

**MOBILE  
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>	
WKSJ-F	-	5.1	5.4	7.4	9.8	17.8	21.6	18.0	21.3	17.5	19.1	20.8	19.2	17.5	18.3	15.4	15.9	16.1	13.6	12.4	10.5	10.1	9.2	8.1	8.6	9.6	9.5	8.5	9.0	WKSJ-F, 94.9 (C)
WKSJ				0.9	1.4	2.8	1.5	2.6	1.5	0.9	1.3	0.9	*	*	*	*	*	*	*	*	*	*	*	*	0.6	1.0	-	0.2	-	WKSJ, 1270 (T)
WMXC-F	5.2	5.9	4.1	19.6	15.0	15.3	12.2	11.4	8.8	6.5	6.4	3.3	4.3	4.7	4.2	5.2	5.4	5.5	5.5	5.2	4.6	4.6	4.3	3.8	4.3	4.5	5.3	6.3	7.0	WMXC-F, 99.9 (AC)
WNTM	6.8	8.0	7.2	6.9	8.7	10.3	7.3	6.2	6.5	5.4	5.5	6.0	4.5	4.3	5.0	4.3	4.9	5.7	6.2	6.0	5.3	4.9	4.4	4.1	4.5	3.8	3.4	3.2	3.5	WNTM, 710 (N/T)
WBLX-F	13.0	16.6	10.4	7.2	9.4	8.7	10.8	18.2	17.3	16.5	12.9	15.5	15.8	12.4	15.9	17.9	16.2	15.7	12.3	12.9	13.6	7.5	7.0	7.5	8.3	12.3	12.5	12.5	13.0	WBLX-F, 92.9 (B)
WGOK	4.9	6.5	4.1	5.0	6.4	8.7	6.9	10.1	8.6	9.4	11.1	8.8	7.6	7.7	7.2	5.2	6.4	4.4	5.0	4.5	5.9	5.6	5.5	5.8	3.7	4.4	5.5	5.2	4.6	WGOK, 900 (G)
WABB-F	9.7	10.9	14.6	10.4	13.5	12.4	14.2	9.9	7.6	13.6	15.1	15.8	16.4	13.3	11.9	9.7	7.6	6.3	7.1	6.6	6.9	6.8	7.0	8.5	9.6	8.7	7.4	7.1	6.6	WABB-F, 97.5 (CHR)
WABB	17.3	11.4	15.7	8.2	5.1	3.8	2.6	1.5	1.7	1.7	1.5	1.2	1.5	0.9	0.2	0.7	0.7	0.5	0.5	0.8	-	0.9	0.6	0.6	0.9	0.6	0.6	0.7	0.7	WABB, 1480 (T)
WRKH-F	7.0	7.6	4.8	8.9	9.1	6.2	6.5	5.0	7.6	5.7	4.8	4.5	4.1	4.4	4.4	5.1	4.5	4.4	4.8	3.9	3.3	3.2	3.4	4.2	3.3	4.4	6.0	5.9	5.8	WRKH-F, 96.1 (CL AOR)
WLVV	9.1	6.3	8.7	9.3	6.8	1.5	3.1	3.6	3.9	2.0	1.8	2.4	2.1	4.9	1.4	-	-	1.1	1.3	-	1.3	-	0.9	0.4	0.4	0.4	-	0.7	1.0	WLVV, 1440 (G)
WBHY	7.2	5.1	7.8	4.4	2.9	2.5	2.0	1.0	1.2	1.0	-	0.3	1.4	1.2	0.7	0.9	0.4	0.8	0.8	1.7	0.8	-	0.9	1.8	0.4	0.8	0.6	0.5	-	WBHY, 840 (REL)
WDLT-F							1.7	2.2	2.4	5.2	3.9	3.0	3.7	3.3	2.9	2.7	3.6	1.4	0.9	5.5	4.7	6.3	6.5	7.1	7.4	9.4	9.5	11.0	9.9	WDLT-F, 98.3 (B/AC)
WYOK-F										2.3	2.9	2.3	2.7	5.3		5.9	5.6	6.3	6.2	5.8	4.4	3.9	3.0	3.4	5.5	2.1	2.3	1.7	2.3	WYOK-F, 104.1 (CHR)
WZEW-F							0.9	1.9	1.3	1.8	2.9	3.9	2.9	1.5		1.9	2.5	3.2	3.7	5.4	2.9	0.5	1.7	1.6	1.6	2.0	1.9	2.7	2.3	WZEW-F, 92.1 (AOR)
WMOB								1.9	2.7	3.9	0.7	1.0	2.4	1.2		0.7	1.1	1.1	0.9	0.7	-	1.3	0.4	-	0.9	0.6	0.3	0.1	-	WMOB, 1360 (REL)
WDLT											0.6	0.7	0.7	1.3		2.2	1.6	0.5	1.2	1.6	-	-	-	0.8	1.5	-	0.4	-	-	WDLT, 660 (N)
WAVH-F																			0.7	1.1	3.6	4.4	4.5	3.9	3.1	2.7	2.7	2.3	3.9	WAVH-F, 106.5 (O)
WNSP-F																		0.9	0.4	0.4	1.0	0.9	1.6	1.4	1.2	1.9	1.7	1.3	1.8	WNSP-F, 105.5 (S)
WBUV-F																					3.3	8.5	8.5	6.7	3.6	2.9	2.4	2.8	1.1	WBUV-F, 104.9 (B)

**PENSACOLA STATIONS**

WXBM-F																3.7															WXBM-F
WTKX-F																2.2											2.0		2.6		WTKX-F
																										5.4		4.5			

**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>	
WKSJ-F	18.6	22.3	31.9	33.7	40.7	33.0	27.7	38.3	30.8	30.4	30.3	27.1	30.3	30.6	29.1	23.1	24.4	20.9	19.4	18.5	18.2	19.6	20.5	19.8	20.8	
WKSJ	-	-	-	7.5	-	3.5	4.4	3.1	2.8	*	*	*	*	*	*	*	*	*	*	*	*	2.4	-	2.1		
WMXC-F	32.1	33.6	29.3	32.2	30.1	28.2	23.4	12.8	16.0	15.5	12.7	14.1	17.1	14.8	14.9	12.3	13.1	11.5	11.5	11.2	10.9	11.2	11.7	14.5	15.1	
WNTM	17.7	18.0	14.7	14.4	15.7	11.2	13.0	9.6	11.2	10.7	10.3	11.9	11.9	13.3	14.5	11.5	11.0	7.7	7.5	10.4	10.8	7.4	7.9	7.7	6.3	
WBLX-F	20.9	19.4	21.2	23.2	25.4	26.1	22.1	25.9	21.9	22.8	22.6	26.3	24.5	20.1	21.5	20.5	20.7	17.5	19.1	16.6	20.0	21.0	20.5	20.7	21.0	
WGOK	11.5	11.8	13.6	17.5	13.7	14.5	15.4	17.0	14.8	15.3	14.9	12.3	12.6	6.9	10.9	10.3	8.8	6.9	9.9	8.4	7.3	6.6	8.5	7.1	6.8	
WABB-F	22.7	29.9	31.1	27.4	26.2	32.6	32.9	29.7	35.0	31.8	27.3	21.2	19.0	16.6	17.6	18.5	18.9	20.1	20.9	22.9	23.8	20.3	17.7	21.4	18.7	
WABB	20.4	14.9	11.2	9.4	8.0	6.6	5.4	4.8	5.4	5.2	2.7	2.0	2.8	3.3	3.0	2.6	-	2.8	0.6	2.5	2.9	1.8	2.4	2.0	3.0	
WRKH-F	15.9	12.7	12.0	11.5	12.6	9.3	11.1	11.1	8.6	10.0	13.4	13.2	13.9	12.5	15.3	6.2	9.3	9.1	7.8	8.7	10.1	13.4	11.4	14.9	13.8	
WLVV	18.7	10.2	10.4	12.2	6.4	6.3	5.1	5.5	5.1	10.6	7.0	-	-	2.0	4.9	3.4	-	1.3	-	2.9	1.8	1.0	-	2.2	3.2	
WBHY	10.6	-	-	3.6	-	-	-	-	3.5	3.0	3.6	1.7	2.6	2.4	2.4	2.9	1.6	-	0.9	1.7	1.4	1.0	1.3	1.7	-	
WDLT-F				7.1	8.5	10.0	12.3	7.9	11.3	10.7	8.2	8.6	9.9	5.9	4.6	10.9	9.9	11.7	10.4	11.4	13.5	15.7	14.4	14.2	15.7	
WYOK-F							4.1	10.2	13.5	7.7	12.2	13.3	12.5	12.8	13.3	14.4	12.5	10.7	10.4	12.4	11.5	9.3	6.4	7.6	8.7	
WZEW-F					6.7	4.7	-	6.2	7.5	9.5	6.8	5.7	8.1	11.0	9.4	6.9	8.8	3.4	7.2	5.6	4.1	4.4	5.3	5.9	6.6	
WMOB						4.9	4.8	2.9	4.9	3.8	1.6	2.6	3.1	4.0	2.1	3.4	-	1.3	0.4	-	1.8	1.5	1.3	1.0	-	
WDLT									1.8	2.1	6.2	6.0	5.8	2.3	3.6	3.1	-	-	-	2.4	4.0	-	1.4	-	-	
WAVH-F																						6.8	6.2	6.7	6.4	
WNSP-F																						5.6	7.3	6.6	6.7	
WBUV-F																						8.7	9.2	9.8	4.3	
WXBM-F												3.9										6.0			7.7	
WTKX-F																						9.4			10.4	

\* WKSJ simulcasted with WKSJ-F

## MOBILE

	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	4.0	--	--	--	--	--	--	--	15.2 %	51.8 %	--	--	--	1976
1977	4.3	7.5 %	--	--	--	--	--	--	14.1	46.5	18	--	--	1977
1978	5.3	23.3	--	--	--	--	--	--	15.0	55.4	15	--	--	1978
1979	5.4	1.9	--	--	--	--	--	--	15.0	62.5	15	--	--	1979
1980	6.1	13.0	--	--	--	--	--	--	13.8	67.5	15	--	--	1980
1981	6.8	11.5	.458	14.85	1.8	.0038	--	--	15.0	74.4	14	--	--	1981
1982	7.5	10.3	.461	16.27	1.9	.0039	--	--	19.0	71.3	19	--	--	1982
1983	8.2	9.3	.466	17.60	2.1	.0039	.077	--	17.6	73.8	19	13	--	1983
1984	9.0	9.8	.469	19.19	2.3	.0038	.098	WKSJ-F 2.5	20.1	71.4	22	13	--	1984
1985	9.8	8.9	.474	20.63	2.5	.0036	.107	WKSJ-F 3.4	18.6	72.2	17	13	--	1985
1986	10.4	6.1	.479	22.03	2.8	.0039	.112	WKSJ-F 3.8	19.6	77.3	18	13	--	1986
1987	10.9	4.8	.470	22.80	2.8	.0039	.121	WKSJ-F 4.0	19.0	78.0	23	12	5.3	1987
1988	11.4	4.6	.474	23.36	3.0	.0038	.132	WKSJ-F 3.8	17.7	73.8	25	11	5.0	1988
1989	11.1	-2.6	.477	22.60	3.1	.0036	.130	WKSJ-F 3.8	18.4	76.0	26	11	8.2	1989
1990	11.0	-0.9	.480	22.92	3.3	.0033	.133	WKSJ A/F 3.2	17.7	79.3	23	11	10.2	1990
1991	10.2	-7.8	.483	21.12	3.4	.0030	.123	WKSJ A/F 2.8	17.0	79.8	24	10	11.4	1991
1992	10.9	6.9	.486	22.43	3.4	.0032	.136	WKSJ A/F 3.2	17.0	79.3	23	10	9.2	1992
1993	11.7	7.6	.497	23.54	3.7	.0032	.157	WKSJ A/F 3.5	17.3	84.2	25	10	12.2	1993
1994	12.6	7.7	.512	24.60	4.4	.0029	NA	WKSJ A/F 3.5	17.1	88.3	22	--	--	1994
1995	13.5	7.1	.522	25.86	4.7	.0029	NA	WKSJ A/F 3.3	17.1	81.4	24	--	--	1995
1996	14.3	5.9	.527	27.13	5.0	.0029	.199	WKSJ A/F 3.4	15.1	79.7	25	11	13.5	1996
1997	15.4	7.7	.527	29.22	5.1	.0030	.219	WKSJ A/F 3.3	16.3	83.2	27	12	11.7	1997
1998	18.4	19.4	.534	34.46	5.3	.0035	.258	WKSJ A/F 3.5	17.0	85.4	26	12.5	13.0	1998
1999	19.3	4.7	.540	35.75	5.6	.0034	.264	WABB-F 3.4	16.1	84.8	28	11.5	12.5	1999
2000	20.5	6.2	.542	37.82	6.0	.0034	.279	WKSJ-F 3.6	14.9	85.3	27	12.5	12.4	2000
2001	20.4	-0.5	.545	37.43	6.3	.0032	.277	WKSJ-F 3.8	16.0	87.6	26	13	13.0	2001
2002	22.0	7.8	.550	40.00	6.6	.0033	.319	WKSJ-F 4.1	15.1	84.2	30	--	16.1	2002
2003	21.7	-1.4	.556	39.03	6.9	.0031	.298	WKSJ-F 4.0	15.2	88.8	26	13	12.1	2003

### MAJOR STATIONS - JANUARY 2004

WABB	1480	5KW/4.4KW (DA-N)	Talk		WABB-F	97.5	100KW@1551	CHR	
WGOK	900	1KW/0.4KW (DA-2)	Gospel	Cumulus	WAVH-F	106.5	50KW@449	Oldies	Cumulus
WLVV	1410	5KW (DA-N)	Gospel		WBLX-F	92.9	100KW@1554	Black	Cumulus
WNTM	710	1KW (DA-N)	News/Talk	Clear Channel	WDLT-F	98.3	39KW@551	Black/AC	Cumulus
					WKSJ-F	94.9	100KW@1706	Country	Clear Channel
					WMXC-F	99.9	100KW@1755	AC	Clear Channel
					WNXP-F	105.5	5.3KW@348	Sports	
					WRKH-F	96.1	100KW@1342	Classic AOR	Clear Channel
					WYOK-F	104.1	100KW@1757	CHR	Cumulus
					WZEW-F	92.1	14KW@450	AOR	
					WBUV-F	104.9	16KW@879	Black	Clear Channel

**MOBILE**

**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>	38	38	24	<b>CHR</b>	22	19	12		15	8	12	11
				<b>AOR/CL</b>	1	4	9		11	3	11	13
<b>MOR/JAC</b>	18	13	6	<b>MOR/FS</b>	7	--	1		1	1		See Talk
				<b>AC/OLD</b>	7	14	14		14	6	4	10
								<b>AC</b>	11	11		5
								<b>OLDIES</b>	28	16		17
<b>COUNTRY</b>	18	23	24		24	24	19		26			
<b>BTFL/EZ/SAC</b>	5	7	9		5	6	4					
								<b>SOFT AC</b>	2	3	3	2
<b>NEWS/TALK</b>					--	5	6		6	8	6	6
<b>SPORTS</b>												
<b>BLACK/URBAN</b>	22	16	30		28	23	28		18	30	28	27
<b>SMOOTH JAZZ</b>												
<b>STANDARDS</b>	--	--	5		--	--	2		--	1	1	2
<b>HISPANIC</b>												
<b>RELIG/GOSPEL</b>	--	2	1		3	5	5		6	3	8	5
<b>CLASSICAL</b>												

**STATION NOTES**

(Major call letter and format changes)

<b>WDLT-F</b>	WJQY until 84; EZ until 84; Country until 85; Soft AC until 94
<b>WRKH-F</b>	WLPR until 87; WAVH until 94; WMYC until 97; EZ until 87; AC until 88; Oldies until 94; Country until 97
<b>WYOK-F</b>	WIZD until 88; WGCX until 94; WDWG until 99; AC until 88; AOR until 94; Country until 99
<b>WMXC-F</b>	WKRG until 94
<b>WZEW-F</b>	WZEW until 94; WGCX until 97
<b>WBUB-F</b>	WYOK until 99; WDWG until 01; WBUB until 02; Black until 99; Country until 01
<b>WABB</b>	CHR until 81; Standards until 82; Oldies until 86; Black until 88; Unknown until 93
<b>WKSJ</b>	WKSJ until 82; WLFF until 83; Country until 82; Standards until 83; Religion until 87; Country again until 98; Standards until 02
<b>WNTM</b>	WKRG until 94; MOR until 94
<b>WLVV</b>	WUNI until 84; WMML until mid 90's; Country until 87; Black until 90; Silent in 90-91; Country again until 94
<b>WBHY</b>	WMOB until 82; WWAX until 85; MOR until 82; Oldies/AC until 86
<b>WDLT</b>	WMOO until 88; WLIT until 89; WBLX until ---
<b>WNSP-F</b>	WNWT until 93; became Sports around 94
<b>WAVH-F</b>	WFMI until 94; became Oldies in 94

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

<b>1970 WLPR-F</b>		\$	96,000
<b>1970 WKSJ, WKSJ-F</b>	To Capitol (Johnson)		237,000
<b>1971 WMOB</b>			100,000
<b>1973 WABB A/F</b>			600,000
<b>1975 WBHY</b>			288,000
<b>1976 WMML</b>	Sold to Kirk		760,000
<b>1977 WGOK</b>			200,000
<b>1979 WBHY + 41% of WLPR-F</b>			675,000
<b>1983 WMML</b>	From Kirk to Tillis		500,000
<b>1983 WDLT-T (Chicasaw)</b>	Sold to Muniz		923,000
<b>1984 WMOB</b>			350,000
<b>1984 WBHY + 42% of WLPR-F</b>			1,600,000
<b>1984 WZEW-F</b>	Sold to Oopenheimer		675,000
<b>1985 WLPR-F</b>			1,364,000
<b>1986 WDLT (Chicasaw)</b>	From Muniz to Bowab		1,200,000
<b>1986 WLPR-F</b>	Sold to TM		2,550,000
<b>1987 WMML</b>			300,000
<b>1988 WAVH-F</b>	From TM to Marathon		N/A
<b>1988 WBCX-F</b>	Sold by Keymarket		4,500,000
<b>1988 WMOO, WBLX-F</b>	From Beasley to P. Major		10,000,000 (cancelled)
<b>1989 WZEW-F (Fairhope)</b>			750,000
<b>1991 WDLT-F</b>			879,000
<b>1992 WKSJ A/F</b>	From Capitol to Franklin		4,000,000
<b>1992 WAVH-F</b>	From AT&T Capital to PourTales		1,800,000
<b>1992 WDLT-F</b>			900,000
<b>1993 WAVH-F</b>	From PourTales to Franklin		2,000,000 (cancelled)
<b>1993 WKSJ A/F</b>	From Franklin to PourTales		8,000,000
<b>1994 WLPR</b>	Sold to WBHY owner		180,000
<b>1994 WKRG A/F</b>	Sold to Ken Johnson		4,500,000
<b>1994 WGCX-F (Atmore)</b>	Sold to Ken Johnson		3,300,000
<b>1994 WTKX A/F (Pensacola)</b>	From Holt to Southern		950,000
<b>1995 WXBW-F</b>	From Calendar to Patterson		9,700,000
<b>1995 WKSJ A/F, WMYC-F</b>	From Pourtales to Ken Johnson		11,300,000
<b>1997</b>	All Ken Johnson stations sold to Clear Channel		24,000,000
<b>1997 WDLT-F</b>	Sold to Calendar		3,400,000
<b>1997 WAVH-F</b>	Sold by Amer. General		4,000,000
<b>1998 WZEW-F</b>	From Amer. General to WAVH owner		1,425,000
<b>1998 WNSP-F</b>	Sold to Ken Johnson		1,050,000
<b>1998 WYOK-F</b>	Sold to WGOK owner		1,000,000
<b>1999 WBLX-F, WDLT A/F</b>	From Calendar to Cumulus		---
<b>1999 WGOK, WYOK-F</b>	Sold to Cumulus		5,500,000 + debt
<b>2002 WQUA-F (102.1, Citronelle)</b>	Sold to ABC		1,500,000

MOBILE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WKSJ-F	2.5	WKSJ-F	3.4	WKSJ-F	3.8	WKSJ-F	4.0	WKSJ-F	3.8	WKSJ-F	3.8
2 WABB-F	1.5	WABB AF	2.1	WABB AF	2.4	WABB AF	2.5	WABB-F	2.5	WABB-F	2.3
3 WBLX-F	1.1	WBLX-F	1.6	WBLX-F	1.9	WBLX-F	1.8	WBLX-F	1.8	WBLX AF	1.9
4 WKRG-F	0.7	WKRG AF	0.9	WLBX-F	1.5	WBLX-F	1.5				
5 WDLT-F	0.5	WZD-F	0.9								
6		WDLT-F	0.7								
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WKSJ AF	3.2	WKSJ AF	2.8	WKSJ AF	3.2	WKSJ AF	3.5	WKSJ AF	3.5	WBLX-F	3.0
2 WBLX AF	2.1	WBLX AF	1.9	WBLX AF	2.1	WBLX AF	2.1	WBLX AF	2.3	WKSJ AF	2.5
3 WABB-F	1.8	WABB-F	1.4	WABB-F	1.2	WKRG	1.2	WABB-F	1.3	WNTM	1.3
4		WAVH-F	0.8	WKRG	1.0	WABB-F	1.1	WNTM	1.2	WABB-F	1.2
5				WKRG-F	0.9	WAVH-F	1.1	WAVH-F	1.2	WDWG-F	1.0
6				WAVH-F	0.8	WGXC-F	0.9				
7											
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1 WKSJ AF	3.4	WKSJ AF	3.3	WKSJ AF	3.5	WABB-F	3.4	WKSJ-F	3.6	WKSJ-F	3.8
2 WBLX AF	3.0	WBLX AF	2.7	WBLX-F	2.4	WKSJ-F	3.4	WABB-F	3.4	WBLX-F	3.0
3 WABB-F	1.2	WABB-F	1.9	WABB-F	2.2	WBLX-F	2.4	WBLX-F	2.7	WABB-F	2.8
4 WAVH-F	1.0	WAVH-F	1.3	WAVH-F	1.7	WRKH-F	1.9	WDLT-F	2.1	WRKH-F	2.2
5 WNTM	1.0	WDLT-F	1.1	WRKH-F	1.6	WDLT-F	1.5	WRKH-F	1.8	WDLT-F	2.0
6 WDLT-F	0.9	WNTM	1.0	WDLT-F	1.3	WMXC-F	1.3	WMXC-F	1.6	WMXC-F	1.6
7 WMXC-F	0.9	WYOK-F	0.8	WMXC-F	1.2	WAVH-F	1.2	WAVH-F	1.3	WAVH-F	1.2
8 WDWG-F	0.9	WMXC-F	0.8	WYOK-F	1.0	WYOK-F	0.8	WNTM	0.9	WYOK-F	0.7
9		WRKH-F	0.8	WNTM	0.7	WNTM	0.7	WDWG-F	0.7	WNTM	0.7
10		WDWG-F	0.7	WDWG-F	0.7	WDWG-F	0.7	WYOK-F	0.6	WBUB-F	0.6
11											
2002		2003									
1 WKSJ-F	4.1	WKSJ-F	4.0								
2 WBLX-F	3.1	WBLX-F	3.3								
3 WABB-F	3.0	WABB-F	2.7								
4 WMXC-F	2.5	WMXC-F	2.4								
5 WRKH-F	2.3	WDLT-F	2.2								
6 WDLT-F	2.0	WRKH-F	2.1								
7 WNTM	0.9	WNTM	0.9								
8 WZEW-F	0.9	WZEW-F	0.9								
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Pourtales	\$ 5.5 (25.6)	1 Calendar	\$ 3.0 (NA)	1 Ken Johnson	\$ 6.5 (45.6)
2 Calendar	5.3 (24.9)	2 Pourtales	3.0 (NA)	2 Calendar	3.0 (21.0)
3 Johnson	2.8 (12.9)	3 Ken Johnson	2.7 (NA)	3 WABB A/F	1.4 (9.8)
		4 WABB A/F	1.3 (NA)	4 WAVH-F	1.0 (7.0)
1997		1998		1999	
1 Clear Channel	\$ 6.5 (42.5)	1 Clear Channel	\$ 7.7 (41.8)	1 Clear Channel	\$ 7.9 (40.7)
2 Calendar	3.8 (24.7)	2 Calendar	3.7 (20.1)	2 Cumulus	5.3 (27.4)
3 WABB A/F	1.9 (12.3)	3 WABB A/F	2.2 (12.0)	3 WABB A/F	3.4 (17.6)
4 WAVH,WZEW	1.5 (10.0)	4 Amer. General	2.2 (11.8)	4 Amer. General	1.7 (8.8)
2000		2001		2002	
1 Clear Channel	\$ 8.6 (42.0)	1 Clear Channel	\$ 8.9 (43.8)	1 Clear Channel	\$ 9.8
2 Cumulus	5.9 (28.9)	2 Cumulus	6.2 (30.3)	2 Cumulus	6.5
3 WABB A/F	3.6 (17.3)	3 WABB A/F	3.0 (14.5)	3 Dittman (WABB)	3.3
4 Amer. General	1.8 (8.7)	4 WAVH,WZEW	1.7 (8.5)	4 WZEW et.al.	1.6
2003		All 2002 and 2003 financial data is provided by BIA Financial			
1 Clear Channel	\$ 9.4				
2 Cumulus	6.8				
3 Dittman (WABB)	3.0				
4 WZEW et.al.	1.6				
5					

DUNCAN'S COMMENTS:

Mobile has been a slow growing radio market. Radio revenues have grown but at a below average pace. Within this framework WKSJ-F and WBLX-F have been consistently excellent stations. WKSJ has always (since 1984) been the revenue leader and both stations have shared the 12+ leadership.