ-F	94.9	100KW@1089 (DA)	CHR	Bristol
WGOC	640	10KW/0.8KW (DA-N)	Country	Citadel	WEYE-F	104.3	4KW@397	Gospel	
WJCW	910	5KW/1KW (DA-N)	Talk	Citadel	WFHG-F	92.7	1.6KW@627	Talk	Bristol
WKPT	1400	1KW	Standards		WKOS-F	104.9	2.7KW@492 (DA)	Oldies	Citadel
WKTP	1590	1.6KW/5KW (DA-2)	Standards		WMEV-F	93.9	100KW@1459 (DA)	Country	
WZAP	690	10KW/14W	Religion		WPJO-F	99.3	3.6KW@810	AC/CHR	
					WQUT-F	101.5	100KW@1500	Classic AOR	Citadel
					WRZK-F	95.9	6.6KW@1309 (DA)	AOR	
					WTFM-F	98.5	74KW@2280 (DA)	AC	
					WXBQ-F	96.9	75KW@2240 (DA)	Country	Bristol
					WXIS-F	103.9	2.5KW@1200	Black	

JOHNSON CITY-KINGSPORT-BRISTOL

FORMAT SHARES (%)

	<u>77</u>	<u>80</u>	<u>92</u>		<u>84</u>	<u>87</u>	<u>90</u>		<u>92</u>	<u>95</u>	<u>98</u>	<u>2000</u>
CHR/AOR	40	40	34	CHR	32	31	31		16	--	14	13
				AOR/CL	4	1	4		4	18	21	18
MOR/AC	10	8	13	MOR/FS	4	1	--		5	--	--	See Talk
				AC/OLD	1	19	16		22	AC	15	9
										OLDIES	4	6
COUNTRY	42	40	38		42	39	39		49		43	39
BTFL/EZ/SAC	6	9	11		10	2	3					36
								SOFT AC	2		7	5
									2		7	5
NEWS/TALK												
SPORTS												
BLACK/URBAN												
SMOOTH JAZZ												
STANDARDS					1	1	1		--	3	3	2
HISPANIC												
RELIG/GOSPEL	1	4	5		6	5	6		4	4	4	3
CLASSICAL												

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WOPI	\$	142,000
1977 WZAP		approx. 340,000
1981 WJCW, WQUT-F	Sold to Bloomington	3,400,000
1984 WETB		325,000
1985 WUSJ AF (Elizabethtown)		780,000
1986 WETB		350,000
1988 WETB		444,000
1992 WKIN, WKOS-F	From Bahakel to Bloomington	500,000
1993 WITM	Sold to Home News	N/A
1995 WOPI (1490)	Sold to Home News	140,000
1996 WAEZ-F	Sold to Bristol	3,000,000
1998	Bloomington stations sold to Bloomington Mangement	---
1998 WMEV A/F	Sold to WSTFM-F et al owner	1,650,000
1999 WMCH	Sold to Trent	130,000
1999 WABN A/F	Sold to Bristol	---
1999 WEZG-F	Sold to Bristol	300,000
1999 WEYE-F	Sold to Trent	403,000
2000 WGOC	Sold to Bloomington	850,000
2000	All Bloomington stations sold to Citadel	---
2001 WMCH, WEYE-F	Sold by Trent	---

STATION NOTES

(Major call letter and format changes)

WTFM-F	WKPT until 82; EZ until 85
WKOS-F	WZXY and AOR until 91
WKPT	EZ until 98; Standards/EZ after that
WQUT-F	CHR until about 93
WAEZ-F	WIKQ until 00; AC until 00
WPJO-F	WUSJ until 94; WAEZ until 00; Country until 94; Soft AC until 97; CHR until 00
WFHG-F	WABN until 01
WXBQ-F	WFHG until 79
WFHG	CHR to AC by 83; AC to Oldies by 88; Oldies until 93; WXBQ until 01
WKIN	CHR until 81; Country until mid-90's
WZAP	Country until 82
WKTP	CHR until 83; MOR until 86; EZ until 87; Country until ---; WJSO until 86; WUSJ until 87; WQLS until 88
WHGG	WGOC until ---; Religion until 85; Country until 86; Silent in early 90's
WJCW	Country until about 90
WETB	MOR until 87
WXIS-F	CHR until 99

JOHNSON CITY - KINGSPORT

HIGHEST BILLING STATIONS

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 WQUT-F	1.8	WQUT-F	1.7	WQUT-F	1.9	WQUT-F	1.8	WQUT-F	2.1	WQUT-F	2.1
2 WXBQ-F	1.7	WXBQ-F	1.4	WXBQ-F	1.4	WXBQ-F	1.5	WXBQ-F	1.6	WXBQ-F	1.8
3 WJCW	0.9	WTFM-F	1.0	WTFM-F	1.1	WTFM-F	1.3	WTFM-F	1.5	WTFM-F	1.6
4 WTFM-F	0.7	WJCW	0.8	WJCW	0.8	WJCW	0.7	WJCW	0.6	WJCW	0.6
5 WZXY-F	0.5										
6											
7											
8											
9											
10											

<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 WQUT-F	2.0	WXBQ-F	1.95	WXBQ-F	2.0	WXBQ-F	2.6	WXBQ AF	3.4	WXBQ-F	3.7
2 WTFM-F	1.8	WQUT-F	1.9	WTFM-F	1.9	WTFM-F	2.0	WTFM-F	2.1	WQUT-F	3.1
3 WXBQ-F	1.7	WTFM-F	1.7	WQUT-F	1.9	WQUT-F	1.8	WQUT-F	2.0	WTFM-F	2.0
4 WJCW	0.47	KIN/JCW	0.44			WUSJ-F	0.5	WJCW	0.6	WREZ-F	0.6
5 WUSJ-F	0.4									WJCW	0.5
6											
7											
8											
9											
10											
11											

<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 WXBQ-F	4.5	WXBQ-F	4.7	WXBQ-F	5.0	WXBQ-F	5.3	WXBQ-F	5.5	WXBQ-F	5.1
2 WQUT-F	2.2	WQUT-F	2.9	WQUT-F	2.7	WQUT-F	3.0	WQUT-F	3.3	WQUT-F	3.0
3 WTFM-F	2.0	WTFM-F	2.2	WTFM-F	2.3	WTFM-F	2.4	WTFM-F	2.6	WTFM-F	2.4
4 WJCW	0.6	WJCW AA	0.8	WJCW AA	0.7	WAEZ-F	0.8	WAEZ-F	1.0	WAEZ-F	1.0
5 WKOS-F	0.5	WKOS-F	0.7	WAEZ-F	0.7	WJCW	0.8	WJCW	0.8	WJCW	0.7
6										WRZK-F	0.6
7										WKOS-F	0.5
8											
9											
10											
11											

<u>2002</u>		<u>2003</u>	
1 WXBQ-F	4.9	WXBQ-F	5.3
2 WQUT-F	3.8	WQUT-F	3.8
3 WTFM-F	2.7	WTFM-F	2.5
4 WMEV-F	1.1	WMEV-F	1.5
5 WJCW	0.8	WJCW	0.8
6 WKOS-F	0.8	WKOS-F	0.7
7		WRZK	0.7
8		WAEZ-F	0.7
9			
10			
11			

DUNCAN'S COMMENTS:
An unbalanced, slowly growing small market with about 70% of revenues going to the top three stations. WXBQ earns about a third of the market's revenue.

HIGHEST BILLING RADIO ENTITIES

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 WXBQ A/F	\$ 3.4 (30.6)	1 Bristol	\$ 3.7 (31.1)	1 Bristol	\$ 5.1 (39.5)
2 Bloomington	3.1 (27.9)	2 Bloomington	2.9 (24.4)	2 Bloomington	3.3 (25.6)
3 Home News	2.6 (22.5)	3 Home News	2.3 (19.3)	3 Home News	2.3 (17.8)

<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 Bristol	\$ 5.4 (37.9)	1 Bristol	\$ 5.7 (38.1)	1 Bristol	\$ 6.1 (38.8)
2 Bloomington	4.3 (30.5)	2 Bloomington	4.0 (26.7)	2 Citadel	4.7 (30.0)
3 Home News	2.5 (17.5)	3 WKPT, WTFM et.al.	2.7 (18.0)	3 WKPT, WTFM et.al.	2.4 (15.3)

<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Bristol	\$ 6.9 (40.6)	1 Bristol	\$ 6.6 (42.0)	1 Nininger	\$ 6.5
2 Citadel	5.1 (29.8)	2 Citadel	4.7 (29.7)	2 Citadel	6.0
3 WKPT, WTFM et.al.	2.6 (15.3)	3 WKPT, WTFM et.al.	2.7 (17.0)	3 WTFM, et.al.	4.2

<u>2003</u>		All 2002 and 2003 financial data is provided by BIA Financial.	
1 Nininger	\$ 7.1		
2 Citadel	5.8		
3 WTFM et.al.	4.2		
4			
5			