

**MEMPHIS
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>	
WMC	11.3	12.4	10.4	12.5	11.4	10.3	9.9	8.1	7.4	7.5	8.1	5.3	3.6	3.6	4.1	2.8	3.0	4.8	5.5	6.0	6.3	4.4	2.8	2.3	1.1	1.1	1.1	0.8	0.8	WMC, 790 (S)
WMC-F	11.0	7.6	4.9	6.7	10.3	8.4	9.7	9.9	10.0	9.9	11.7	9.9	10.4	11.2	7.2	8.3	8.3	7.1	7.5	5.9	6.1	7.1	6.7	6.0	5.4	5.0	4.2	4.5	4.2	WMC-F, 99.7 (CHR)
WHBQ	9.8	11.3	13.0	11.5	7.2	4.3	4.1	2.1	2.7	3.4	3.3	3.6	3.4	2.3	0.9	0.7	0.5	0.1	0.7	0.5	0.6	0.7	1.3	1.4	1.0	1.2	1.1	1.2	1.1	WHBQ, 560 (S)
WJCE	15.7	7.6	5.6	4.6	5.1	3.9	5.5	3.1	2.6	3.4	1.3	1.0	1.5	1.7	1.5	0.9	0.4	0.1	0.5	2.1	2.8	2.5	1.3	0.7	0.4	0.8	1.5	1.6	1.7	WJCE, 680 (ST)
WHRK-F	-	1.8	4.8	6.3	8.2	11.9	13.2	9.4	9.5	9.5	14.2	16.2	14.9	14.4	14.7	13.2	11.8	10.7	11.4	12.4	12.7	13.1	10.8	8.3	7.9	7.7	7.4	9.1	9.1	WHRK-F, 97.1 (B)
WDIA	12.1	16.8	13.0	9.3	7.7	7.3	6.5	8.7	8.6	8.3	7.2	6.8	6.4	5.9	10.3	9.6	9.9	9.6	9.3	7.5	8.4	8.2	7.0	7.6	7.1	7.2	7.0	7.0	6.4	WDIA, 1070 (B)
WRVR-F	3.3	4.4	5.6	5.0	5.7	5.5	6.6	7.9	8.3	8.3	7.7	7.6	7.0	7.4	8.3	8.4	6.4	7.2	6.8	6.8	6.5	7.4	7.6	6.2	5.9	5.6	4.7	5.2	4.6	WRVR-F, 104.5 (AC)
WGKX-F	8.5	10.3	10.9	10.4	10.7	11.3	11.0	8.0	8.5	7.4	8.3	8.0	8.7	9.7	10.7	10.5	12.8	13.1	10.1	8.3	7.2	6.7	5.5	5.9	5.9	5.1	5.8	5.8	6.3	WGKX-F, 105.9 (C)
WLOK	5.2	6.3	8.8	6.7	7.2	5.7	5.1	5.8	6.2	6.5	6.1	5.7	5.9	5.7	5.0	5.0	4.6	5.3	5.1	4.8	5.0	5.2	6.1	5.9	5.2	5.3	5.4	5.2	3.6	WLOK, 1340 (G)
WEGR-F	-	1.8	3.8	7.0	8.1	11.8	10.1	8.9	10.1	7.9	7.2	7.4	4.6	5.6	8.1	8.5	7.9	9.8	8.5	7.0	6.7	5.9	5.6	5.3	5.8	5.5	4.9	4.6	4.4	WEGR-F, 102.7 (AOR)
WREC	6.2	5.6	5.1	6.4	3.9	4.4	3.3	5.3	4.9	4.3	3.3	4.3	2.4	2.8	2.8	2.8	3.2	2.1	1.9	1.4	1.3	1.4	1.8	2.8	2.9	3.5	3.9	3.6	4.1	WREC, 600 (N/T)
WMBZ-F				2.2	2.2	4.3	4.7	3.7	4.4	5.6	6.1	5.2	5.9	4.7	3.8	3.6	3.1	0.5	4.3	4.7	6.1	3.8	4.3	3.9	3.3	2.7	3.7	3.8	3.4	WMBZ-F, 94.1 (AC)
KWAM	3.6	3.5	2.7	3.1		2.2	1.4	3.8	2.6	2.7	1.3	1.4	1.0	1.1		1.4	0.8	0.8	0.7	0.5	0.7	-	1.2	1.4	2.2	2.2	2.4	1.9	0.7	KWAM, 990 (REL)
KJMS-F				1.5	2.3	1.7	1.6	9.7	6.7	6.7	6.8	6.8	8.6	7.8	5.1	6.1	8.2	7.1	8.1	6.4	6.6	6.4	7.3	5.6	5.6	5.4	6.4	6.4	6.4	KJMS-F, 101.1 (B/AC)
WOWW	-	3.0	2.0	2.4	3.0	2.5	1.7	-	1.4	1.0	0.6	0.2	0.4	0.4	0.2	-	0.4	0.5	-	-	1.0	0.5	-	-	-	-	-	-	-	WOWW, 1430 (KID)
WSRR-F												1.8	3.5	3.5	4.7	5.1	4.2	3.5	3.0	4.0	3.1	3.2	4.1	3.8	3.2	2.7	3.5	2.7	2.9	WSRR-F, 98.1 (CL AOR)
KXHT-F												0.6	1.4	1.2	0.8	1.4	0.7	2.9	2.2	1.0	-	0.6	4.1	5.2	6.0	6.3	6.0	6.0	5.4	KXHT-F, 107.1 (B)
WCRV																		1.6	1.7	1.7	1.4	1.9	1.5	1.3	0.7	1.5	1.4	1.6	1.3	WCRV, 640 (REL)
WJZN-F																										-	1.2	2.4	2.3	WJZN-F, 98.9 (J)
WHAL-F																				2.8	3.0	3.0	2.1	1.2	3.0	2.7	2.4	2.1	7.3	WHAL-F, 95.7 (G)
WMFS-F																					2.1	2.4	2.2	2.2	2.3	2.5	2.3	2.6	2.3	WMFS-F, 92.9 (AOR)
WMPS-F																							2.1	2.7	3.5	4.3	2.5	1.8	1.5	WMPS-F, 107.5 (AOR)
WRBO-F																								6.9	5.8	7.3	6.4	5.4	4.7	WRBO-F, 103.5 (B/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>			
WMC	24.9	21.6	20.5	17.3	18.6	15.8	16.3	11.9	9.5	7.7	8.6	8.0	7.3	13.0	13.4	14.3	12.8	8.7	8.1	6.2	4.7	4.5	3.3	4.4	4.5			
WMC-F	23.7	20.9	22.6	24.8	25.5	28.8	27.7	25.9	28.7	25.4	19.6	22.7	20.6	18.3	17.7	16.1	15.4	17.4	17.8	16.4	15.6	12.5	12.2	10.9	11.4			
WHBQ	26.6	14.7	14.4	10.4	8.6	11.4	10.2	8.1	9.2	8.0	3.9	2.4	2.8	1.7	2.9	3.4	3.3	3.4	3.8	4.8	4.2	4.3	4.2	3.8	5.3			
WJCE	11.8	10.7	11.0	10.4	6.9	12.5	7.7	3.0	6.5	5.9	6.3	4.3	2.2	0.6	1.8	5.0	7.0	6.6	4.1	2.6	1.7	3.9	4.8	3.0	3.8			
WHRK-F	16.9	19.6	17.4	20.7	21.1	25.2	27.8	27.6	29.9	23.8	25.4	22.4	24.0	22.0	23.4	22.6	23.1	24.4	22.3	22.2	19.4	20.8	20.9	21.3	22.5			
WDIA	23.3	19.9	14.7	23.8	22.6	22.1	23.6	16.0	18.7	15.5	19.0	19.2	20.3	20.4	17.2	16.5	15.5	16.1	13.7	14.4	12.2	12.8	12.9	12.4	10.7			
WRVR-F	15.0	13.0	16.1	17.7	19.4	17.6	20.2	18.5	20.3	18.3	18.8	19.7	17.1	14.5	16.4	14.6	15.3	17.2	17.1	15.4	13.6	12.1	11.9	11.8	11.2			
WGKX-F	17.9	18.8	15.7	18.0	15.9	15.6	13.5	15.2	17.7	20.4	21.7	22.1	20.6	28.3	21.9	19.9	19.1	17.2	13.8	17.0	14.9	13.5	14.7	13.4	14.8			
WLOK	16.7	16.6	13.2	18.0	16.5	17.2	16.5	12.6	11.9	11.0	10.4	9.7	12.4	12.4	11.2	12.7	9.5	11.8	13.4	11.3	10.7	10.1	9.4	10.6	8.0			
WEGR-F	11.0	14.4	14.3	19.1	18.7	22.3	17.6	16.8	11.9	10.5	13.0	14.0	16.3	16.0	18.0	15.2	14.6	12.5	13.7	14.4	15.0	11.5	11.7	11.9	10.3			
WREC	12.5	12.4	10.1	10.6	12.4	11.3	11.1	9.9	7.7	7.5	8.0	6.1	7.5	6.9	6.7	8.4	7.0	6.2	7.8	8.2	6.1	9.6	11.0	9.4	10.4			
WMBZ-F				9.2	8.7	11.9	10.9	10.9	13.0	10.2	9.6	10.0	9.1	3.4	11.9	14.4	12.8	11.1	10.7	12.4	9.6	8.3	12.4	12.1	10.9			
KWAM				5.6	-	6.0	5.0	4.1	2.2	3.0	3.9	3.8	4.1	3.2	2.7	3.0	2.3	-	3.0	4.2	6.3	6.3	4.6	6.1	2.4			
KJMS-F	5.3	-	-	19.1	16.8	19.2	21.2	17.5	23.2	19.1	18.2	17.6	17.4	18.0	18.9	17.0	17.4	17.3	16.0	14.2	13.0	14.7	17.2	16.3	14.6			
WOWW				2.3	2.9	-	2.1	1.5	2.3	-	-	-	2.8	1.7	-	-	2.1	1.4	-	-	-	-	-	-	-			
WSRR-F									7.5	8.5	13.5	12.5	14.4	10.9	10.4	11.0	10.5	11.9	13.8	12.9	8.5	9.5	11.7	9.2	8.7			
KXHT-F									2.8	4.1	4.5	3.5	4.0	9.3	8.7	4.0	-	2.4	13.8	13.6	15.4	15.4	16.7	14.3	16.2			
WCRV														5.1	5.6	5.2	4.8	4.9	5.1	5.1	2.7	4.8	4.5	4.3	5.0			
WJZN-F																							3.8	6.0	5.2			
WHAL-F																7.3	9.9	8.1	8.1	5.5	6.7	7.3	6.7	6.4	14.5			
WMFS-F																	7.0	5.7	6.4	6.1	6.4	7.1	8.0	7.5	7.4			
WMPS-F																							7.8	10.0	11.3			
WRBO-F																							15.4	15.1	15.6	15.8	15.3	13.0

MEMPHIS

	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	10.0	--	--	--	--	--	--	--	15.7 %	26.9 %	--	--	--	1976
1977	11.7	17.0 %	--	--	--	--	--	--	12.0	34.6	16	--	--	1977
1978	13.2	12.8	--	--	--	--	--	--	13.8	37.8	16	--	--	1978
1979	14.7	11.4	--	--	--	--	--	--	15.1	45.9	18	--	--	1979
1980	14.4	-2.0	--	--	--	--	--	--	13.7	56.2	15	--	--	1980
1981	16.2	12.5	.913	17.74	4.5	.0036	--	--	12.6	56.7	17	--	--	1981
1982	17.1	5.6	.920	18.59	4.7	.0036	--	--	16.9	60.1	19	--	--	1982
1983	18.3	7.0	.926	19.76	5.0	.0037	.171	--	16.4	62.1	18	15	--	1983
1984	19.1	4.4	.927	20.60	5.5	.0035	.204	WMC-F 3.4	17.5	55.8	17	14	--	1984
1985	20.6	7.9	.933	22.17	6.1	.0036	.214	WMC-F 4.3	16.8	62.7	18	13	--	1985
1986	22.9	11.2	.935	23.80	6.6	.0037	.233	WMC-F 4.5	16.3	65.3	20	12	--	1986
1987	24.1	5.2	.971	24.82	6.4	.0039	.253	WMC-F 4.2	17.4	69.0	21	13.5	5.2	1987
1988	26.8	11.2	.981	27.32	6.5	.0041	.278	WGKX-F 5.0	16.9	69.2	22	12	7.1	1988
1989	29.0	8.2	.986	29.41	6.7	.0043	.301	WGKX-F 5.6	17.5	68.9	20	12	9.7	1989
1990	29.0	0	.991	29.26	7.1	.0041	.314	WGKX-F 5.9	16.7	72.3	20	12	9.7	1990
1991	27.0	-6.9	.993	27.19	7.2	.0038	.303	WGKX-F 5.7	16.8	70.3	24	12.5	10.3	1991
1992	28.5	5.6	1.01	28.22	7.2	.0039	.316	WGKX-F 6.7	17.0	71.4	20	13	9.2	1992
1993	31.1	9.0	1.04	29.90	8.0	.0039	.345	WGKX-F 7.1	17.9	69.7	22	13	9.1	1993
1994	36.9	19.2	1.08	34.17	8.9	.0041	.409	WGKX-F 7.2	16.9	70.2	24	14	9.2	1994
1995	39.2	6.1	1.08	36.30	9.9	.0040	.440	WGKX-F 6.3	16.3	68.9	27	14.5	10.4	1995
1996	43.0	9.6	1.10	39.09	10.6	.0041	.484	WRVR-F 6.4	16.1	69.7	28	14.5	10.3	1996
1997	46.0	7.0	1.09	42.20	10.9	.0042	.515	WMC-F 6.9	16.6	68.4	27	15.5	10.7	1997
1998	50.4	7.9	1.10	45.82	11.5	.0044	.572	WMC-F 7.5	16.9	67.4	29	17.5	11.9	1998
1999	56.8	11.3	1.10	51.64	12.3	.0046	.648	WMC-F 8.3	15.7	73.2	25	18.5	11.2	1999
2000	59.9	5.5	1.12	53.39	14.3	.0042	.665	WMC-F 8.4	15.8	73.5	28	19	9.4	2000
2001	56.7	-5.3	1.15	49.30	14.7	.0039	.648	WMC-F 6.5	15.9	67.8	26	19	12.0	2001
2002	56.8	0.2	1.16	48.96	15.2	.0037	.657	WMC-F 6.3	14.7	71.9	27	--	13.1	2002
2003	59.5	4.8	1.17	50.85	15.8	.0038	.689	WMC-F 6.5	14.0	72.2	25	19.5	12.6	2003

MAJOR STATIONS - JANUARY 2004

KWAM	990	10KW/450W (DA-2)	Religion/Talk	Concord	KJMS-F	101.1	100KW@450	Black/AC	Clear Channel
WCRV	640	50KW/0.5KW (DA-N)	Religion	Bott	KXHT-F	107.1	2.8KW@479 (DA)	Black	Flinn
WDIA	1070	50KW/5KW (DA-2)	Black	Clear Channel	WEGR-F	102.7	87KW@945	AOR	Clear Channel
WHBQ	560	5KW/1KW (DA-2)	Sports	Flinn	WGKX-F	105.9	100KW@993	Country	Citadel
WJCE	680	10KW/5KW (DA-N)	Standards	Entercom	WHAL-F	95.7	6KW@328	Gospel	Clear Channel
WLOK	1340	1KW	Gospel		WHRK-F	97.1	100KW@530	Black	Clear Channel
WMC	790	5KW (DA-N)	Sports	CBS	WJZN-F	98.9	40KW@1135	Jazz	Citadel
WREC	600	5KW (DA-N)	News/Talk	Clear Channel	WMBZ-F	94.1	50KW@472 (DA)	AC	Entercom
					WMC-F	99.7	300KW@908	CHR/AC	CBS
					WMFS-F	92.9	6KW@328 (DA)	AOR	CBS
					WMPS-F	107.5	4KW@407	AOR-Prog.	Flinn
					WRBO-F	103.5	100KW@587	Black Oldies	Citadel
					WRVR-F	104.5	100KW@751	AC	Entercom
					WSRR-F	98.1	100KW@869	Classic AOR	Citadel

MEMPHIS

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR AOR/CL	84	87	90	92	95	98	2000
	39	30	22		11	12	13	9	7	11	10
					10	7	9	9	14	10	8
MOR/AC	5	5	12	MOR/FS AC/OLD	1	--	--				See Talk
					7	10	11	10	AC	8	7
									OLDIES	3	4
										14	12
											5
COUNTRY	14	14	15		17	13	13	18			
BTFL/EZ/SAC	12	11	8		5	6	5				
											SOFT AC
NEWS/TALK	3	3	2		5	4	4	5	6	6	6
SPORTS											1
BLACK/URBAN	25	29	32		36	42	33	34	41	36	39
SMOOTH JAZZ											
STANDARDS					5	2	3	3	2	1	2
HISPANIC											
RELIG/GOSPEL	3	5	6		4	4	10	11	5	13	12
CLASSICAL											

STATION NOTES

(Major call letter and format changes)

WHRK-F	WMPC until 77; Classical until 77
WHBQ	CHR changing to AC by about 80; Oldies until 86; Talk until 88; Oldies until mid-90's
KJMS-F	KWAM until 82; KRNB until 89; KHUL until 91
WMBZ-F	WLVS until 85; WEZI until 93; WOGY until 01; Country until 83; EZ until 93; Country until 01
WJCE	WMPS until 83, WKDJ until 85; WRVR until 89; WODZ until 92; WEZI until 92; WOGY until 93; Country until 83; Black until 85; AC until 88; Oldies until 93; Black/Oldies until 00
WSRR-F	KWLN until 88; KMPZ until 91; WPYR until 93; AOR until 88; CHR until 91; Oldies until 93; Oldies-70's until ---
WLOK	Black evolving to Gospel by 90's
WRVR-F	WQUO until ---
WEGR-F	WZXR until 86; EZ until 76; Country until 77
WREC	MOR/FS until 82; Standards until 95
WGKX-F	WEZI until 83; EZ until 83
KXHT-F	KFTH until 96; KMZN until 97; Religion until 96
WOWW	WNWZ until 94 or so; News/Talk until 94 or so; Gospel until 00
WHAL-F	WRXQ until 99; WOTO until 02; AOR until 99; Oldies until 02
WMPS-F	WKSL until 00; WYYL until 01; CHR until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WGKX-F	Sold by RKO to Southern	\$	450,000
1974 WREC, WEGR-F	From Cowles to Summit		3,100,000
1977 WLOK	From Starr to Gilliam		725,000
1977 WMQM			550,000
1983 WGKX-F	From Harto-Hanks to Firstcom		3,200,000
1984 WRVR, WHRK-F	From Plough to DKM		4,000,000
1985 WRVR	From Adams to Viacom		1,500,000
1985 WDIA	From BENI to Adams		2,500,000
1985 WGKX-F	From Firstcom to New Barnstable		7,250,000
1986 WMSO (Collierville)	Sold to Bott		600,000
1987 WREC, WEGR-F	From Summit to New Market		N/A
1987 WLVS, WEZI-F (Germantown)			3,000,000
1988 WDIA, WHRK-F	From Adams to Ragan Henry		13,000,000
1988 KMPZ-F (Osceola)	Sold to Dittman		5,200,000
1988 WRVR A/F	Traded to Keymarket for WLTJ-F in Detroit		
1988 WHBQ	Sold by RKO		750,000
1989 WKSS	Sold to Willis		780,000
1989 KMPZ-F (Osceola)	From Dittman to Diamond		6,000,000
1990 WWQM			420,000
1992 WPYR-F (Millington)	From Diamond to Barnstable		4,250,000
1993 WMC A/F	Sold by Scripps-Howard		8,100,000
1993 WRXQ-F (Olive)	Sold to NewMarket		1,275,000
1993 WOGY-F (Germantown)	From Ardman to Keymarket		3,000,000
1993 WREC	From NewMarket to Radio Equity		2,800,000
1993 WEGR-F	From NewMarket to Radio Equity		12,000,000
1993 WRXQ-F (Olive)	From NewMarket to Radio Equity		2,400,000
1994 KFTH-F (Marion)	Sold by Willis		1,650,000
1995 WJCE, WRVR-F, WOGY-F	From Keymarket to River City		24,000,000
1996 WJCE, WOGY-F, WRVR-F	From River City to Sinclair TV		
1996 WDIA	From Ragan Henry to Clear Channel		6,800,000
1996 WHRK-F	From Ragan Henry to Clear Channel		25,000,000
1996 KWAM, KJMS-F	From Rivers to Clear Channel		12,500,000
1996 WREC	From Radio Equity to Clear Channel		2,200,000
1996 WEGR-F	From Radio Equity to Clear Channel		22,000,000
1996 WRXQ-F	From Radio Equity to Clear Channel		4,500,000
1997 WJOI-F (107.5: Germantown)	Sold to Finn		4,500,000
1997 WWKZ-F (103.7: Cono, MS)	Sold to Barnstable		6,300,000
1997 WMPS (1380: Millington)			275,000
1998 WSFZ	Sold to Finn		1,070,000
1999 WOGY-F, WRVR-F, WJCE	From Sinclair to Entercom		---
2000 WMC A/F	Sold to CBS		---
2000 KWAM	From Clear Channel to Concord		---
2001 WMFS-F	Sold to CBS		7,200,000
2003 KWAM			1,080,000
2004 WSRR-F, WJZN-F, WGKX-F, WJBO-F	From Barnstable to Citadel		100,000,000

MEMPHIS

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WMC-F	3.4	WMC-F	4.3	WMC-F	4.5	WGKX-F	4.2	WGKX-F	5.0	WGKX-F	5.6
2 WRVR-F	2.6	WRVR-F	4.2	WRVR-F	3.6	WMC-F	4.2	WMC-F	4.8	WRVR-F	4.9
3 WMC	2.4	DIA/HRK	3.8	WHRK-F	3.3	WRVR-F	4.1	WRVR-F	4.8	WMC-F	4.5
4 WGKX-F	2.1	WMC	2.9	WGKX-F	3.1	DIA/HRK	4.0	DIA/HRK	4.0	DIA/HRK	4.1
5 WZXR-F	2.1	WGKX-F	2.7	EGR/REC	2.0	WEGR-F	2.0	WEGR-F	2.0	WEGR-F	2.5
6 WHRK-F	1.5	WZXR-F	2.0	WMC	1.4	KRNB-F	1.6	KRNB-F	1.7	KRNB-F	1.1
7				KRNB-F	1.1	WHBQ	1.2	WMC	1.0	WREC	1.0
8				WDIA	1.0	WMC	1.0	WEZI-F	1.0	WEZI-F	1.0
9				EZILVS	0.8	WEZI-F	0.8	WREC	0.9	KMPZ-F	0.7
10				WHBQ	0.8	WHBQ	0.6	WHBQ	0.6	WMC	0.6
1990		1991		1992		1993		1994		1995	
1 WGKX-F	5.9	WGKX-F	5.7	WGKX-F	6.7	WGKX-F	7.1	WGKX-F	7.2	WGKX-F	6.3
2 WRVR AF	4.6	DIA/HRK	4.5	WHRK AF	4.9	WEGR-F	4.1	WHRK-F	5.1	WHRK-F	5.5
3 WMC-F	4.6	WMC-F	3.8	WRVR-F	3.8	WRVR AF	3.9	WEGR-F	4.9	WEGR-F	4.9
4 DIA/HRK	4.3	WEGR-F	3.3	WEGR-F	3.7	WHRK-F	3.6	WRVR-F	4.9	WRVR-F	4.6
5 WEGR-F	3.3	WRVR AF	3.3	WMC-F	3.6	WHRK-F	3.0	WMC-F	3.6	WMC-F	3.8
6 WEZI-F	1.3	KPYR-F	1.3	KJMS-F	1.2	WDIA	1.8	WMC	2.5	WMC	2.8
7 WREC	0.8	KJMS-F	1.1	WMC	1.1	WMC	1.6	WDIA	2.0	WDIA	2.3
8 WLOK	0.7	KEZI AF	0.9	WPYR-F	1.0	KJMS-F	1.4	WOGY-F	1.5	WSRR-F	2.0
9 KPYP-F	0.7	WMC	0.75	WREC	0.8	WYKL-F	1.3	WYKL-F	1.3	WOGY-F	1.5
10 KHUL-F	0.6	WREC	0.7	WLOK	0.7	WLOK	1.0	KJMS-F	1.2	WJMS-F	1.5
11				WOGY-F	0.9	WLOK	0.9	WLOK	1.1	WLOK	1.2
1996		1997		1998		1999		2000		2001	
1 WRVR-F	6.4	WMC-F	6.9	WMC-F	7.5	WMC-F	8.3	WMC-F	8.4	WMC-F	6.5
2 WGKX-F	6.2	WRVR-F	6.7	WRVR-F	7.4	WRVR-F	7.9	WEGR-F	6.9	WEGR-F	6.4
3 WHRK-F	5.6	WHRK-F	6.2	WHRK-F	5.6	WEGR-F	5.7	WRVR-F	6.5	WRVR-F	5.4
4 WEGR-F	5.1	WGKS-F	5.4	WEGR-F	4.7	WHRK-F	5.4	WHRK-F	5.4	WRBO-F	5.2
5 WMC-F	4.1	WEGR-F	4.7	WGKX-F	4.5	WGKX-F	5.0	WGKX-F	4.9	WHRK-F	5.0
6 WMC	2.5	WDIA	3.2	KJMS-F	4.0	WSRR-F	3.7	KJMS-F	4.3	WGKX-F	4.5
7 WDIA	2.5	WSRR-F	2.9	WSRR-F	3.9	WRBO-F	3.7	WRBO-F	4.3	KJMS-F	4.4
8 KSRR-F	2.1	KJMS-F	2.0	WDIA	3.2	KJMS-F	3.5	WDIA	3.7	WDIA	3.2
9 KJMS-F	1.9	WOGY-F	1.1	WOGY-F	2.5	WDIA	3.2	WSRR-F	3.0	WSRR-F	2.7
10 WOGY-F	1.8	WMC	1.9	WMC	1.6	WOGY-F	2.8	WOGY-F	2.1	WREC	1.9
11 WLOK	1.3	WLOK	1.5	WLOK	1.5	WMC-F	1.6	WREC	1.8	WLOK	1.8
12 WRXQ-F	1.0	WRXQ-F	1.1	WREC	1.1	WREC	1.5	KXHT-F	1.8	KXHT-F	1.7
13						KXHT-F	1.2	WLOK	1.5	WMGZ-F	1.5
14						WLOK	1.2	WMC	1.4	WMC	1.1
15								WOTO-F	1.2	WMFS-F	1.0
2002		2003									
1 WMC-F	6.3	WMC-F	6.5								
2 WHRK-F	5.3	WHRK-F	5.6								
3 WRVR-F	5.2	WGKX-F	5.5								
4 WGKX-F	5.1	WRVR-F	5.3								
5 WEGR-F	4.5	WEGR-F	4.6								
6 KJMS-F	4.3	KJMS-F	4.1								
7 WRBO-F	4.2	WRBO-F	4.0								
8 WDIA	3.1	WDIA	3.3								
9 WMBZ-F	2.6	WMBZ-F	3.2								
10 WSRR-F	2.6	WSRR-F	2.7								
11 WREC	1.7	WREC	2.1								
12 KXHT-F	1.6	KXHT-F	1.5								
13 WMC	1.5	WMFS	1.4								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Barnstable	\$ 8.5 (23.0)	1 Barnstable	\$ 8.3 (21.2)	1 Clear Channel	\$ 16.6 (38.5)
2 Ragan Henry	7.1 (19.2)	2 Ragan Henry	7.7 (19.6)	2 Sinclair	8.5 (19.8)
3 Keymarket	6.6 (17.9)	3 Keymarket	6.7 (17.1)	3 Barnstable	8.3 (19.3)
4 Ellis: WMC A/F	6.1 (16.5)	4 Ellis: WMC A/F	6.6 (16.8)	4 Ellis	6.6 (15.3)
5 Radio Equity	6.0 (16.3)	5 Radio Equity	6.2 (15.7)	5 WLOK	1.3 (3.0)
		6 Rivers: KWAM,KJMS	1.7 (4.3)		
1997		1998		1999	
1 Clear Channel	\$ 17.6 (38.2)	1 Clear Channel	\$ 19.7 (39.1)	1 Clear Channel	\$ 20.1 (35.5)
2 Sinclair	8.9 (19.3)	2 Sinclair	10.2 (20.1)	2 Barnstable	12.4 (21.8)
3 WMC A/F	8.7 (18.9)	3 Barnstable	9.1 (18.1)	3 Entercom	11.0 (19.4)
4 Barnstable	8.3 (17.9)	4 WMC A/F	9.1 (18.1)	4 WMC A/F	9.9 (17.4)
5 WLOK	1.5 (3.3)	5 WLOK	1.5 (3.0)	5 Flinn	2.2 (3.9)
6 Flinn: KXHT et.al	NA			6 WLOK	1.2 (2.1)
2000		2001		2002	
1 Clear Channel	\$ 23.9 (39.8)	1 Clear Channel	\$ 21.8 (38.5)	1 Clear Channel	\$ 20.9
2 Barnstable	12.1 (20.3)	2 Barnstable	12.7 (22.5)	2 Citadel	12.7
3 CBS	9.8 (16.3)	3 CBS	8.7 (15.4)	3 CBS	8.7
4 Entercom	8.6 (14.4)	4 Entercom	7.0 (12.3)	4 Entercom	7.8
5 Flinn	3.1 (5.1)	5 Flinn	2.5 (4.4)	5 Flinn	
6 WLOK	1.5 (2.5)	6 WLOK	1.8 (3.2)		
2003					
1 Clear Channel	\$ 22.4				
2 Citadel	13.3				
3 CBS	9.2				
4 Entercom	8.5				
5 Flinn	3.7				

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

DUNCAN'S COMMENTS:

A great music market but only a so-so medium-sized radio market. I wonder if any commercial station in Memphis specializes in Beale Street music? Probably not and that is too bad. There has been some talk of a renaissance of Memphis in the last five or six years. Perhaps that will help radio the rest of this decade.

WDIA is the station I most admire in Memphis. I believe WDIA is one of the best performing and most consistent AM's in the nation that still plays a lot of music. They have achieved this success in spite of many FM's programming various types of Black or Gospel formats.