



## PENSACOLA

	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	3.2	--	--	--	--	--	--	--	16.7 %	45.9 %	--	--	--	1976
1977	3.7	15.6 %	--	--	--	--	--	--	15.6	44.9	16	--	--	1977
1978	3.8	2.7	--	--	--	--	--	--	15.5	67.1	14	--	--	1978
1979	3.9	2.6	--	--	--	--	--	--	16.5	55.8	12	--	--	1979
1980	4.6	17.9	--	--	--	--	--	--	15.6	63.8	12	--	--	1980
1981	5.0	8.7	.303	16.51	1.4	.0036	--	--	16.8	76.7	14	--	--	1981
1982	5.4	8.0	.307	17.59	1.5	.0036	--	--	18.5	69.1	14	--	--	1982
1983	5.7	5.6	.311	18.33	1.6	.0036	.069	--	17.0	67.3	14	11	--	1983
1984	6.4	12.3	.320	20.00	1.7	.0038	.083	WOWW-F 1.2	17.6	70.5	14	10	--	1984
1985	7.1	10.9	.329	21.78	1.7	.0037	.104	WOWW-F 2.1	19.0	69.2	16	9	--	1985
1986	8.2	15.5	.336	22.94	1.9	.0044	.149	WOWW-F 2.0	17.9	83.8	14	9	--	1986
1987	7.4	-9.8	.338	21.14	2.0	.0037	.142	WOWW-F 1.7	17.6	83.1	16	7.5	7.6	1987
1988	7.6	2.7	.341	21.41	2.1	.0036	.118	WOWW-F 2.0	15.8	81.9	14	7.5	10.0	1988
1989	7.9	3.9	.345	22.00	2.2	.0032	.139	WOWW-F 1.8	17.2	82.7	16	8	11.9	1989
1990	8.0	1.3	.349	22.04	2.4	.0031	.163	WOWW-F 1.6	16.2	90.1	16	7	13.4	1990
1991	7.5	-6.3	.353	21.24	2.5	.0030	.138	WOWW-F 1.5	17.2	84.3	20	8	12.2	1991
1992	7.7	2.7	.357	21.57	2.6	.0030	.171	WOWW-F 1.6	15.8	88.1	15	8	16.3	1992
1993	8.1	5.2	.365	22.19	3.1	.0026	.154	WXBM-F 2.4	15.7	88.8	18	8	14.5	1993
1994	--	--	--	--	--	--	--	--	16.3	87.0	17	--	--	1994
1995	--	--	--	--	--	--	--	--	15.9	84.3	18	--	--	1995
1996	9.4	NA	.384	24.48	3.5	.0027	.174	WXBM-F 3.6	14.4	85.1	22	7	16.1	1996
1997	9.9	5.3	.400	25.50	3.9	.0026	.176	WXBM-F 4.3	14.4	83.8	16	8	17.7	1997
1998	11.8	19.1	.414	28.50	4.2	.0028	.224	WXBM-F 4.4	15.3	87.4	21	8	12.1	1998
1999	12.0	1.7	.419	28.63	4.4	.0027	.240	WXBM-F 4.3	14.2	87.3	21	7.5	15.1	1999
2000	12.5	4.2	.421	29.69	4.6	.0027	.252	WXBM-F 4.0	14.2	85.0	23	7	16.2	2000
2001	13.1	4.8	.440	31.41	4.4	.0030	.240	WXBM-F 4.2	14.4	84.9	22	7	14.0	2001
2002	13.1	0	.422	31.04	4.5	.0029	.239	WXBM-F 4.0	12.6	82.7	28	--	15.7	2002
2003	13.4	2.3	.428	31.31	4.7	.0029	.277	WXBM-F 4.1	12.9	87.4	26	8.5	13.4	2003

### MAJOR STATIONS - JANUARY 2004

WBSR	1450	1KW	Soft AC	WGDX-F	95.7	25KW@282	Religion
WCOA	1370	5KW (DA-N)	Talk	WJLQ-F	100.7	100KW@1555	CHR
WVNY	1090	5KW (DA, DAYS)	Gospel	WMEZ-F	94.1	100KW@1329	Soft AC
WPNN	790	1KW/66W	News	WRRX-F	106.1	4KW@407	AOR
WRNE	980	2.5KW/1KW (DA-2)	Black Oldies/ Gospel	WTKX-F	101.5	100KW@1328	AOR
				WXBM-F	102.7	100KW@1328	Country
				WYCL-F	107.3	100KW@1407	Oldies

PENSACOLA

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	40	37	37	CHR	26	18	20		19	7	10	14
				AOR/CL	7	10	10		11	13	18	18
MOR/AC	14	10	--	MOR/FS	--	7	7		8	9	7	See Talk
				AC/OLD	2	13	13		8	3	4	6
								AC	10	8		5
								OLDIES	31	22		19
COUNTRY	18	22	26		20	18	23		27			
BTFLEZ/SAC	12	12	9		12	12	8					
								SOFT AC	10	8	11	9
NEWS/TALK							1		1	2	1	8
SPORTS												2
BLACK/URBAN	11	19	16		23	19	14		12	11	15	18
SMOOTH JAZZ												
STANDARDS	--	--	9		7	--	3		3			
HISPANIC												
RELIG/GOSPEL	2	1	2		3	2	2		1	5	5	1
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

WTKX-F	WBOP until 79; Black until 79
WYCL-F	WAJB until 80; WOWW until 96; AC until 80; Country until 95
WCOA	MOR/FS until 87
WPNN	WPFA until 80; WSWL until 02; Country until about 83; Religion until 02
WRNE	WBOP until mid-80's; WFXP until 90
WZNO	WNVY until 86; WBOP until 89; WTKX until 96; Country until 86; Black until 89; Oldies until 96; Sports until --
WBSR	CHR until 83; AC until mid-90's; Oldies until 00
WMEZ-F	EZ to Soft AC by 92
WJLQ-F	WJLQ until 94; WWRO until 00; AC until 94; Oldies until 95; Oldies-70's until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WPFA		\$	398,000
1974 WCOA, WJLQ-F	Sold to Summit		1,900,000
1979 WBSR	Sold by Moonay		990,000
1980 WOWW-F			1,400,000
1981 WPFA			350,000
1983 WBSR			600,000
1984 WXB-F (Milton)			2,500,000
1985 WBOP			250,000
1985 WBSR	Sold to WMEZ-F		330,000
1986 WCHZ			325,000
1986 WBOP, WTKX-F	From Roden to Hait		N/A
1986 WCOA, WJLQ-F	Sold by Summit		5,500,000
1987 WBOP, WTKX-F	From Roden to Hait		N/A
1989 WOWW-F	From Colonial to SunGroup		5,000,000
1990 WCOA/WJLQ-F	From Daytona to Ed Muniz		2,230,000
1992 WXB-F (Milton)	Sold to Calendar (Giordano)		5,400,000
1993 WCOA, WJLQ-F	From Muniz to WKRG-F (Mcbile) owner		2,230,000
1993 WKGT-F (Century)			350,000
1994 WCOA	Sold to PourTales		---
1996 WOWW-F	From Sun Group to Southern		2,600,000
1996 WKGT-F (105.1)			233,000
1996 WOWW-F	From Southern to Paxson		3,000,000
1996 WTKX-F	From Southern to Paxson		3,500,000
1996 WWSF-F	Sold to Patterson		---
1997 WMEZ-F	Sold to Capstar		7,000,000
1997 WXB-F	From Patterson to Capstar		16,000,000
1997 WTKX-F	From Paxson to Clear Channel		3,100,000
1997 WYCL-F	From Paxson to Clear Channel		2,600,000
1998 WYCL-F	From Clear Channel to Capstar		2,800,000
1999	All Capstar stations sold to Clear Channel		---
1999 WCOA, WWRO-F	Sold to Cumulus		9,000,000
1999 WYCL-F	From Paxson to Concord		2,000,000
2000 WMEZ-F, WXB-F	Divested by Clear Channel to Pamel		---
2003 WYCL-F			2,200,000

