

MIAMI-FT. LAUDERDALE

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	
WLYF-F	4.8	6.3	4.3	4.2	5.0	2.8	3.0	6.4	7.8	7.7	7.8	8.4	8.6	7.9	8.2	7.5	8.1	5.8	5.7	6.3	5.3	5.1	5.0	4.6	5.1	4.9	4.6	4.6	5.2	WLYF-F, 101.5 (SAC)
WRHC	-	0.8	2.3	3.3	5.8	10.1	11.8	5.1	3.6	3.0	3.0	1.8	1.1	0.8	0.8	0.2	0.3	-	-	-	-	-	-	-	-	-	-	-	-	WRHC, 1560 (SP)
WHYI-F	6.2	6.4	6.6	7.5	5.8	7.0	5.7	6.4	7.7	8.9	6.2	4.5	4.2	4.0	4.2	3.8	3.5	3.7	4.1	4.2	3.9	3.7	3.6	3.8	4.0	4.0	3.7	3.4	3.1	WHYI-F, 100.7 (CHR)
WRFX	-	4.3	4.8	4.4	4.5	4.5	4.1	4.7	3.4	3.5	3.5	3.6	5.1	3.5	3.1	3.0	2.8	2.1	2.4	2.0	2.1	1.8	2.2	1.9	0.9	1.0	1.0	0.5	0.5	WRFX, 940 (S)
WZTA-F	-	2.9	3.6	3.2	3.3	2.7	6.7	5.1	6.4	7.1	4.4	2.6	1.6	2.0	1.7	2.6	3.2	3.0	2.7	2.3	2.9	3.5	3.4	3.2	3.1	3.0	2.8	2.9	2.7	WZTA-F, 94.9 (AOR)
WAXY	-	-	-	1.2	2.1	4.3	5.4	5.1	4.2	3.4	3.6	4.0	3.7	3.7	2.7	2.4	2.6	2.3	0.9	0.8	0.6	0.7	0.6	0.5	-	-	-	-	-	WAXY, 790 (V)
WQBA	14.5	15.1	15.2	11.9	9.9	6.7	7.0	5.4	6.5	6.0	5.7	5.6	5.3	4.3	4.2	3.9	3.5	3.3	2.4	1.9	2.6	2.4	2.4	1.9	1.7	1.8	1.9	1.9	2.2	WQBA, 1140 (SP)
WAMR-F	-	-	-	-	3.0	3.1	2.4	2.0	3.2	2.4	2.3	2.3	2.2	2.2	2.7	1.8	2.0	1.7	1.7	1.7	2.2	5.0	4.8	4.6	4.9	4.3	4.4	4.5	4.4	WAMR-F, 107.5 (SP)
WHQT-F	-	4.8	3.4	6.6	4.3	5.0	3.5	4.5	2.8	2.1	3.9	4.7	3.0	3.8	8.5	5.6	5.2	4.5	4.7	4.4	5.1	4.9	5.1	5.0	4.5	4.2	4.5	4.6	4.3	WHQT-F, 105.1 (B/AC)
WMIB-F	3.6	-	-	1.3	1.6	2.1	2.9	4.0	3.2	3.4	6.0	5.0	2.0	2.1	2.5	3.1	3.3	3.6	3.5	3.1	2.1	2.0	2.2	1.9	2.4	2.6	2.5	2.1	4.0	WMIB-F, 103.5 (B)
WEDR-F	-	3.6	3.9	3.9	5.0	4.9	5.9	4.3	3.9	4.2	3.9	4.0	4.7	4.9	2.1	5.6	5.3	6.6	7.0	6.6	6.0	5.8	5.1	7.0	6.8	7.0	7.3	7.3	5.2	WEDR-F, 99.1 (B)
WBGG-F	-	-	-	1.3	2.3	2.3	2.2	3.4	3.3	3.6	3.5	3.6	3.9	3.3	3.3	2.6	1.8	1.5	1.5	2.9	2.3	2.3	2.9	3.1	2.9	2.7	2.9	2.9	2.7	WBGG-F, 105.9 (CL AOR)
WFLC-F	-	-	-	2.0	2.6	3.0	1.9	3.2	3.3	3.5	2.5	2.3	3.0	3.3	2.8	3.2	3.8	4.3	3.9	3.9	3.7	3.1	3.4	3.6	3.1	3.3	2.9	2.9	2.8	WFLC-F, 97.3 (AC)
WNMA	5.5	3.2	6.5	6.7	6.1	2.8	4.5	2.0	1.5	1.4	2.6	1.7	1.5	1.4	1.5	0.7	1.1	1.0	1.9	2.5	2.7	2.4	1.7	0.8	0.9	0.7	0.8	0.7	0.4	WNMA, 1210 (SP)
WCMQ-F	5.7	4.5	6.3	4.3	6.7	4.4	5.9	4.4	3.8	3.2	3.0	3.9	5.1	4.0	3.8	3.2	3.3	2.3	1.8	0.8	1.5	2.1	2.5	3.0	2.5	3.1	3.4	3.9	4.5	WCMQ-F, 92.3 (SP)
WIOD	6.0	3.8	3.2	3.5	3.5	3.0	3.1	3.0	4.1	3.5	3.4	3.9	3.6	4.0	5.0	4.4	4.9	4.9	3.7	3.5	3.6	3.2	1.9	1.7	2.1	2.8	2.8	3.1	3.3	WIOD, 610 (N/T)
WQAM	5.4	5.0	3.5	3.7	1.9	3.4	2.4	1.7	1.7	1.4	1.2	1.1	0.4	0.9	0.8	0.6	0.7	0.9	1.8	1.8	1.7	1.9	2.1	3.0	2.9	2.6	2.5	2.7	2.4	WQAM, 560 (S)
WAQI	-	3.8	-	1.8	1.9	1.6	1.9	1.1	1.1	1.3	1.8	3.4	3.4	3.6	3.7	5.5	4.8	4.7	4.8	5.1	4.2	4.3	4.0	4.1	4.4	5.7	4.8	4.4	4.1	WAQI, 710 (SP)
WSUA	3.8	-	-	2.7	2.3	2.4	3.1	0.8	1.8	1.5	1.4	1.2	0.9	1.0	0.8	-	-	0.5	0.9	1.3	1.5	1.6	1.5	1.2	1.3	1.2	1.5	1.5	1.3	WSUA, 1260 (SP)
WVGC	5.7	4.1	3.4	3.6	3.3	2.3	2.5	1.0	0.8	-	0.4	0.5	0.7	0.4	0.2	-	0.2	0.3	-	-	-	-	-	0.3	-	-	-	-	-	WVGC, 1280 (V)
WOCN	-	-	2.0	3.2	2.3	3.1	1.5	1.6	1.4	2.5	2.3	0.9	0.9	0.6	0.4	0.2	-	-	-	-	-	0.3	-	-	-	-	-	-	-	WOCN, 1450 (SP)
WPYM-F	-	-	-	0.9	1.7	1.2	0.9	2.8	3.4	2.7	3.3	3.5	2.9	3.4	3.7	2.4	2.7	2.6	2.7	3.0	2.9	2.9	2.9	2.9	3.6	3.6	3.6	3.1	2.4	WPYM-F, 93.1 (CHR)
WRMA-F	-	-	-	2.0	0.3	0.7	1.2	3.1	3.8	4.4	4.1	4.4	4.3	4.0	3.9	3.8	3.1	3.1	2.6	3.0	5.6	4.8	3.8	3.3	3.4	3.3	3.2	3.8	3.6	WRMA-F, 106.7 (SP)
WLVE-F	-	-	-	1.8	2.7	3.7	2.3	2.7	2.8	2.6	3.1	2.3	3.3	3.0	2.5	2.5	2.6	3.2	2.9	2.9	3.0	3.2	3.8	3.7	3.8	3.5	6.5	3.8	3.7	WLVE-F, 93.9 (J)
WMXJ-F	-	-	-	0.7	0.6	0.9	1.0	2.0	1.5	1.8	1.6	2.4	2.7	4.1	5.0	3.5	2.9	3.0	2.6	3.1	3.5	3.7	3.3	3.1	2.9	2.9	3.0	3.1	3.6	WMXJ-F, 102.7 (O)
WKAT	-	3.0	4.2	3.2	2.7	1.7	1.5	0.8	1.0	1.7	1.4	1.8	1.2	0.4	0.2	0.5	0.3	0.4	0.6	0.7	0.6	-	0.3	-	0.8	0.6	0.4	0.6	1.2	WKAT, 1360 (CL)
WKIS-F	-	-	-	0.9	1.7	1.2	0.9	2.8	3.4	2.7	3.3	3.5	2.9	3.4	3.7	4.0	4.0	3.9	3.7	4.2	3.6	3.4	3.9	3.8	3.7	3.4	3.3	2.9	3.0	WKIS-F, 99.9 (C)
WPOW-F	-	-	-	-	-	-	-	-	-	-	2.0	3.0	5.6	4.5	5.1	5.1	5.7	5.4	5.1	5.0	4.7	5.3	5.5	5.2	5.0	5.3	5.6	5.6	5.3	WPOW-F, 96.5 (CHR)
WXDJ-F	-	-	-	-	-	-	-	-	-	-	-	2.1	1.9	2.1	3.5	3.0	3.0	4.6	4.2	3.6	3.4	3.2	3.1	3.7	3.7	3.5	3.3	2.8	3.0	WXDJ-F, 95.7 (SP)
WFFL	-	-	-	-	-	-	-	-	-	-	1.7	1.4	1.6	1.0	0.8	1.1	1.1	1.1	0.8	0.9	0.9	0.9	0.7	-	-	-	-	-	-	WFFL, 1400 (N)
WMBM	-	-	-	-	-	-	-	-	-	-	-	0.9	1.1	1.3	1.1	0.9	0.6	-	-	1.4	1.2	0.8	1.2	1.0	-	1.1	0.9	1.2	1.2	WMBM, 1490 (G)
WACC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.3	-	0.5	-	0.8	0.8	0.9	0.9	-	0.8	0.8	0.7	0.8	WACC, 830 (SP)
WAVS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	1.0	0.9	0.8	0.9	1.0	0.4	0.5	-	0.6	0.7	0.7	0.9	WAVS, 1170 (E)
WRTO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.5	4.5	4.8	2.8	1.5	1.7	2.0	2.1	-	1.9	2.7	3.1	2.7	WRTO-F, 98.3 (SP)
WWFE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.5	1.0	0.6	0.4	-	0.5	0.7	0.5	-	1.1	0.7	0.6	0.7	WWFE, 670 (SP)

MIAMI-FT. LAUDERDALE

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>
WLYF-F	11.7	6.8	8.1	14.6	14.9	14.9	16.3	15.3	15.2	15.0	16.2	14.5	16.2	13.1	14.5	13.3	12.4	11.3	12.9	12.0	12.6	12.1	11.6	11.5	11.4
WRHC				5.5	5.5	4.8	4.3	4.1	3.4	2.5	2.9	1.3	-	-	-	-	-	-	-	-	-	-	-	0.9	-
WHYI-F	20.0	17.7	17.8	20.2	23.6	25.1	22.3	18.1	15.6	14.8	14.6	13.9	12.3	13.4	16.4	14.7	12.8	12.9	14.4	13.7	15.0	14.9	14.6	14.1	12.7
WRFX	13.5	11.4	11.4	16.6	13.4	11.6	10.6	10.4	12.3	8.4	9.6	10.1	8.6	8.5	7.4	7.3	8.0	8.4	9.1	6.3	3.3	2.8	2.1	2.3	1.9
WZTA-F	-	7.8	18.6	18.1	20.9	23.0	19.1	12.4	7.0	7.5	5.7	5.9	9.3	10.0	10.2	8.8	9.8	9.1	9.4	9.5	9.0	7.5	8.2	8.4	8.3
WAXY	3.6	9.9	9.1	11.7	10.5	9.3	9.0	9.1	9.0	8.5	7.0	6.7	5.7	5.1	3.6	3.1	2.7	2.8	1.8	2.4	-	-	-	-	-
WQBA	13.1	10.9	11.1	7.4	10.0	10.7	8.2	8.2	7.7	7.1	7.9	6.3	5.5	7.1	3.9	4.7	4.7	5.0	4.7	3.3	3.1	3.5	3.8	3.8	4.7
WAMR-F				5.7	7.0	8.4	6.4	5.7	5.6	6.1	6.7	5.4	5.7	5.4	4.5	4.6	10.1	10.2	10.1	9.1	11.2	10.7	11.4	11.1	10.6
WHQT-F	10.4	8.7	9.3	10.4	8.8	6.7	10.9	10.8	11.4	10.2	16.2	14.6	12.7	12.8	15.0	12.9	12.9	12.7	12.4	12.1	11.4	11.1	10.9	9.8	11.1
WMIB-F	-	6.2	6.4	10.9	10.1	8.7	12.8	11.5	9.5	7.8	8.9	8.0	9.0	10.7	10.7	9.8	8.0	8.8	10.6	8.0	9.8	8.8	7.9	7.2	14.2
WEDR-F				7.4	7.7	6.2	7.9	7.8	8.1	8.6	4.7	8.4	10.5	13.6	14.8	15.5	14.0	13.6	13.4	17.5	15.1	16.7	17.4	16.3	14.8
WBGG-F	8.3	8.0	7.3	11.0	11.6	11.1	11.7	11.9	12.0	10.7	11.1	10.9	8.3	5.9	6.1	9.4	8.3	8.5	10.1	9.8	8.8	8.1	8.0	8.8	8.0
WFLC-F	6.6	7.5	6.5	9.7	10.5	11.6	9.3	7.7	8.3	9.2	10.6	8.9	13.0	13.3	14.7	13.3	12.2	10.8	13.6	11.2	9.6	12.4	9.5	10.6	10.4
WNMA				3.2	2.7	2.4	3.4	3.1	2.4	2.8	3.9	2.1	2.7	3.0	3.1	4.9	4.4	3.8	3.3	2.0	2.5	2.2	2.3	1.6	1.8
WCMQ-F				5.6	6.9	6.3	4.9	6.8	7.9	7.7	9.0	8.3	6.5	5.8	5.1	3.3	5.2	6.8	5.4	6.6	5.9	6.9	7.3	7.9	9.3
WIOD	6.9	11.2	8.1	11.0	11.4	9.3	10.4	9.9	10.0	9.7	10.9	9.9	9.7	14.6	11.0	10.1	9.2	8.9	5.7	7.4	8.2	9.9	8.8	8.8	7.7
WQAM	9.5	10.9	9.5	5.9	5.6	4.7	2.8	3.2	2.4	3.3	2.9	3.1	3.3	4.5	6.3	5.2	5.3	5.2	8.1	8.6	7.3	6.6	7.2	6.9	7.0
WAQI	8.0	5.9	7.9	5.7	6.7	6.4	7.3	6.1	6.3	5.8	5.8	8.6	7.5	7.4	7.0	7.1	6.6	6.5	5.9	6.7	6.4	7.0	5.8	5.9	5.8
WSUA				2.5	4.2	3.9	3.2	3.2	2.9	2.5	2.9	-	-	1.5	1.6	2.1	1.8	2.7	2.8	2.6	2.6	2.8	2.6	2.9	2.8
WVCG				3.9	5.2	-	1.0	1.4	2.3	2.5	1.5	-	-	-	1.3	-	-	-	-	1.0	-	-	-	-	-
WOCN				3.7	3.2	3.8	4.8	2.2	2.3	2.2	1.4	-	-	-	-	-	-	0.7	-	-	-	-	1.0	-	-
WPYM-F				4.5	4.7	4.9	6.5	6.6	7.5	6.9	7.2	7.9	7.8	7.2	7.1	7.5	8.3	7.8	8.4	8.9	8.6	9.0	8.3	11.1	10.0
WRMA-F	10.3	8.1	6.8	6.5	7.7	7.3	9.6	9.1	10.8	10.1	9.4	10.2	8.4	9.6	6.4	10.5	12.0	11.0	9.4	7.6	10.0	7.8	9.3	9.5	10.3
WLVE-F	7.4	9.3	7.5	7.1	9.8	9.3	10.8	7.7	10.4	9.2	7.9	9.2	6.9	8.7	8.4	8.4	9.0	9.4	10.4	10.3	9.3	9.8	8.8	9.5	9.5
WMXJ-F			4.0	8.7	7.1	8.4	4.9	6.7	6.7	11.0	12.6	10.3	10.0	9.0	9.4	11.4	10.9	11.3	11.4	10.2	10.2	10.0	10.2	10.3	10.3
WKAT				3.3	3.4	4.3	3.8	5.6	4.1	1.5	-	1.3	-	1.3	0.9	1.3	1.6	-	0.9	-	1.6	1.2	0.9	3.2	2.5
WKIS-F	4.3	3.8	2.8	8.0	8.1	7.2	7.2	8.6	6.9	8.7	9.3	9.1	9.4	8.8	11.0	9.8	8.8	8.6	9.2	8.6	8.6	7.7	8.3	7.3	8.1
WPOW-F								9.7	14.1	11.8	13.5	13.6	13.6	15.4	16.5	16.0	15.7	18.5	18.4	18.4	16.9	18.0	18.6	20.0	17.2
WXDJ-F										4.7	5.4	6.8	6.7	8.4	9.5	9.3	10.1	10.4	9.4	9.5	10.2	8.9	8.9	8.3	9.2
WFFL									3.4	3.1	2.7	1.5	3.0	2.9	2.3	2.3	2.9	2.8	2.0	-	-	-	-	-	-
WMBM									2.4	2.2	2.7	2.6	1.7	1.5	-	-	2.7	2.5	1.8	1.6	1.9	1.7	2.2	2.0	1.7
WACC														1.0	-	1.0		1.3	1.6	1.6	1.7	1.5	1.6	1.4	
WAVS														2.6	2.7	2.4	2.0	2.3	2.1	1.1	1.0	1.5	1.4	1.4	2.0
WRTO-F													2.9	8.1	8.8	7.9	5.1	6.9	5.7	8.1	6.9	7.0	8.6	9.8	8.0
WWFE														3.4	2.2	1.6	0.7	-	1.5	1.7	1.6	2.6	2.2	1.8	2.1

MIAMI-FT. LAUDERDALE

	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	31.4	--	--	--	--	--	--	--	16.8 %	44.3 %	--	--	--	1976
1977	36.2	15.3 %	--	--	--	--	--	--	17.7	44.3	29	--	--	1977
1978	41.1	10.8	--	--	--	--	--	--	18.3	49.4	28	--	--	1978
1979	46.0	11.9	--	--	--	--	--	--	18.7	51.9	28	--	--	1979
1980	52.4	13.5	--	--	--	--	--	--	16.7	52.8	29	--	--	1980
1981	59.6	13.7	2.54	23.46	15.4	.0037	--	--	18.7	48.4	28	--	--	1981
1982	65.8	10.6	2.77	23.75	16.0	.0041	--	--	20.2	57.6	33	--	--	1982
1983	71.6	8.8	2.89	24.78	17.1	.0042	.682	--	20.3	51.3	33	29	--	1983
1984	77.9	8.8	2.90	26.86	20.1	.0039	.834	WQBA A/F 8.5	20.0	61.3	33	29	--	1984
1985	83.5	7.2	2.93	28.31	21.5	.0041	.895	WHYI-F 8.7	19.9	62.3	35	29	--	1985
1986	90.1	7.9	2.98	30.54	24.2	.0042	.962	WSHE-F 8.2	19.8	64.6	34	28	--	1986
1987	96.6	7.2	3.00	32.20	23.8	.0042	1.04	WQBA A/F 8.1	20.6	64.6	36	26	6.8	1987
1988	103.5	7.1	3.06	33.82	24.8	.0042	1.15	WQBA A/F 9.0	19.5	68.5	40	22.5	6.8	1988
1989	112.4	8.6	3.14	35.80	26.0	.0043	1.23	WMXJ-F 10.3	20.4	70.7	36	22.5	6.5	1989
1990	106.0	-5.7	3.24	32.72	27.2	.0039	1.17	WHQT-F 10.0	19.7	71.3	37	23	7.6	1990
1991	97.0	-8.5	3.30	29.39	28.2	.0034	1.10	WIOD 7.5	19.2	73.2	40	23	8.5	1991
1992	104.0	7.2	3.32	31.33	28.8	.0036	1.16	WIOD 9.0	20.0	70.4	38	23	7.8	1992
1993	119.9	15.3	3.37	35.58	32.2	.0037	1.33	WIOD 10.0	20.0	71.9	39	25	7.6	1993
1994	130.6	8.9	3.39	38.53	36.0	.0036	1.45	WRTO-F 10.4	19.7	72.1	37	25	7.3	1994
1995	141.0	8.0	3.47	40.65	38.4	.0037	1.59	NA NA	18.9	71.8	39	24	9.4	1995
1996	174.5	23.8	3.51	49.72	40.5	.0043	1.95	WAMR-F 12.7	19.2	73.9	37	25	8.7	1996
1997	193.8	11.0	3.60	53.83	43.6	.0044	2.17	WAMR-F 13.9	18.9	73.7	39	24	8.4	1997
1998	209.0	7.8	3.68	58.80	45.0	.0046	2.38	WAMR-F 17.5	18.3	75.1	41	24.5	9.4	1998
1999	235.1	11.1	3.74	62.86	49.1	.0048	2.72	WAMR-F 19.0	17.6	75.9	38	24.5	10.5	1999
2000	260.3	10.7	3.78	68.94	53.7	.0048	3.00	WAMR-R 19.7	18.2	74.3	35	25	10.4	2000
2001	247.7	-4.8	3.93	53.30	53.3	.0046	2.88	WAMR-R 19.1	17.2	76.7	36	25	11.0	2001
2002	271.7	9.6	3.98	68.27	55.1	.0049	3.185	WEDR-F 20.4	16.8	75.9	35	--	12.5	2002
2003	279.0	2.7	4.05	68.89	57.4	.0049	3.275	WLYF-F 18.6	16.2	76.9	33	25.5	12.9	2003

MAJOR STATIONS - JANUARY 2004

WACC	830	1KW (DA-2)	Hispanic		WHQT-F	105.1	100KW@1007 (DA)	Black AC	Cox
WAQI	710	50KW (DA-2)	Hispanic	Univision	WHYI-F	100.7	100KW@1007 (DA)	CHR	Clear Channel
WAVS	1170	5KW/250W (DA-N)	Ethnic		WKIS-F	99.9	100KW@984	Country	Beasley
WIOD	610	10KW (DA-2)	News/Talk	Clear Channel	WLVE-F	93.9	100KW@1007	Jazz	Clear Channel
WKAT	1360	5KW/1KW	Classical		WLYF-F	101.5	100KW@810	Soft AC	Jefferson-Pilot
WMBM	1490	1KW	Gospel		WMIB-F	103.5	100KW@1007 (DA)	Black	Clear Channel
WNMA	1210	25KW/2.5KW (DA-2)	Hispanic	Radio Unica	WMXJ-F	102.7	100KW@1007 (DA)	Oldies	Jefferson-Pilot
WQAM	560	5KW/1KW	Sports	Beasley	WPOW-F	96.5	100KW@1007 (DA)	CHR/Dance	Beasley
WQBA	1140	50KW/10KW (DA-2)	Hispanic	Univision	WPYM-F	93.1	100KW@1007 (DA)	CHR/Dance	Cox
WRFX	940	50KW/25KW (DA-N)	Sports	Clear Channel	WRMA-F	106.7	100KW@984 (DA)	Hispanic	SBS
WSUA	1260	5KW (DA-2)	Hispanic						
WWFE	670	50KW/2.5KW (DA-2)	Hispanic						
WAMR-F	107.5	95KW@1007	Hispanic	Univision	WRTO-F	98.3	100KW@1407	Hispanic	Univision
WBGG-F	105.9	100KW@1024 (DA)	Classic AOR	Clear Channel	WXDJ-F	95.7	40KW@548	Hispanic	SBS
WCMQ-F	92.3	31KW@617	Hispanic	SBS	WZTA-F	94.9	100KW@1007 (DA)	AOR	Clear Channel
WEDR-F	99.1	70KW@1005	Black	Cox					
WFLC-F	97.3	100KW@1007 (DA)	AC/CHR	Cox					

MIAMI-FT. LAUDERDALE

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	33	25	21	17	8	10	6	10	10	11
			CHR	5	6	8	7	5	8	6
			AOR/CL							
MOR/AC	9	8	16	5	--	--				See Talk
			MOR/FS	13	15	15	15	5	8	5
			AC/OLD				AC			
COUNTRY	3	4	4	5	4	5	4	4	4	3
BTFL/EZ/SAC	12	14	12	9	10	9				
							SOFT AC	11	6	6
NEWS/TALK	9	10	10	12	15	10	11	8	6	5
SPORTS								2	3	3
BLACK/URBAN	6	7	8	5	12	14	12	13	12	13
SMOOTH JAZZ				--	--	1	3	3	4	4
STANDARDS	--	--	4	5	4	--	2	1	1	1
HISPANIC	25	31	22	22	21	23	23	31	29	31
RELIG/GOSPEL	1	--	1	--	2	2	2	2	2	2
CLASSICAL	2	2	2	2	4	3	3	3	3	4

STATION NOTES

(Major call letter and format changes)

WFLC-F	WAIA until 86; WGTR until 90; AC until 86; AOR until 90
WPOW-F	WCJX until 86
WXDJ-F	Jazz until 90
WHYI-F	Briefly AC in the early 90's
WKAT	Standards until 87; Oldies until 88; Ethnic/Barter until 90; Hispanic until mid 90's; Ethnic until 99
WRFX	WINZ until 02; News/Talk until 02
WAMR-F	WQBA until 95
WMIB-F	WSHE until 96; AOR until 97; WMGE until 02; WPLL until 99; AC until 99; Black Oldies until 02
WNMA	WCMQ until 97; Hispanic until 97
WPYM-F	WTMI until 02; Classical until 02
WACC	WRFM until 95
WBGG-F	WAXY until 94; AC until late 80's; Oldies until 94; Oldies-70's until 98
WKIS-F	WKQS and EZ until 81
WVCG	EZ until 81; Oldies until 83; then a wide variety of formats (including variety)
WQAM	CHR until 80; Country until 93
WZTA-F	WINZ until 87; Soft Rock until 77; AOR until 81; CHR until 87; AOR again until 88; Classic AOR until 95
WSUA	WWOK until 80; WHTT until 83; Country until 81; Hispanic until 82; Black until 83; 1290 until --
WHQT-F	WYOR until 83; WEZI until 85; EZ until 83; Soft AC until 85; CHR or Black until mid 90's
WIOD	MOR/FS until 82
WAQI	WGBS until 85; MOR until 82; Talk until 85
WRMA-F	WGLO until --; WWJF until 84; WJQY until 93; EZ until early 80's; Soft AC until 93; WTPX until 94; AC until 94
WLVE-F	WWWL until 83; evolved from AC to Jazz by 90
WFFL	WFTL until --; Standards until 89
WAXY	WNWS until 89; WMRZ until 94; News until 89; Standards until 96; Talk until late 90's

MAJOR STATION TRANSACTIONS: 1970 to 2003

	\$	
1970 WLYF-F	Sold to Sudbrink	300,000
1971 WMJX-F	Sold by Storer to Bartell	500,000
1971 WTMI-F	Sold to SJR	175,000
1973 WAXY-F	Sold to RKO	465,000
1973 WHYI-F	Sold to Heffel	1,000,000
1973 WINZ	Sold to Guy Gannett	2,570,000
1973 WINZ-F	From Ed Winton to Guy Gannett	1,400,000
1973 WRHC	Sold to Sudbrink	725,000
1974 WCMQ-F		345,000
1975 WNWS	From Rounsaville to Sudbrink	1,300,000
1976 WOCN	Sold by Winton	900,000
1978 WHYI-F	From Heffel to Metroplex	3,800,000
1978 WLYF-F	From Sudbrink to Storer	5,830,000
1978 WRBD, WMXJ-F		1,900,000
1979 WVCG, WHQT-F	Sold to Insilco	4,850,000
1979 WTMI-F	From SGR to Tanger	960,000
1979 WSUA	From Mission to Metroplex	1,740,000
1979 WQBA-F	From Mission to Susquehanna	2,000,000
1979 WKAT		1,000,000
1979 WAQI, WLYF-F	From Storer to Jefferson-Pilot	12,500,000
1979 WSRF, WSHE-F	From Van Patrick to TK	5,000,000
1982 WSUA	From Metroplex to Levin	2,200,000
1983 WHQT-F	From Insilco to EZ	3,600,000
1983 WVCG	From Insilco to Statowide	1,500,000
1983 WJQY-F		4,350,000
1983 WFTL		1,520,000
1984 WTMI-F		2,150,000
1984 WNWS	From Sudbrink to Rockoff	5,900,000
1984 WOCN		2,190,000
1984 WLVE-F	Sold to Gilmore	10,500,000
1984 WRBD, WMXJ-F	Sold to Sconnix	7,050,000
1985 WQAM	From Storz to Sunshine Wire.	2,850,000
1985 WLQY	Sold by Sunshine Wireless	1,500,000
1985 WNWS	Sold to Jefferson-Pilot	4,000,000
1985 WAQI	Sold to Jefferson-Pilot	3,400,000
1985 WPOW-F	Sold to Beasley	10,600,000
1986 WRBD		1,800,000
1986 WTHM-F (Goulds)		2,400,000
1986 WCMQ AF	From Dolgoff to Alarcon	15,000,000
1986 WKAT		2,000,000
1987 WXDJ-F (Homestead)	Sold to Family Group	8,100,000
1987 WJQY-F	From Amaluro to TAK	34,000,000
1988 WLQY (Hollywood)		1,900,000
1988 WAXY-F	From RKO to Evergreen	24,000,000
1989 WAXY-F	From RKO to Ackerly	21,000,000 (cancelled)
1989 WQBA AF	From Susquehanna to WADO/Tichenor	28,000,000
1989 WOCN	Liabilities	
1989 WSUA	N/A	
1989 WAQI AF	Sold to Viva/Heffel	7,400,000
1990 WXDJ-F (Homestead)		14,500,000
1991 WINZ, WZTA-F	From Guy Gannett to Paxson	10,000,000
1992 WLVE-F	From Gilmore to Paxson	13,900,000 (E)
1992 WHQT-F	Traded to Cox by EZ	
1993 WRHC (Coral Gables)	WSOC-F in Charlotte	525,000
1993 WWFE		2,700,000
1993 WMXJ-F	From Sconnix to Jefferson-Pilot	17,800,000
1993 WHYI-F	From Metroplex to Clear Channel	20,000,000
1993 WAQI, WRTO-F	From Mambisa to Heffel	16,000,000
1993 WQBA AF	From SRN to Heffel	28,000,000
1993 WZXY-F	From Ashley to Clear Channel	14,000,000
1994 WTPX-F	From Tak to EZ	17,000,000
1994 WFTL		500,000
1994 WTPX-F	From EZ to WXDJ-F owner	21,250,000
1995 WSUA	Sold to El Dorado	2,750,000
1995 WFTL	Sold to Paxson	1,960,000
1995 WAQI, WRTO-F 50%	Sold to Heffel	19,800,000
1995 WSBH (1490)		1,500,000

CONTINUED: NEXT PAGE

MIAMI - FT. LAUDERDALE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WQBA AF	8.5	WHYI-F	8.7	WSHE-F	8.2	WQBA AF	8.1	WQBA AF	9.0	WMXJ-F	10.3
2 WHYI-F	8.4	WQBA AF	8.5	WHYI-F	7.7	WHYI-F	7.0	WMXJ-F	8.0	WQBA	8.5
3 WIOD	5.0	WSHE-F	6.0	WQBA	6.5	WJQY-F	6.8	WLVE-F	7.5	WLVE-F	7.3
4 WAXY-F	4.8	WIOD	5.5	WAXY-F	5.9	WAXY-F	6.2	WLVE-F	7.1	WHQT-F	7.0
5 WINZ-F	4.7	WINZ-F	5.1	WJQY-F	5.4	WLYF-F	5.1	WHYI-F	6.0	WJQY-F	6.2
6 WAIA-F	4.5	WAXY-F	5.0	WLYF-F	4.8	WIOD	4.8	WAXY-F	5.9	WIOD	6.0
7 WINZ-F	4.4	WLYF-F	5.0	WIOD	4.7	WSHE-F	4.7	WLYF-F	5.3	WPOW-F	5.7
8 WLYF-F	4.2	WINZ	4.4	WHQT-F	4.4	WINZ	4.6	WIOD	5.1	WAXY-F	5.7
9		WAIA-F	4.0	WINZ	4.2	WLVE-F	4.5	WPOW-F	4.4	WIOD	5.6
10		WLVE-F	3.9	WINZ-F	3.8	WHQT-F	4.4	WCMQ AF	4.4		

**1990		1991		1992		1993		1994		1995	
1 WHQT-F	10.0	WIOD	7.5	WIOD	9.0	WIOD	10.0	WRTO-F	10.4	Heftel stns.	23.4
2 WMXJ-F	9.2	WLYF-F	7.0	WLYF-F	7.0	WEDR-F	7.2	WIOD	8.0	WPOW-F	9.0
3 WQBA	8.0	WFLC-F	6.9	WHYI-F	6.6	WHYI-F	7.0	WFLC-F	7.8	WIOD	8.4
4 WJQY-F	7.2	WCMQ AF	5.6	WFLC-F	6.5	WFLC-F	7.0	WHYI-F	7.7	WCMQ AF	8.1
5 WHYI-F	6.2	WJQY-F	5.5	WEDR-F	6.0	WPOW-F	7.0	WLYF-F	7.5	WFLC-F	8.0
6 WLVE-F	6.1	WHQT-F	5.3	WKIS-F	5.9	WLYF-F	6.9	WEDR-F	7.0	WLYF-F	7.7
7 WIOD	6.0	WHYI-F	5.2	WMXJ-F	5.9	WLVE-F	6.7	WPOW-F	6.9	WHYI-F	7.7
8 WLYF-F	5.9	WPOW-F	5.1	WLVE-F	5.4	WKIS-F	6.6	WSHE-F	6.8	WEDR-F	7.4
9 WPOW-F	5.7	WKIS-F	5.0	WPOW-F	5.2	WXDJ-F	6.5	WKIS-F	6.7	WHQT-F	7.1
10 WKIS-F	5.6	WLYF-F	5.0	WQBA	5.0	WMXJ-F	6.0	WHQT-F	6.6	WKIS-F	7.0
11		WJQY-F	4.6	WHQT-F	4.6	WHQT-F	5.5	WZTA-F	6.6	WLVE-F	6.5
12		WHGT-F	4.5	WQBA	5.3	WLVE-F	6.4	WMXJ-F	6.4	WMXJ-F	6.4
13		WCMQ AF	4.0	WQBA-F	5.1	WXDJ-F	6.1	WXDJ-F	6.0	WXDJ-F	6.0
14						WAQI	6.0	WZTA-F	5.6		

1986		1987		1988		1989		2000		2001	
1 WAMR-F	12.7	WAMR-F	13.9	WAMR-F	17.5	WAMR-F	19.0	WAMR-F	19.7	WAMR-F	19.1
2 WEDR-F	10.3	WPOW-F	11.8	WPOW-F	12.8	WEDR-F	18.7	WEDR-F	18.5	WEDR-F	17.7
3 WRMA-F	9.8	WQAM	11.7	WEDR-F	12.4	WPOW-F	15.1	WLYF-F	17.8	WQAM	17.4
4 WPOW-F	9.7	WEDR-F	11.1	WQAM	12.3	WLYF-F	14.2	WHQT-F	17.2	WLYF-F	15.8
5 WHYI-F	9.3	WLYF-F	10.8	WLYF-F	11.7	WQAM	13.5	WQAM	16.4	WRMA-F	14.6
6 WIOD	9.1	WKIS-F	9.8	WKIS-F	11.4	WHQT-F	13.4	WPOW-F	15.2	WPOW-F	14.5
7 WLYF-F	8.8	WRMA-F	9.7	WZTA-F	11.3	WHYI-F	13.0	WZTA-F	15.0	WHYI-F	14.1
8 WFLC-F	8.7	WHYI-F	9.7	WRMA-F	11.3	WZTA-F	12.7	WHYI-F	14.5	WZTA-F	13.4
9 WMXJ-F	8.4	WFLC-F	9.3	WHYI-F	11.3	WKIS-F	12.6	WKIS-F	13.5	WKIS-F	12.0
10 WZTA-F	8.3	WMXJ-F	9.3	WFLC-F	10.0	WFLC-F	11.5	WMXJ-F	13.1	WHQT-F	11.0
11 WKIS-F	7.9	WHQT-F	8.8	WMXJ-F	9.8	WBGJ-F	10.9	WBGJ-F	10.8	WBGJ-F	10.9
12 WHQT-F	7.9	WLVE-F	8.5	WHQT-F	9.3	WMXJ-F	10.5	WFLC-F	10.2	WRTO-F	10.7
13 WLVE-F	7.5	WZTA-F	8.4	WLVE-F	8.5	WLVE-F	9.1	WLVE-F	9.8	WFLC-F	10.2
14 WXDJ-F	7.1	WXDJ-F	7.8	WXDJ-F	8.3	WRMA-F	8.5	WRTO-F	9.4	WXDJ-F	8.8
15								WMGE-F	9.1	WLVE-F	8.6
16								WTMI-F	8.8	WMGE-F	8.4

2002		2003	
1 WEDR-F	20.4	WLYF-F	18.6
2 WAMR-F	19.0	WQAM	18.4
3 WQAM	18.4	WEDR-F	18.3
4 WLYF-F	15.8	WAMR-F	17.8
5 WKIS-F	14.8	WPOW-F	15.7
6 WHQT-F	14.7	WHQT-F	14.5
7 WFLC-F	12.2	WLVE-F	12.5
8 WLVE-F	12.0	WFLC-F	11.8
9 WHYI-F	11.5	WXDJ-F	11.5
10 WXDJ-F	11.4	WKIS-F	11.3
11 WRMA-F	11.1	WFLC-F	11.8
12 WZTA-F	10.8	WIOD	10.9
13 WKIS-F	10.7	WZTA-F	10.6
14 WIOD	9.7	WMXJ-F	10.5
15 WMXJ-F	9.3	WHYI-F	10.2
16 WBGJ-F	9.1	WRTO-F	9.0

* Use the 1990 to 1995 revenue estimates with caution. During that period, my confidence level for Miami was fairly low. After 1995, the data is good.

DUNCAN'S COMMENTS

Miami is a slightly above average major radio market. Viable stations have remained steady. Listening levels are high compared to the other markets. They have declined somewhat in the last decade but that rate of decline has been well below that of the average market. Unlisted station listening is increasing but is still at a much lower level than the average market.

A handful of Hispanic stations are (or have been) great radio stations. None of them have been great throughout most of the three decades covered by this book. I am referring to WQBA, WCMQ-F, WAMR and WRMA. WEDR has consistently led the Black segment. Amongst the Anglo stations, WLYF, WLVE and, to a lesser extent, WPOW and WKIS have been excellent radio stations.

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Heftel	\$ 27.4 (20.3)	1 Cox	\$ 23.5 (16.4)	1 Paxson	\$ 34.9 (20.0)
2 Cox	22.4 (16.6)	2 Heftel	23.4 (16.4)	2 Heftel	28.3 (15.1)
3 Paxson	17.2 (13.2)	3 Paxson	17.5 (12.2)	3 SBS	25.1 (14.4)
4 Jefferson-Pilot	13.2 (9.8)	4 Jefferson-Pilot	14.1 (9.9)	4 Beasley	23.4 (13.4)
5 Clear Channel	9.4 (7.0)	5 WXDJ,WRMA	11.5 (8.0)	5 Jefferson-Pilot	17.3 (9.9)
6 WXDJ,WTPX	9.1 (6.7)	6 Clear Channel	10.3 (7.2)	6 Cox	16.5 (9.5)
7 Sunshine	8.5 (6.3)	7 Sunshine	9.8 (6.9)	7 Clear Channel	13.3 (7.6)
8 WEDR,WRBD	7.3 (5.4)	8 SBS	8.1 (5.7)	8 Evergreen	10.3 (5.9)

1997		1998		1999	
1 Clear Channel	\$ 50.4 (26.0)	1 Clear Channel	\$ 52.5 (25.1)	1 Clear Channel	\$ 58.5 (24.9)
2 Beasley	33.3 (17.2)	2 Beasley	36.5 (17.5)	2 Cox	49.4 (21.0)
3 Heftel	28.3 (14.6)	3 Heftel	32.1 (15.4)	3 Beasley	41.2 (17.5)
4 SBS	23.2 (12.0)	4 SBS	23.8 (11.4)	4 Hispanic	32.8 (14.0)
5 Jefferson-Pilot	21.4 (11.0)	5 Jefferson-Pilot	22.9 (11.0)	5 Jefferson-Pilot	24.7 (10.5)
6 Cox	18.1 (9.3)	6 Cox	19.3 (9.2)	6 SBS	21.2 (9.0)
7 Chancellor	11.8 (6.1)	7 Chancellor	12.4 (5.9)		
8 Tanger: WTMI	4.7 (2.4)	8 Tanger: WTMI	5.4 (2.6)		

2000		2001		2002	
1 Clear Channel	\$ 68.1 (26.1)	1 Clear Channel	\$ 62.8 (25.4)	1 Clear Channel	\$ 60.3
2 Cox	54.7 (21.0)	2 Beasley	45.0 (18.0)	2 Cox	53.3
3 Beasley	45.1 (17.3)	3 Cox	42.1 (17.1)	3 Beasley	45.8
4 Hispanic	39.4 (15.1)	4 Hispanic	39.3 (15.8)	4 Univision	38.7
5 Jefferson-Pilot	32.2 (12.4)	5 SBS	29.3 (11.9)	5 Jefferson-Pilot	26.4
6 SBS	16.7 (6.4)	6 Jefferson-Pilot	25.0 (10.1)		

2003		All 2002 and 2003 financial data is provided by BIA Financial.	
1 Clear Channel	\$ 62.7		
2 Cox	50.4		
3 Beasley	47.5		
4 Univision	38.0		
5 Jefferson-Pilot	30.5		

MAJOR STATION TRANSACTIONS: CONTINUED

1996 WSRF, WSHE-F	From TK to Paxson	\$ 57,500,000
1996 WQAM, WKIS-F	From Sunshine Wireless to Beasley	57,000,000
1996 WIOD	From Cox to Paxson	13,000,000
1996 WEDR-F	From Rivers to Evergreen	65,000,000
1996 WRMA-F, WXDJ-F	Sold to SBS	110,000,000
1996 WACC (830: Hialeah)		2,500,000
1996 WRBD (Pompano)		1,500,000
1997 WSRF	Sold by Paxson	500,000
1997 WCMQ	From SBS to One-on-One	6,000,000
1997 WFTL	From Paxson to Clear Channel	4,000,000
1997 WIOD	From Paxson to Clear Channel	20,600,000
1997 WINZ	From Paxson to Clear Channel	16,400,000
1997 WLVE-F	From Paxson to Clear Channel	60,100,000
1997 WPLL-F	From Paxson to Clear Channel	48,800,000
1997 WZTA-F	From Paxson to Clear Channel	66,200,000
1998 WNNM/WCMQ	From One-on-One to Radio Unica	9,000,000
1998 WFTL	From Clear Channel to James Crystal	---
1998 WSRF (1580: Ft. Lauderdale)	Sold to Gallery	1,500,000
1998 WLQY	From Genesis to Z-Spanish	5,650,000
1999	All AM/FM stations sold to Clear Channel	---
1999 WFBA	Sold to ABC	7,400,000
1999 WEDR-F	Divested by Clear Channel to Cox	---
1999 WKAT	Sold to Spanish Media	7,800,000
2000 WTMI-F	From Marlin to Cox	100,000,000
2000 WVCG	Divested by Clear Channel to Radio One	---
2000 WLQY	From Z-Spanish to Entravision	---
2004 WAVS		2,000,000