

**LEXINGTON
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>	
WMXL-F	6.3	8.8	14.6	14.2	11.4	17.4	18.4	17.3	14.0	12.8	14.8	12.9	14.9	12.7	14.9	16.1	11.2	8.5	8.7	9.3	8.1	7.7	7.6	8.3	6.1	5.4	5.8	4.2	3.9	WMXL-F, 94.5 (AC)
WLAP	14.3	15.3	12.3	15.7	10.4	8.0	6.1	5.9	4.9	6.0	4.7	4.6	3.5	3.0	2.9	2.4	2.4	0.6	0.4	0.6	0.9	1.0	1.9	3.4	3.0	3.4	3.7	3.3	4.1	WLAP, 630 (T)
WVLK	24.9	15.0	19.8	17.1	15.8	17.8	13.3	13.7	11.3	9.3	11.0	9.7	9.4	9.4	7.4	6.4	6.6	7.7	7.5	6.0	6.5	5.6	7.0	7.6	6.8	5.4	5.1	5.2	5.7	WVLK, 590 (FS)
WLXX-F	8.0	12.1	10.9	11.5	13.8	13.6	9.0	11.9	16.8	16.7	17.0	16.9	14.8	16.9	19.0	17.1	16.9	22.3	21.0	22.3	19.7	18.1	15.5	11.9	11.8	10.5	8.5	7.8	6.4	WLXX-F, 92.9 (C)
WBUL-F	9.4	5.9	9.7	10.7	17.2	14.7	19.7	15.4	13.5	12.7	11.6	12.7	11.5	12.7	13.0	14.6	15.2	14.1	12.5	12.2	12.4	9.0	8.7	8.2	7.5	8.5	9.9	11.0	10.3	WBUL-F, 98.1 (C)
WXZZ-F	7.7	9.8	10.3	8.0	9.9	6.5	5.7	3.2	2.1	1.9	3.0	2.1	4.4	3.0	3.6	4.3	5.8	4.6	5.4	4.6	5.0	6.8	4.8	3.9	4.0	4.1	3.7	4.3	3.8	WXZZ-F, 103.3 (AOR)
WXRA								1.8	5.0	3.5	2.6	3.1	3.2	3.1	2.9	0.3	-	1.0	1.5	1.0	0.7	3.1	3.5	1.1	0.8	1.2	1.8	-	-	WXRA, 1580 (S)
WLXG	4.0	6.5	5.7	5.6	6.0	7.7	8.9	8.8	5.6	5.4	3.1	4.2	3.1	1.9	1.0	1.1	1.5	2.6	3.4	3.5	3.0	3.7	0.6	0.8	0.8	1.5	1.2	1.3	1.3	WLXG, 1300 (S)
WCDA-F				1.0	0.9	1.3	2.1	1.8	1.4	2.2	1.9	2.1	2.9	1.9	2.6	1.8	1.7	0.6	2.3	1.0	1.8	1.3	1.3	1.3	4.1	2.7	3.1	2.2	2.9	WCDA-F, 106.3 (AC)
WUGR	6.3	5.4	3.2	2.8	3.3	2.0	2.8	1.7	0.5	0.7	1.8	0.5	1.5	0.8	-	-	-	-	-	2.5	4.1	1.2	1.3	0.6	1.3	0.8	-	-	-	WUGR, 1250 (G)
WKQQ-F						0.4	0.9	1.9	6.9	9.0	8.3	10.8	10.1	6.8	1.9	1.6	2.4	2.5	5.8	6.4	7.7	6.9	4.5	7.6	6.7	6.2	5.9	6.1	6.3	WKQQ-F, 100.1 (AOR)
WGKS-F			1.9	2.1		0.5	0.9	3.8	6.2	7.0	6.5	6.0	4.6	5.7	4.0	4.9	6.4	5.9	5.8	5.8	5.5	4.1	5.5	4.8	5.2	4.8	2.9	4.6	3.3	WGKS-F, 96.9 (AC)
WLTO-F														10.5	9.1	10.6	9.6	9.1	8.7	5.6	3.3	2.9	2.6	2.1	2.9	2.2	2.0	1.9	2.9	WLTO-F, 102.5 (C/O)
WCGW													1.6	2.7	1.9	1.6	1.6	1.3	1.5	1.0	0.9	1.2	0.6	1.7	0.6	0.5	1.2	1.0	0.8	WCGW, 770 (REL)
WMJR											0.4	0.9	0.4	0.2		1.7	2.5	1.3	0.4	-										WMJR, 1380 (REL)
WBTF-F																							2.6	5.9		5.1	6.0	7.0	6.3	WBTF-F, 107.9 (B)
WBVX-F																								0.6		0.5	1.4	2.3	1.3	WBVX-F, 92.1 (O-80)
WJMM-F																								1.0		1.4	2.1	1.0	0.8	WJMM-F, 99.3 (REL)
WLKT-F																						5.3	11.3	10.6	7.7	10.0	9.6	9.3	9.4	WLKT-F, 104.5 (CHR)
WLRO-F																					1.1	5.7	4.7	4.8	3.2	3.0	3.0	3.2	2.2	WLRO-F, 101.5 (CH)
WLXO-F																										0.9	0.9	0.7	1.5	WLXO-F, 96.1 (T)
WMKJ-F																										5.4	4.0	3.5	3.9	WMKJ-F, 105.5 (O)

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>				
WMXL-F	26.7	26.2	39.6	38.1	35.9	30.4	31.0	32.2	28.8	31.0	34.1	33.9	27.6	25.3	22.9	23.4	23.3	19.4	21.9	19.6	16.1	14.1	15.9	11.7	12.1				
WLAP	38.0	29.3	23.4	17.9	19.8	16.4	14.9	13.2	10.2	11.5	8.3	8.1	7.7	4.4	3.8	4.3	4.6	4.4	6.9	7.6	8.6	10.4	11.8	11.2	11.2				
WVLK	40.4	4.2	37.2	34.8	32.0	22.3	23.7	21.0	21.1	20.9	14.9	14.6	14.3	18.4	18.7	14.9	15.6	16.3	17.2	17.4	15.8	12.1	11.6	9.9	13.1				
WLXX-F	23.9	25.4	20.0	19.0	31.1	32.3	30.4	30.4	26.9	28.9	33.2	29.1	26.0	38.7	37.1	39.7	34.7	35.1	30.4	25.4	24.7	22.9	17.9	19.3	16.9				
WBUL-F	25.3	27.7	29.7	26.0	25.9	23.6	24.3	25.1	23.6	25.2	27.2	25.9	27.2	28.3	26.2	25.5	26.3	21.1	21.6	16.3	19.5	24.6	25.7	27.0	22.2				
WXZZ-F	15.2	12.2	13.2	13.6	10.8	4.3	8.0	5.8	12.2	11.1	10.6	13.7	15.1	17.3	16.6	13.7	14.9	18.5	12.6	13.9	13.2	11.9	12.0	12.3	9.9				
WXRA								4.3	3.6	5.4	3.9	-	-	2.7	3.6	3.0	2.6	5.6	6.4	2.3	2.6	2.9	-	-	-				
WLXG	19.2	17.6	16.2	19.1	17.0	12.3	7.7	10.2	9.6	10.0	5.6	3.9	4.5	9.5	9.6	7.3	5.3	5.9	2.2	2.1	3.1	3.3	2.8	3.4	3.3				
WCDA-F			4.4	6.4	4.1	5.5	6.8	5.3	7.5	6.3	7.0	8.4	6.0	4.9	6.7	4.0	6.5	4.2	4.7	4.3	14.3	11.1	9.5	8.3	11.4				
WUGR		4.0	3.5	4.3	4.6	-	-	3.5	2.5	3.0	1.6	-	-		7.1	7.3	2.6	2.2	1.4	2.6		1.3	1.6	-	-				
WKQQ-F	-	2.5	-	3.8	14.9	19.7	18.2	20.9	24.4	19.6	10.6	9.6	7.7	8.9	15.6	19.1	20.1	15.1	13.9	19.0	19.4	17.0	15.7	15.9	14.5				
WGKS-F				4.7	11.8	10.3	11.6	10.6	10.1	11.5	11.7	14.6	12.8	17.7	18.0	18.4	18.4	12.7	15.1	3.9	12.8	12.7	9.4	9.4	9.1				
WLTO-F											15.6	16.7	17.8	14.8	15.6	15.5	8.2	9.5	7.7	7.9	7.5	5.8	6.1	5.2	6.5				
WCGW											3.1	2.9	2.6	1.5	2.3	1.7	2.5	2.5	1.7	2.2	2.0	1.6	2.3	2.2	1.1				
WMJR									2.4	1.7	-	2.8	2.2	2.4	1.5	-	-	-	-										
WBTF-F																				4.6	10.4	10.8	14.7	13.9	10.8				
WBVX-F																					1.9	1.8	6.5	7.2	7.5				
WJMM-F																					4.3	5.8	5.0	2.5	2.3				
WLKT-F																					24.5	23.5	23.1	26.6	22.3				
WLRO-F																					9.8	8.6	9.6	7.7	6.8				
WLXO-F																						3.0	2.5	1.7	3.7				
WMKJ-F																						9.9	9.0	8.2	8.5				

LEXINGTON

	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	3.8	--	--	--	--	--	--	--	15.3 %	32.9 %	--	--	--	1976
1977	4.4	15.8 %	--	--	--	--	--	--	14.6	41.4	16	--	--	1977
1978	5.4	22.7	--	--	--	--	--	--	15.1	41.3	16	--	--	1978
1979	5.6	3.7	--	--	--	--	--	--	15.1	52.1	16	--	--	1979
1980	6.4	14.3	--	--	--	--	--	--	15.6	51.9	15	--	--	1980
1981	7.0	9.4	.315	22.22	1.6	.0044	--	--	16.3	60.6	14	--	--	1981
1982	7.5	7.1	.324	23.15	1.8	.0042	--	--	15.4	55.8	17	--	--	1982
1983	8.0	6.7	.329	24.32	1.9	.0042	.089	--	16.1	65.5	15	10	--	1983
1984	8.8	10.0	.329	26.75	2.0	.0044	.103	WVLK-F 2.1	15.2	68.8	16	11	--	1984
1985	9.5	8.0	.331	28.70	2.1	.0043	.114	WVLK-F 2.1	14.8	74.4	15	11	--	1985
1986	10.0	5.3	.333	30.03	2.4	.0045	.120	WVLK-F 2.3	15.7	71.3	14	11	--	1986
1987	10.7	7.0	.336	31.84	2.5	.0044	.126	WVLK-F 2.4	15.1	69.0	17	10.5	12.5	1987
1988	11.3	5.3	.344	32.84	2.7	.0042	.131	WVLK-F 2.4	14.5	71.0	17	9.5	10.2	1988
1989	12.1	7.1	.350	34.57	2.9	.0042	.141	WVLK-F 2.7	16.9	81.3	14	9	14.0	1989
1990	12.5	3.3	.351	35.61	3.0	.0042	.153	WVLK-F 2.8	16.3	82.6	15	9	12.8	1990
1991	12.9	3.2	.353	36.54	3.2	.0040	.154	WKQQ-F 3.1	15.8	81.2	16	9.5	14.5	1991
1992	13.5	4.8	.358	37.71	3.2	.0042	.164	WVLK-F 3.2	16.3	84.2	16	10	16.3	1992
1993	14.2	4.9	.432	32.88	3.8	.0037	.169	WVLK-F 3.4	15.1	80.3	14	10	12.8	1993
1994	15.9	11.7	.436	36.47	4.2	.0038	.187	WVLK-F 3.9	15.6	81.7	17	10	12.6	1994
1995	17.0	7.1	.437	38.90	4.9	.0035	.200	WVLK-F 4.2	14.8	74.3	19	11	13.7	1995
1996	18.0	5.9	.443	40.63	5.1	.0035	.208	WVLK-F 4.4	14.7	80.3	21	12.5	12.0	1996
1997	19.6	8.8	.446	43.95	5.3	.0037	.229	WVLK-F 5.0	14.5	77.9	24	12	12.4	1997
1998	21.1	7.7	.451	46.78	5.5	.0038	.259	WVLK-F 4.6	13.9	79.1	23	11.5	14.5	1998
1999	23.0	8.3	.459	50.10	5.9	.0039	.288	WVLK-F 4.8	14.1	81.8	27	13	15.6	1999
2000	25.0	8.7	.469	53.31	6.7	.0037	.311	WVLK-F 5.2	14.2	82.2	28	15	14.0	2000
2001	24.2	-3.2	.485	49.90	7.0	.0035	.287	WVLK-F 3.8	13.5	83.8	25	15	11.6	2001
2002	22.2	NM	.490	45.31	7.3	.0030	.276	WBUL-F 3.2	12.9	84.9	22	--	17.7	2002
2003	23.3	5.0	.493	47.26	7.5	.0031	.305	WBUL-F 3.7	12.1	82.8	22	16	21.0	2003

MAJOR STATIONS - JANUARY 2004

WCGW	770	1KW (DAYS)	Religion	Mortenson	WJMM-F	99.3	7KW@617 (DA)	Religion	Mortenson
WLAP	630	5KW/1KW (DA-2)	Talk	Clear Channel	WKQQ-F	100.1	20KW@636	AOR	Clear Channel
WLXG	1300	2.5KW/1KW (DA-N)	Sports	LM	WLKT-F	104.5	50KW@466	CHR	Clear Channel
WVLK	590	5KW/1KW (DA-2)	Full Service	Clear Channel	WLRO-F	101.5	9KW@541	Classic Hits	Cumulus
					WLTO-F	102.5	4.6KW@373	Country Oldies	Cumulus
WBTF-F	107.9	6KW@328	Black	LM	WLXO-F	96.1	6KW@328 (DA)	Talk	
WBUL-F	98.1	100KW@561	Country	Clear Channel	WLXX-F	92.9	100KW@854	Country	Cumulus
WBVX-F	92.1	32KW@610 (DA)	Oldies-80's	LM	WMKJ-F	105.5	25KW@328 (DA)	Oldies	Clear Channel
WCDA-F	106.3	3.7KW@420	AC/CHR	LM	WMXL-F	94.5	100KW@636	AC/CHR	Clear Channel
WGKS-F	96.9	50KW@492	AC	LM	WXZZ-F	103.3	6KW@328	AOR	Cumulus

NOTE: County added to Metro In 1993.

		FORMAT SHARES (%)										
	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	40	32	37	CHR AOR/CL	25 13	28 11	19 16		-- 16	-- 14	13 20	10 11
MOR/AC	34	36	29	MOR/FS AC/OLD	9 10	18 15	10 18		13 20	9 15	10 15	See Talk 21
COUNTRY BTFL/EZ/SAC	14 11	19 13	20 12		29 6	16 1	19 --		27 6		1 1	
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ					--	--	13		11	5	5	7 2 13
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL					4	4	2		2	3	1	2 5
	1	1	2		2	6	4		2	4	4	5

STATION NOTES

(Major call letter and format changes)

WLAP	From CHR to AC by 82; AC/FS until 89; Oldies until 95
WLXG	WBLG until 79; WTKC until 86; Country until 86; Oldies until 90; Talk until 97
WXZZ-F	WAXU until 85; WBBE until 89; WRMA until 87; WMGB until 89; WTKT until 95; Country until 85; AC until 89; Oldies until 95
WMXL-F	WLAP until 91; CHR until 91
WCDA-F	WJMM and Religion until 99
WBUL-F	WKQQ until 98; AOR until 98
WBTF-F	WAHY until 99
WGKS-F	WBGR until 81; WNCW until 85; WCOZ until 92; MOR until 81; Soft AC until 92
WLXX-F	EZ until 82; WVLK until 03
WXRA	WBBE until 89; WAXU until 91; Standards until 89; Country until 91; WBBE and Standards again until 95; WLTO until 96; WTKT until 01; Black until 98; Standards again until 01
WLTO-F	WCKU until 94; WLRO until 96; Black until 94; Oldies-70's until 96
WMJR	WHRS until mid-90's; Standards until mid-90's
WLRO-F	WLTO until 96
WBVX-F	WSTL until 01; Religion until 01

LEXINGTON

MAJOR STATION TRANSACTIONS: 1970 to 2003

1973 WJMM-F	Sold to Mortenson	\$	60,000
1974 WLXG			226,000
1975 WILP, WCOZ-F (Paris)			250,000
1979 WLXG			800,000
1981 WILP, WCOZ-F	Sold to Fairfield		275,000
1983 WLAP AF			3,750,000
1984 WCOZ-F	From Fairfield to Martin		700,000
1985 WLXG			881,000
1986 WBBE, WRMA-F (Georgetown)	Sold to Audubon		1,300,000
1986 WLAP AF	Sold to Jeff Trumper		7,900,000
1988 WHRS, WLFX-F (Winchester)	Sold to Premier		3,300,000
1989 WBBE, WMGB-F (Georgetown)	Sold by Audubon		1,830,000
1989 WNLV, WCKU-F (Nicholasville)			1,050,000
1992 WHRS, WLFX-F (Winchester)	From receiver to Cromwell		600,000
1992 WLFX-F	From Cromwell to Trumper		1,500,000
1993 WCKU-F	Sold to Clark		900,000
1994 WVLK A/F	From Bluegrass to HMH		10,900,000
1994 WBBE, WTKT-F	Sold to Village		2,200,000
1995 WJGG-F (104.5)	Sold to Newport		3,000,000
1996 WLRO-F (Richmond)	Sold to Clark		2,000,000
1996 WLAP, WMXL-F, WWYC-F	From Trumper to Jacor		14,000,000
1996 WTKT, WKQQ-F, WXZZ-F	From Village to Jacor		22,000,000
1997 WXZZ-F	From Jacor to Regent		3,000,000
1997 WLRO-F, WLTO-F	From Clark to Regent		4,600,000
1997 WXZZ-F, WLRO-F, WLTO-F	From Regent to HMH		8,000,000
1998 WNLV	Sold to Mortenson		150,000
1998 WJMM-F	From Mortenson to Martin		3,350,000
1998	All Jacor stations sold to Clear Channel		---
1998 WJYI-F	Sold to Blue Chip		1,300,000
1999 WVLK A/F, WLRO-F, WLTO-F, WXZZ-F	From HMH to Cumulus		44,500,000
2000 WBTF-F	Sold to Blue Chip		N/A
2000 WMST-F	Sold to Clear Channel		2,500,000
2000 WHIR-F	Sold to Clear Channel		1,600,000
2001 WBTF-F	From Blue Chip to Martin		N/A
2001 WSTL-F	From Mortenson to Martin		

LEXINGTON

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WVLC-F	2.1	WVLC-F	2.1	WVLC-F	2.3	WVLC-F	2.4	WVLC-F	2.4	WVLC-F	2.7
2 WLAP-F	1.3	WVLC	1.9	WVLC	2.0	WVLC	2.2	WKQQ-F	2.3	WLAP-F	2.6
3 WVLC	1.3	WLAP-F	1.4	WKQQ-F	1.8	WKQQ-F	2.0	WLAP-F	2.3	WKQQ-F	2.5
4 WKQQ-F	1.1	WKQQ-F	1.4	WLAP-F	1.7	WLAP-F	1.8	WVLC	1.9	WVLC	1.7
5 WFMI-F	0.8	WFMI-F	0.8	WFMI-F	0.9	WFMI-F	1.0	WFMI-F	0.8	WCOZ-F	0.7
6		WLAP	0.7	WLAP	0.6					WCKU-F	0.45
7										WLFX-F	0.4
8										WLAP	0.4
9											
10											
1990		1991		1992		1993		1994		1995	
1 WVLC-F	2.8	WKQQ-F	3.1	WVLC-F	3.2	WVLC-F	3.4	WVLC-F	3.9	WVLC-F	4.2
2 WKQQ-F	2.5	WVLC-F	2.8	WKQQ-F	3.0	WKQQ-F	3.0	WKQQ-F	3.6	WKQQ-F	3.8
3 WLAP-F	2.4	WLAP-F	2.7	WMXL-F	2.1	WMXL-F	2.4	WMXL-F	2.8	WMXL-F	3.0
4 WVLC	1.6	WVLC	1.4	WVLC-F	1.5	WVLC	1.5	WVLC	1.5	WVLC	1.6
5 WTKT-F	0.8	WCOZ-F	0.76	WGKS-F	0.9	WCKU-F	0.9	WVLC-F	1.0	WVLC-F	1.2
6 WCOZ-F	0.6	WCKU-F	0.75	WTKT AF	0.9	WGKS-F	0.9	WTKT-F	1.0	WTKT-F	0.8
7 WCKU-F	0.5	WTKT AF	0.62	WCKU-F	0.8	WTKT AF	0.9	WGKS-F	0.9	WGKS-F	0.7
8 WLAP	0.46	WLAP	0.45			WCKU-F	0.8	WLRO-F	0.5		
9 WLFX-F	0.35	WJMM-F	0.33								
10 WJMM-F	0.3	WLFX-F	0.2								
11											
1996		1997		1998		1999		2000		2001	
1 WVLC-F	4.4	WVLC-F	5.0	WVLC-F	4.6	WVLC-F	4.8	WVLC-F	5.2	WVLC-F	3.8
2 WKQQ-F	3.9	WKQQ-F	3.5	WKQQ-F	2.9	WMXL-F	3.0	WMXL-F	2.9	WBUL-F	3.1
3 WVLC	2.2	WVLC	2.4	WMXL-F	2.9	WKQQ-F	2.8	WBUL-F	2.7	WLKT-F	2.8
4 WMXL-F	2.0	WMXL-F	2.3	WVLC	2.7	WVLC	2.8	WKQQ-F	2.6	WMXL-F	2.7
5 WXZZ-F	1.4	WVLC-F	1.1	WLKT-F	2.1	WLKT-F	2.2	WVLC	2.5	WKQQ-F	2.4
6 WVLC-F	1.3	WXZZ-F	1.0	WBUL-F	1.7	WBUL-F	1.8	WLKT-F	2.2	WVLC	2.3
7		WLKT-F	0.9	WGKS-F	0.9	WGKS-F	0.9	WGKS-F	1.0	WBTF-F	0.9
8		WGKS-F	0.8	WLTO-F	0.8	WXZZ-F	0.8	WXZZ-F	0.9	WGKS-F	0.9
9		WLRO-F	0.7	WXZZ-F	0.8	WLRO-F	0.8	WLRO-F	0.8	WXZZ-F	0.8
10				WLRO-F	0.7	WLAP	0.6	WBTF-F	0.7	WMKJ-F	0.7
11										WLRO-F	0.7
2002		2003									
1 WBUL-F	3.2	WBUL-F	3.7								
2 WLXX-F	3.1	WRQQ-F	2.8								
3 WMXL-F	2.1	WLXX-F	2.6								
4 WKQQ-F	2.1	WLKT-F	2.0								
5 WLKT-F	1.6	WMXL-F	1.7								
6 WVLC	1.4	WVLC	1.6								
7 WGKS-F	1.3	WMKJ-F	1.5								
8 WMKJ-F	1.1	WGKS-F	1.3								
9 WBTF-F	0.9	WBTF-F	0.9								
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994			1995			1996		
1 WVLC A/F	\$	5.4 (34.0)	1 WVLC A/F	\$	5.8 (34.1)	1 Jacor	\$	9.0 (50.1)
2 Village		4.7 (29.6)	2 Village		4.8 (28.2)	2 WVLC A/F		6.6 (36.7)
3 Trumper		3.9 (24.5)	3 Trumper		4.4 (25.6)	3 LM		1.1 (6.1)
			4 LM		1.0 (5.7)	4 Clark		0.8 (4.2)
1997			1998			1999		
1 WVLC A/F et.al.	\$	9.5 (48.6)	1 Jacor	\$	10.3 (49.0)	1 Clear Channel	\$	10.7 (46.5)
2 Jacor		8.1 (36.3)	2 Cumulus		9.5 (45.3)	2 Cumulus		9.6 (41.9)
3 LM		1.0 (5.0)	3 LM		0.9 (4.0)	3 LM		1.3 (5.7)
			4 Mortenson		0.5 (2.0)	4 Mortenson		0.5 (2.0)
2000			2001			2002		
1 Clear Channel	\$	11.1 (44.4)	1 Clear Channel	\$	12.4 (51.2)	1 Clear Channel	\$	11
2 Cumulus		9.9 (39.7)	2 Cumulus		8.2 (34.0)	2 Cumulus		6.0
3 LM		2.3 (9.1)	3 LM		2.6 (10.6)	3 LM		4.1
4 Mortenson		0.5 (2.0)	4 Mortenson		0.7 (2.7)			
2003								
1 Clear Channel	\$	12.6	All 2002 and 2003 financial data is provided by BIA Financial.					
2 Cumulus		5.7						
3 LM		4.0						
4								
5								

DUNCAN'S COMMENTS:

An average small market with fairly good revenue growth and a dramatic increase in the number of viable stations. Listening levels are down by nearly 30% since 1989. Also listening to unlisted stations appears to be spiking.

For years WVLC-F was a fine radio station. When Cumulus purchased the station in 1999 the station promptly began to fall apart. Even the WVLC-F call letters were dropped. Now WBUL seems firmly in command.