

**PITTSBURGH
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> | | |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------------------|---------------------|
| KDKA | 25.5 | 24.2 | 24.9 | 23.2 | 22.8 | 23.8 | 21.1 | 19.3 | 16.5 | 15.2 | 13.5 | 14.6 | 14.5 | 14.4 | 13.2 | 14.1 | 12.8 | 13.5 | 14.0 | 14.2 | 13.5 | 13.1 | 12.5 | 12.6 | 11.9 | 11.8 | 11.6 | 11.1 | 11.5 | KDKA, 1020 (N/T) | |
| WLTJ-F | - | 1.6 | - | 0.7 | 2.6 | 3.1 | 3.4 | 4.6 | 5.2 | 3.4 | 3.1 | 4.1 | 3.7 | 4.0 | 4.6 | 3.9 | 4.0 | 4.2 | 4.5 | 3.7 | 3.7 | 3.5 | 3.9 | 4.2 | 3.7 | 3.3 | 2.9 | 2.9 | 2.9 | WLTJ-F, 92.9 (SAC) | |
| WEAE | 6.1 | 7.0 | 5.9 | 6.4 | 5.9 | 6.6 | 7.4 | 6.1 | 6.8 | 5.0 | 4.0 | 3.5 | 3.4 | 4.5 | 5.4 | 5.6 | 5.0 | 5.3 | 4.8 | 4.2 | 4.1 | 4.0 | 3.6 | 1.5 | 1.5 | 1.5 | 1.4 | 1.9 | 1.9 | WEAE, 1250 (S) | |
| WDVE-F | 5.3 | 6.3 | 6.5 | 6.2 | 7.6 | 5.9 | 7.0 | 6.3 | 7.5 | 7.9 | 8.3 | 7.5 | 6.8 | 6.7 | 7.5 | 9.3 | 11.0 | 9.8 | 9.8 | 10.6 | 10.1 | 9.2 | 9.0 | 8.5 | 8.2 | 7.7 | 8.3 | 9.3 | 9.2 | WDVE-F, 102.5 (AOR) | |
| KQV | - | 2.3 | 2.4 | 3.4 | 4.1 | 4.3 | 3.4 | 4.2 | 2.9 | 2.5 | 2.3 | 2.6 | 2.1 | 2.6 | 2.4 | 1.8 | 1.8 | 2.0 | 1.5 | 1.3 | 1.5 | 1.2 | 1.1 | 1.2 | 1.2 | 1.3 | 1.3 | 1.1 | 1.2 | KQV, 1410 (N) | |
| WSHH-F | 6.7 | 6.9 | 8.4 | 7.7 | 7.8 | 7.3 | 6.2 | 5.3 | 5.1 | 7.1 | 8.6 | 9.5 | 8.2 | 7.8 | 9.5 | 5.4 | 5.2 | 5.7 | 5.5 | 4.9 | 4.6 | 4.7 | 4.6 | 5.0 | 5.1 | 4.9 | 4.8 | 5.7 | 5.1 | WSHH-F, 99.7 (SAC) | |
| WBZZ-F | 4.6 | 4.2 | 4.6 | 5.7 | 3.9 | 2.9 | 2.8 | 5.9 | 6.7 | 8.1 | 9.5 | 8.7 | 10.6 | 9.4 | 9.3 | 7.7 | 6.0 | 5.3 | 6.3 | 7.0 | 6.6 | 6.3 | 6.6 | 6.0 | 6.4 | 7.2 | 5.8 | 4.7 | 3.1 | WBZZ-F, 93.7 (CHR) | |
| WKST-F | - | 1.9 | 4.6 | 5.6 | 6.1 | 6.0 | 5.4 | 4.0 | 4.9 | 5.8 | 4.5 | 4.6 | 4.2 | 4.1 | 3.2 | 3.6 | 3.8 | 3.6 | 4.9 | 4.9 | 4.3 | 4.1 | 3.3 | 3.2 | 2.5 | 2.7 | 4.9 | 4.0 | 3.5 | WKST-F, 96.1 (CHR) | |
| WXDX-F | - | 3.1 | 2.2 | 3.0 | 5.1 | 4.2 | 5.5 | 6.8 | 5.5 | 4.8 | 5.7 | 5.7 | 5.5 | 5.4 | 5.5 | 6.0 | 4.8 | 5.2 | 5.4 | 4.9 | 5.5 | 3.9 | 5.0 | 4.9 | 5.7 | 5.6 | 5.0 | 5.3 | 4.9 | WXDX-F, 105.9 (AOR) | |
| WWNL | 3.0 | 5.6 | 4.3 | 2.1 | 3.4 | 3.9 | 4.5 | 2.5 | 2.0 | 1.6 | 2.2 | 1.9 | 2.0 | 1.1 | 0.4 | 0.3 | 0.2 | 0.6 | 0.4 | 0.5 | - | - | - | - | - | - | - | - | - | WWNL, 1080 (REL) | |
| WDSY-F | - | - | - | 2.3 | 2.4 | 3.3 | 2.4 | 2.6 | 3.1 | 3.3 | 2.8 | 2.5 | 4.3 | 4.0 | 4.0 | 5.3 | 5.5 | 6.9 | 5.7 | 5.3 | 7.1 | 7.8 | 7.8 | 7.3 | 8.1 | 7.6 | 6.7 | 6.9 | 6.7 | WDSY-F, 107.9 (C) | |
| WJJJ-F | - | 1.9 | 2.5 | 2.2 | 1.8 | 1.6 | 3.1 | 2.8 | 1.8 | 2.0 | 2.7 | 2.6 | 2.2 | 2.0 | 2.1 | 3.6 | 2.8 | 0.8 | 1.9 | 2.5 | 2.7 | 3.7 | 3.6 | 3.4 | 4.2 | 4.5 | 3.3 | 3.3 | 2.8 | WJJJ-F, 104.7 (B/AC) | |
| WWSW-F | 4.4 | 5.4 | 5.4 | 4.9 | 3.4 | 3.0 | 4.4 | 4.1 | 5.4 | 5.1 | 5.2 | 5.3 | 3.9 | 5.8 | 6.7 | 7.9 | 8.5 | 8.7 | 7.3 | 6.1 | 6.4 | 6.3 | 5.7 | 5.6 | 5.0 | 4.9 | 5.2 | 5.0 | 5.8 | WWSW-F, 94.5 (O) | |
| WJAS | 8.3 | 5.4 | 4.3 | 4.3 | 2.7 | 2.4 | 3.6 | 4.5 | 4.7 | 3.9 | 3.8 | 4.1 | 3.5 | 4.0 | 3.3 | 4.0 | 4.0 | 4.4 | 4.4 | 4.2 | 4.3 | 4.3 | 4.7 | 5.6 | 5.0 | 5.5 | 5.4 | 5.2 | 5.2 | WJAS, 1320 (ST) | |
| WRRK-F | - | 0.8 | 2.6 | 2.6 | 4.1 | 3.2 | 2.7 | 3.3 | 3.7 | 4.0 | 2.6 | 2.6 | 4.7 | 5.0 | 4.3 | 4.0 | 2.8 | 3.0 | 2.8 | 3.7 | 2.8 | 2.7 | 2.7 | 3.0 | 3.3 | 3.3 | 3.8 | 3.6 | 3.8 | WRRK-F, 96.9 (CL AOR) | |
| WBGW | 7.4 | 6.4 | 6.2 | 4.3 | 3.1 | 2.9 | 1.8 | 1.6 | 3.1 | 3.7 | 3.6 | 4.1 | 3.0 | 0.8 | 0.9 | - | - | - | - | - | - | - | - | - | - | - | 0.5 | 0.5 | 0.7 | WBGW, 970 (S) | |
| WZPT-F | | | | | | | | | | | | 1.1 | 1.2 | 1.7 | 1.8 | 2.4 | 4.1 | 3.5 | 2.2 | 2.3 | 3.3 | 3.1 | 3.1 | 3.7 | 2.8 | 2.7 | 2.7 | 3.0 | 3.9 | WZPT-F, 100.7 (AC) | |
| WAMO-F | | | | | | | | | | | | | | | | | | 1.0 | 1.0 | 1.7 | 2.0 | 3.6 | 3.5 | 4.0 | 4.2 | 3.7 | 3.1 | 3.0 | 3.2 | WAMO-F, 106.7 (B) | |
| WOGG-F | | | | | | | | | | | | | | | | | | | 0.7 | 0.9 | 0.9 | 1.1 | 1.2 | 1.6 | 1.3 | 1.4 | 1.3 | 1.5 | 1.7 | WOGG-F, 94.9 (C) | |
| WOGI-F | | | | | | | | | | | | | | | | | | 0.7 | 0.6 | 0.6 | 0.4 | 0.5 | 0.5 | 0.4 | 0.3 | - | 0.7 | 1.1 | 1.6 | WOGI-F, 98.3 (C) | |
| WORD-F | | | | | | | | | | | | | | | | | | | | 1.1 | - | 1.3 | 1.1 | 1.1 | 0.9 | 1.2 | 1.4 | 1.3 | 1.4 | 1.6 | WORD-F, 101.5 (REL) |
| WPTT | | | | | | | | | | | | | | | | | | | | | | 0.5 | 0.4 | 0.9 | 1.3 | 1.3 | 1.5 | 1.2 | 1.5 | WPTT, 1360 (T) | |

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> |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|
| KDKA | 52.9 | 52.9 | 51.0 | 44.7 | 43.0 | 39.2 | 34.8 | 35.3 | 33.9 | 33.6 | 33.7 | 33.2 | 32.1 | 34.4 | 28.1 | 28.1 | 28.5 | 25.4 | 24.0 | 24.1 | 22.3 | 22.3 | 22.1 | 20.1 | 19.8 |
| WLTJ-F | - | 9.7 | 10.8 | 11.5 | 11.3 | 10.6 | 9.0 | 8.4 | 10.3 | 8.5 | 11.4 | 10.5 | 11.2 | 11.3 | 13.5 | 11.0 | 11.8 | 10.7 | 11.5 | 10.8 | 9.4 | 9.1 | 8.8 | 9.2 | 8.5 |
| WEAE | 18.2 | 18.0 | 19.9 | 18.8 | 16.5 | 16.0 | 12.9 | 12.3 | 10.1 | 11.2 | 12.1 | 12.9 | 11.9 | 15.5 | 14.0 | 13.5 | 12.6 | 14.4 | 12.2 | 9.2 | 6.2 | 5.9 | 5.5 | 6.7 | 6.2 |
| WDVE-F | 15.9 | 14.9 | 16.6 | 18.6 | 16.9 | 17.6 | 17.2 | 17.5 | 16.6 | 16.6 | 17.2 | 19.3 | 20.4 | 19.6 | 20.6 | 21.4 | 17.9 | 19.9 | 18.6 | 17.6 | 20.1 | 21.0 | 20.9 | 21.7 | 22.5 |
| KQV | 13.5 | 13.7 | 11.0 | 12.4 | 11.1 | 8.4 | 7.3 | 8.5 | 7.0 | 8.2 | 9.3 | 7.3 | 6.6 | 6.9 | 6.0 | 5.3 | 4.7 | 4.9 | 4.9 | 5.5 | 6.3 | 5.5 | 5.3 | 4.3 | 5.0 |
| WSHH-F | 18.4 | 15.2 | 15.6 | 15.3 | 13.0 | 11.7 | 16.9 | 16.5 | 16.8 | 14.7 | 18.4 | 14.2 | 12.1 | 15.3 | 13.6 | 12.6 | 13.7 | 12.9 | 11.4 | 12.5 | 13.6 | 12.1 | 13.3 | 13.7 | 12.9 |
| WBZZ-F | 10.3 | 9.1 | 7.8 | 17.1 | 20.2 | 20.1 | 24.8 | 21.6 | 23.6 | 27.0 | 26.1 | 24.1 | 22.4 | 17.4 | 17.2 | 20.4 | 21.2 | 20.8 | 21.9 | 20.1 | 21.4 | 23.7 | 20.0 | 16.6 | 12.9 |
| WKST-F | 20.0 | 17.7 | 20.2 | 17.9 | 18.4 | 18.8 | 16.6 | 15.1 | 13.1 | 10.8 | 10.4 | 10.1 | 10.6 | 11.5 | 14.7 | 15.2 | 14.2 | 14.7 | 15.2 | 15.2 | 9.2 | 13.3 | 17.3 | 15.8 | 13.5 |
| WXDX-F | 8.9 | 11.6 | 10.7 | 11.0 | 12.3 | 12.9 | 11.1 | 10.8 | 10.3 | 10.3 | 11.3 | 12.8 | 11.3 | 9.8 | 9.7 | 9.0 | 10.2 | 13.3 | 15.6 | 14.5 | 15.4 | 15.2 | 15.6 | 13.9 | 13.0 |
| WWNL | - | 9.0 | 7.9 | 7.0 | 4.9 | 4.0 | 4.0 | 4.5 | 3.0 | 3.2 | 2.0 | 1.8 | 1.6 | 0.6 | 1.2 | 1.3 | - | - | - | - | - | - | - | - | - |
| WDSY-F | - | - | 6.0 | 5.7 | 6.6 | 8.0 | 6.2 | 6.4 | 8.4 | 7.7 | 8.9 | 11.8 | 10.3 | 15.8 | 13.4 | 14.2 | 16.2 | 16.5 | 14.5 | 16.2 | 17.2 | 15.7 | 14.5 | 14.8 | 13.6 |
| WJJJ-F | - | 5.9 | 7.4 | 11.9 | 7.1 | 9.3 | 8.8 | 9.5 | 9.4 | 9.0 | 8.8 | 6.8 | 7.2 | 4.6 | 7.0 | 7.6 | 11.1 | 10.4 | 8.2 | 9.2 | 10.0 | 9.4 | 11.5 | 6.9 | 6.4 |
| WWSW-F | 15.6 | 12.3 | 14.0 | 14.1 | 17.1 | 14.3 | 13.8 | 13.8 | 12.6 | 13.0 | 17.4 | 17.5 | 19.0 | 20.5 | 20.2 | 17.7 | 18.4 | 18.3 | 16.3 | 14.7 | 15.0 | 12.7 | 14.2 | 15.5 | 15.7 |
| WJAS | 14.4 | 11.5 | 9.9 | 10.1 | 10.5 | 8.5 | 7.6 | 7.7 | 9.3 | 7.9 | 7.2 | 8.3 | 8.3 | 9.7 | 8.8 | 9.3 | 8.3 | 10.0 | 9.0 | 10.2 | 9.7 | 9.3 | 8.1 | 8.7 | 9.4 |
| WRRK-F | 10.4 | 10.5 | 10.1 | 15.4 | 13.7 | 14.5 | 8.8 | 9.8 | 10.6 | 14.4 | 11.3 | 12.9 | 11.3 | 10.1 | 10.4 | 12.3 | 9.9 | 11.6 | 8.6 | 10.1 | 9.9 | 11.6 | 12.6 | 12.4 | 12.4 |
| WBGW | 11.5 | 9.5 | 8.2 | 9.4 | 8.9 | 8.0 | 8.2 | 8.6 | 8.6 | 3.4 | 3.4 | 2.3 | - | - | - | - | - | - | - | - | - | - | 2.8 | 3.5 | 3.1 |
| WZPT-F | | | | | | | | | | | | 7.5 | 12.9 | 12.1 | 7.5 | 10.2 | 10.2 | 10.4 | 12.2 | 11.0 | 9.2 | 9.7 | 8.7 | 9.9 | 11.0 |
| WAMO-F | | | | | | | | | | | | | | 3.5 | 4.0 | 5.0 | 7.6 | 6.7 | 8.5 | 10.1 | 9.1 | 8.6 | 7.1 | 7.4 | 7.7 |
| WOGG-F | | | | | | | | | | | | | | | 1.1 | 2.0 | 2.0 | 2.6 | 3.1 | 3.1 | 2.8 | 3.3 | 2.2 | 2.8 | 3.9 |
| WOGI-F | | | | | | | | | | | | | | 1.6 | 1.9 | 1.8 | 1.3 | 2.1 | 2.2 | 2.4 | 2.0 | - | 1.2 | 3.9 | 5.0 |
| WORD-F | | | | | | | | | | | | | | | 4.0 | 3.4 | 3.3 | 2.8 | 3.7 | 4.0 | 4.1 | 4.1 | 3.1 | 5.2 | 5.2 |
| WPTT | | | | | | | | | | | | | | | | | | | | | | 3.7 | 3.8 | 3.8 | 4.0 |

PITTSBURGH

| | <u>Market Revenue</u> | <u>Revenue Change</u> | <u>Population</u> | <u>Revenue Per Capita</u> | <u>Retail Sales</u> | <u>Rev. as % Retail Sales</u> | <u>Revenue Per Share Point</u> | <u>Highest Billing Stations</u> | | <u>Average Person Rating(APR)</u> | <u>FM Share</u> | <u>Total Stations</u> | <u>Viable Stations</u> | <u>Unlisted Station Listening</u> | |
|------|-----------------------|-----------------------|-------------------|---------------------------|---------------------|-------------------------------|--------------------------------|---------------------------------|------|-----------------------------------|-----------------|-----------------------|------------------------|-----------------------------------|------|
| 1976 | 23.7 | -- | -- | -- | -- | -- | -- | -- | -- | 18.0 % | 35.6 % | -- | -- | -- | 1976 |
| 1977 | 25.1 | 5.9 % | -- | -- | -- | -- | -- | -- | -- | 16.5 | 42.4 | 32 | -- | -- | 1977 |
| 1978 | 28.1 | 12.0 | -- | -- | -- | -- | -- | -- | -- | 16.8 | 44.2 | 30 | -- | -- | 1978 |
| 1979 | 29.3 | 4.3 | -- | -- | -- | -- | -- | -- | -- | 17.5 | 49.8 | 28 | -- | -- | 1979 |
| 1980 | 31.6 | 7.8 | -- | -- | -- | -- | -- | -- | -- | 17.4 | 47.6 | 30 | -- | -- | 1980 |
| 1981 | 33.8 | 5.7 | 2.29 | 14.76 | 10.1 | .0033 | -- | -- | -- | 18.8 | 50.4 | 31 | -- | -- | 1981 |
| 1982 | 36.1 | 6.8 | 2.24 | 16.12 | 10.2 | .0035 | -- | -- | -- | 18.9 | 52.5 | 34 | -- | -- | 1982 |
| 1983 | 38.3 | 6.1 | 2.18 | 17.56 | 10.5 | .0036 | .357 | -- | -- | 18.5 | 58.1 | 30 | 21 | -- | 1983 |
| 1984 | 39.1 | 2.1 | 2.18 | 17.94 | 11.2 | .0035 | .448 | KDKA | 10.1 | 18.6 | 60.9 | 27 | 20 | -- | 1984 |
| 1985 | 42.0 | 7.4 | 2.18 | 19.35 | 11.7 | .0035 | .454 | KDKA | 12.0 | 18.7 | 61.9 | 34 | 19 | -- | 1985 |
| 1986 | 45.4 | 8.1 | 2.17 | 21.62 | 12.6 | .0037 | .480 | KDKA | 11.0 | 19.1 | 61.6 | 32 | 18 | -- | 1986 |
| 1987 | 46.2 | 1.8 | 2.08 | 22.21 | 12.4 | .0036 | .516 | KDKA | 9.7 | 19.1 | 63.7 | 35 | 17.5 | 7.8 | 1987 |
| 1988 | 48.0 | 3.9 | 2.07 | 23.19 | 13.2 | .0038 | .524 | KDKA | 9.0 | 18.4 | 64.1 | 32 | 15 | 8.1 | 1988 |
| 1989 | 51.0 | 6.3 | 2.07 | 24.64 | 13.4 | .0038 | .557 | KDKA | 8.7 | 18.9 | 68.3 | 33 | 15 | 8.9 | 1989 |
| 1990 | 54.4 | 6.7 | 2.06 | 26.41 | 14.2 | .0038 | .597 | KDKA | 9.0 | 18.2 | 69.2 | 27 | 15 | 9.3 | 1990 |
| 1991 | 52.0 | -4.4 | 2.04 | 25.49 | 14.5 | .0036 | .582 | KDKA | 8.2 | 17.4 | 68.3 | 32 | 15 | 9.8 | 1991 |
| 1992 | 56.7 | 8.6 | 2.03 | 27.93 | 14.7 | .0039 | .640 | KDKA | 9.3 | 17.3 | 70.2 | 25 | 16 | 11.1 | 1992 |
| 1993 | 59.1 | 4.1 | 2.38 | 24.83 | 18.9 | .0031 | .667 | KDKA | 10.0 | 17.7 | 67.0 | 30 | 15 | 11.1 | 1993 |
| 1994 | 64.4 | 9.0 | 2.39 | 26.95 | 19.2 | .0034 | .735 | KDKA | 11.0 | 17.7 | 68.3 | 30 | 16 | 12.4 | 1994 |
| 1995 | 69.0 | 7.1 | 2.40 | 28.33 | 21.2 | .0032 | .798 | WDVE-F | 12.3 | 17.2 | 68.5 | 28 | 16 | 13.2 | 1995 |
| 1996 | 76.6 | 11.0 | 2.39 | 32.05 | 22.0 | .0035 | .897 | KDKA | 12.2 | 16.6 | 70.4 | 32 | 16 | 13.5 | 1996 |
| 1997 | 87.5 | 14.2 | 2.37 | 36.92 | 24.1 | .0036 | 1.01 | KDKA | 13.7 | 16.6 | 72.1 | 25 | 16 | 12.6 | 1997 |
| 1998 | 92.0 | 5.1 | 2.35 | 39.15 | 24.5 | .0038 | 1.07 | KDKA | 14.5 | 16.3 | 73.8 | 28 | 16 | 12.6 | 1998 |
| 1999 | 100.3 | 8.3 | 2.34 | 42.86 | 26.0 | .0039 | 1.17 | KDKA | 18.5 | 16.2 | 73.3 | 32 | 15.5 | 12.9 | 1999 |
| 2000 | 112.5 | 12.2 | 2.32 | 48.58 | 27.0 | .0042 | 1.31 | WDVE-F | 21.9 | 15.6 | 73.7 | 30 | 16.5 | 13.0 | 2000 |
| 2001 | 107.4 | -4.5 | 2.36 | 45.51 | 28.1 | .0038 | 1.27 | WDVE-F | 19.1 | 15.5 | 73.6 | 31 | 17 | 15.0 | 2001 |
| 2002 | 116.1 | NM | 2.35 | 49.40 | 29.0 | .0040 | 1.353 | WDVE-F | 18.0 | 15.1 | 74.4 | 30 | -- | 13.7 | 2002 |
| 2003 | 122.1 | 5.2 | 2.33 | 52.41 | 30.0 | .0041 | 1.423 | WDVE-F | 18.5 | 14.7 | 72.6 | 29 | 18.5 | 14.2 | 2003 |

MAJOR STATIONS - JANUARY 2004

| | | | | | | | | | |
|---------------|-------|----------------|-----------|---------------|---------------|-------|-----------------|-------------|---------------|
| KDKA | 1020 | 50KW | News/Talk | CBS | WKST-F | 96.1 | 48KW@486 | CHR | Clear Channel |
| KQV | 1410 | 5KW (DA-2) | News/Talk | | WLTJ-F | 92.9 | 47KW@890 | Soft AC | |
| WBGG | 970 | 5KW (DA-2) | Sports | Clear Channel | WOGG-F | 94.9 | 1.7KW@1233 (DA) | Country | Keymarket |
| WEAE | 1250 | 5KW (DA-N) | Sports | Disney/ABC | WOGI-F | 98.3 | 3.5KW@440 | Country | Keymarket |
| WJAS | 1320 | 5KW (DA-N) | Standards | Renda | WORD-F | 101.5 | 43KW@528 | Religion | Salem |
| WPTT | 1360 | 5KW/1KW (DA-N) | Talk | Renda | | | | | |
| WAMO-F | 106.7 | 37KW@554 | Black | Sheridan | WRRK-F | 96.9 | 45KW@530 | Classic AOR | |
| WBZZ-F | 93.7 | 41KW@548 | CHR | CBS | WSHH-F | 99.7 | 11KW@927 | Soft AC | Renda |
| WDSY-F | 107.9 | 18KW@827 | Country | CBS | WWSW-F | 94.5 | 50KW@810 | Oldies | Clear Channel |
| WDVE-F | 102.5 | 55KW@820 | AOR | Clear Channel | WXDX-F | 105.9 | 72KW@440 | AOR | Clear Channel |
| WJJJ-F | 104.7 | 13KW@827 | Black AC | Clear Channel | WZPT-F | 100.7 | 15KW@918 (DA) | AC/CHR | CBS |

NOTE: In 1993, Counties were added to the Metro.

FORMAT SHARES (%)

| | 77 | 80 | 82 | 84 | 87 | 90 | 92 | 95 | 98 | 2000 |
|--------------|----|----|----|----|----|----|---------|----|----|----------|
| CHR/AOR | 33 | 25 | 27 | 15 | 13 | 12 | 8 | 8 | 8 | 9 |
| | | | | 11 | 10 | 15 | 13 | 18 | 19 | 20 |
| MOR/AC | 37 | 40 | 33 | 23 | 19 | 16 | 2 | 2 | 1 | See Talk |
| | | | | 12 | 20 | 18 | 15 | 5 | 3 | 8 |
| | | | | | | | | 12 | 13 | 7 |
| COUNTRY | 6 | 8 | 9 | 8 | 7 | 8 | 11 | 11 | 10 | 11 |
| BTF/EZ/SAC | 17 | 15 | 12 | 10 | 9 | 9 | | | | |
| | | | | | | | SOFT AC | 11 | 8 | 11 |
| NEWS/TALK | 2 | 5 | 7 | 7 | 9 | 8 | 26 | 21 | 17 | 16 |
| SPORTS | | | | | | | | | 1 | 2 |
| BLACK/URBAN | 3 | 5 | 7 | 7 | 7 | 7 | 6 | 7 | 5 | 8 |
| SMOOTH JAZZ | | | | | | | | | 5 | |
| STANDARDS | 1 | 1 | 5 | 6 | 4 | 4 | 5 | 6 | 6 | 7 |
| HISPANIC | | | | | | | | | | |
| RELIG/GOSPEL | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 2 | 1 |
| CLASSICAL | | | | | | | | | | |

STATION NOTES

(Major call letter and format changes)

| | |
|--------|---|
| WRRK-F | WLOA until 78; WFFM until 82; WHYW until 86; WMYG until 91; AC until 87; Classic AOR until 91; AOR until late 990's |
| WKST-F | WTAE until 77; WXKX until 83; WHTX until 91; WVTV until 98; WDRV until 99; WPHH until 00; CHR until 85; AC until 00 |
| WJJJ-F | WYDD until 89; WNRJ until 90; WEZE until 91; WORD until 93; WXRJ until 95; WNRQ until 96; AOR until 87; CHR until 90; EZ until 91; Religion until 93; Country until 95; AOR until 96; Jazz until 99 |
| WZPT-F | WXXP until 88; WMXP until 92; WQKB until 94; AOR until 88; AC until 90; CHR until 92; Country until 94; Oldies-70's or Classic Hits until 99 |
| WXDX-F | WAMO until 77; WYJZ until 81; WAMO again until 96; Black until 96 |
| WOGI-F | WESA until 98; WZKT until 00 |
| WORD-F | WPIT until 94 |
| WOGG-F | WASP until 00 |
| WPTT | WIXZ until 98; Sports until 98 |
| WLTJ-F | KDKA-F until 79; WPNT until 86; EZ/Classical until 79 |
| WBZZ-F | WJOI until 81; EZ until 81 |
| WWSW-F | WPEZ until 80; CHR until 80; AC until 87 |
| WDSY-F | WEPP-F until 78; Simulcasted with WEPP until 78 |
| WWNL | WEPP until 91; WDSY until ---; Country until 86; Oldies until 91; Country until --- |
| WEAE | WTAE until 98; MOR/AC until 87; News/Talk until 97 |
| WJAS | WKTQ until 81; CHR until 81 |
| WBGG | WWSW until 82; WTKN until 87; WWSW again until 01; MOR until 82; Talk until 87; Oldies until 01 |
| WAMO-F | WWKS until 95; WXDX until 96; AOR until 96 |

PITTSBURGH

MAJOR STATION TRANSACTIONS: 1970 to 2003

| | | | |
|-------------------------------------|--|---------------------|-------------------|
| 1973 WJAS, WSHH-F | From NBC to Heftel | \$ | 1,800,000 |
| 1974 KQV, WDVE-F | From ABC to Taft | | 3,500,000 |
| 1977 WJAS | From Heftel to Nationwide | | 1,240,000 |
| 1977 WSHH-F | From Heftel to Nationwide | | 2,000,000 |
| 1977 WBZZ-F | Sold to EZ | | 1,000,000 |
| 1977 WEEP, WDSY-F | From Myron Jones to Entercom | | 925,000 |
| 1981 WJAS | From Nationwide to BENI | | 1,500,000 |
| 1982 KQV | Sold by Taft | | 2,000,000 |
| 1983 WSHH-F | Sold by Nationwide | | 2,700,000 |
| 1984 WPIT A/F | From Associated to Pyramid | | 7,200,000 |
| 1985 WJAS | Sold by BENI (never completed) | | 700,000 |
| 1985 WBVP, WWKS-F (Beaver Falls) | | | 1,800,000 |
| 1987 WKPA, WNRJ-F (New Kensington) | Sold to Salem | | 4,000,000 |
| 1990 WBVP, WWKS-F (Beaver Falls) | | | 2,900,000 |
| 1991 WWCS | Sold by Universal | | 750,000 |
| 1991 WDVE-F | From Great American to Broadcast Alchemy | | 21,000,000 |
| 1992 WWCS (Cannonsburg) | Sold by Universal | | 500,000 |
| 1992 WPIT A/F | From Pyramid to Salem | | 6,500,000 |
| 1992 WORD-F | From Salem to Entercom | | 4,000,000 |
| 1993 WRRK-F (Braddock) | From Bennis to Frishling | | 5,500,000 |
| 1993 WQKB-F (N. Kensington) | From Signature to EZ | | 5,000,000 |
| 1994 WBVP, WWKS-F (Beaver Falls) | Sold to Schwarts, Daniels, Iorio | | 2,000,000 |
| 1995 WWSW A/F | From Shamrock to Chancellor | | 12,000,000 |
| 1995 WWKS-F (Beaver Falls) | Sold to Secret | | 4,000,000 |
| 1996 105.9 Facility | From Sheridan to Secret | 106.7 + \$10.0 mil. | |
| 1996 WDSY A/F, WNRQ-F | From Entercom to Secret | | 42,000,000 |
| 1996 WSSZ-F (107.1: Greensburg) | Sold to Sheridan | | 2,400,000 |
| 1996 WBZZ-F | From EZ to Amer. Radio Syst. | | 30,000,000 |
| 1996 WZPT-F | From EZ to Amer. Radio Syst. | | 15,000,000 |
| 1996 WDVE-F | From Secret to SFX | | 68,000,000 |
| 1996 WDSY-F | From Secret to SFX | | 42,000,000 |
| 1996 WJJJ-F | From Secret to SFX | | 10,000,000 |
| 1996 WXDX-F | From Secret to SFX | | 18,000,000 |
| 1996 WDSY (1080) | From Entercom to Mortenson | | 750,000 |
| 1997 WDSY-F + \$20 mil. | From SFX to Amer. Radio Syst. | | WRFX-F, Charlotte |
| 1997 WTAE/WVTV-F | From Hears to SFX | | 17,500,000 |
| 1997 WIXZ | Sold to Renda | | 1,250,000 |
| 1997 WDVE-F | From SFX to Hicks/Chancellor | | 106,000,000 |
| 1997 WJJJ-F | From SFX to Hicks/Chancellor | | 18,000,000 |
| 1997 WTAE | From SFX to Hicks/Chancellor | | 12,000,000 |
| 1997 WVTV-F | From SFX to Hicks/Chancellor | | 21,000,000 |
| 1997 WXDX-F | From SFX to Hicks/Chancellor | | 24,000,000 |
| 1997 WBZZ-F | From Amer. Radio Syst. To CBS | | 46,000,000 |
| 1997 WDSY-F | From Amer. Radio Syst. To CBS | | 52,000,000 |
| 1997 WZPT-F | From Amer. Radio Syst. To CBS | | 21,000,000 |
| 1998 WDVE-F, WJJJ-F, WVTV-F, WXDX-F | From Capstar to Chancellor | | --- |
| 1998 WBUT, WLER-F, WISR | | | 1,327,000 |
| 1998 WXVX | Sold to Mortenson | | 235,000 |
| 1998 WTAE | From Capstar to Jacor | | WKNR, Cleveland |
| 1998 WEAE | From Jacor to Clear Channel | | --- |
| 1999 | All AM/FM stations sold to Clear Channel | | --- |
| 1999 WEAE | From Clear Channel to ABC | | 5,000,000 |
| 1999 WCXJ | Sold to Inner City | | 1,500,000 |

PITTSBURGH

HIGHEST BILLING STATIONS

| 1984 | | 1985 | | 1986 | | 1987 | | 1988 | | 1989 | |
|----------|------|--------|------|--------|------|--------|-----|--------|-----|--------|-----|
| 1 KDKA | 10.1 | KDKA | 12.0 | KDKA | 11.0 | KDKA | 9.7 | KDKA | 9.0 | KDKA | 8.7 |
| 2 WTAE | 4.1 | WTAE | 3.9 | WBZZ-F | 5.8 | WBZZ-F | 6.6 | WBZZ-F | 7.5 | WBZZ-F | 7.9 |
| 3 WBZZ-F | 3.4 | WBZZ-F | 3.8 | WDVE-F | 4.7 | WDVE-F | 4.8 | WWSW-F | 5.4 | WWSW-F | 6.2 |
| 4 WHTX-F | 2.9 | WDVE-F | 3.4 | WHTX-F | 4.0 | WHTX-F | 4.1 | WDVE-F | 4.7 | WDVE-F | 5.1 |
| 5 WWSW-F | 2.8 | WHTX-F | 3.1 | WWSW-F | 4.0 | WWSW-F | 4.0 | WHTX-F | 4.0 | WHTX-F | 3.3 |
| 6 WDVE-F | 2.8 | WWSW-F | 2.5 | WTAE | 3.1 | WTAE | 3.3 | WTAE | 3.1 | WSHH-F | 3.2 |
| 7 | | | | WSHH-F | 2.7 | WSHH-F | 3.0 | WSHH-F | 3.0 | WTAE | 2.6 |
| 8 | | | | WAMO-F | 2.2 | WAMO-F | 2.1 | WAMO-F | 2.3 | WMYG-F | 2.5 |
| 9 | | | | | | WTKN | 1.8 | WDSY-F | 2.2 | WLTJ-F | 2.5 |
| 10 | | | | | | WDSY-F | 1.7 | WMYG-F | 2.0 | | |

| 1990 | | 1991 | | 1992 | | 1993 | | 1994 | | 1995 | |
|-----------|-----|---------|-----|---------|-----|---------|------|---------|------|---------|------|
| 1 KDKA | 9.0 | KDKA | 8.2 | KDKA | 9.3 | KDKA | 10.0 | KDKA | 11.0 | WDVE-F | 12.3 |
| 2 WBZZ-F | 7.3 | WWSW AF | 7.5 | WDVE-F | 9.1 | WDVE-F | 8.5 | WDVE-F | 10.0 | KDKA | 11.5 |
| 3 WWSW-F | 7.0 | WDVE-F | 7.1 | WWSW AF | 8.9 | WWSW AF | 6.8 | WWSW AF | 6.8 | WBZZ-F | 6.5 |
| 4 WDVE-F | 6.0 | WBZZ-F | 5.8 | WTAE | 4.3 | WBZZ-F | 4.8 | WVTY-F | 6.2 | WWSW AF | 6.2 |
| 5 WHTX-F | 3.6 | WTAE | 3.5 | WDSY AF | 4.1 | WDSY AF | 4.5 | WBZZ-F | 5.3 | WVTY-F | 6.1 |
| 6 WTAE | 3.6 | WLTJ-F | 3.2 | WBZZ-F | 4.0 | WTAE | 4.2 | WTAE | 4.8 | WTAE | 5.1 |
| 7 WSHH-F | 3.3 | WSHH-F | 2.8 | WSHH-F | 3.0 | WVTY-F | 4.0 | WDSY AF | 4.3 | WDSY AF | 5.0 |
| 8 WLTJ-F | 3.0 | WVTY-F | 2.3 | WLTJ-F | 2.6 | WSHH-F | 3.9 | WSHH-F | 4.0 | WSHH-F | 3.5 |
| 9 WMYG-F | 2.5 | WPIT AF | 2.0 | WVTY-F | 2.5 | WAMO-F | 2.6 | WAMO-F | 2.9 | WAMO AF | 3.0 |
| 10 WDSY-F | 2.4 | WDSY-F | 2.0 | WMXP-F | 2.1 | WLTJ-F | 2.4 | WLTJ-F | 2.2 | WLTJ-F | 2.3 |
| 11 | | | | WRRK-F | 1.8 | WRRK-F | 2.0 | WRRK-F | 2.1 | WZPT-F | 2.2 |
| 12 | | | | WAMO AF | 1.8 | KQV | 1.7 | WQKB-F | 1.1 | WRRK-F | 1.8 |
| 13 | | | | KQV | 1.7 | WQKB-F | 1.0 | WXRBF | 1.0 | WNRG-F | 1.3 |

| 1996 | | 1997 | | 1998 | | 1999 | | 2000 | | 2001 | |
|-----------|------|---------|------|---------|------|---------|------|---------|------|---------|------|
| 1 KDKA | 12.2 | KDKA | 13.7 | KDKA | 14.5 | KDKA | 18.5 | WDVE-F | 21.9 | WDVE-F | 19.1 |
| 2 WDVE-F | 11.3 | WDVE-F | 13.6 | WDVE-F | 14.1 | WDVE-F | 16.0 | KDKA | 17.2 | KDKA | 17.0 |
| 3 WWSW AF | 7.7 | WBZZ-F | 8.3 | WDSY-F | 8.5 | WDSY-F | 9.5 | WDSY-F | 12.1 | WBZZ-F | 11.6 |
| 4 WBZZ-F | 7.0 | WDSY-F | 8.0 | WBZZ-F | 7.9 | WBZZ-F | 8.8 | WBZZ-F | 11.1 | WDSY-F | 10.1 |
| 5 WVTY-F | 6.4 | WWSW AF | 7.4 | WWSW-F | 7.9 | WWSW AF | 8.5 | WWSW AF | 9.3 | WWSW AF | 8.5 |
| 6 WDSY-F | 6.3 | WVTY-F | 6.0 | WEAE | 5.4 | WXDX-F | 5.6 | WXDX-F | 8.3 | WXDX-F | 7.5 |
| 7 WTAE | 5.3 | WSHH-F | 5.9 | WSHH-F | 4.7 | WSHH-F | 5.1 | WSHH-F | 4.6 | WSHH-F | 4.5 |
| 8 WSHH-F | 3.8 | WSHH-F | 4.3 | WXDX-F | 4.6 | WLTJ-F | 4.0 | WRRK-F | 3.8 | WRRK-F | 3.6 |
| 9 WAMO AF | 3.0 | WXDX-F | 4.2 | WDRV-F | 4.3 | WAMO AF | 3.6 | WAMO AF | 3.6 | WAMO AF | 3.5 |
| 10 WLTJ-F | 2.6 | WAMO AF | 3.1 | WAMO AF | 3.3 | WRRK-F | 3.3 | WLTJ-F | 3.4 | WKST-F | 3.4 |
| 11 WZPT-F | 2.5 | WLTJ-F | 2.9 | WLTJ-F | 3.2 | WZPT-F | 3.1 | WZPT-F | 3.0 | WZPT-F | 3.3 |
| 12 WXDX-F | 1.9 | WRRK-F | 2.4 | WJJJ-F | 3.0 | WJJJ-F | 3.0 | WJJJ-F | 3.0 | WLTJ-F | 3.2 |
| 13 WRRK-F | 1.9 | WJJJ-F | 2.3 | WRRK-F | 2.8 | WPHH-F | 2.9 | WKST-F | 2.6 | WJJJ-F | 2.9 |
| 14 | | WZPT-F | 2.3 | WZPT-F | 2.5 | | | WORD AF | 2.5 | WORD AF | 2.2 |
| 15 | | | | | | | | WJAS | 1.8 | WJAS | 1.6 |
| 16 | | | | | | | | WEAE | 1.8 | WEAE | 1.5 |

| 2002 | | 2003 | |
|-----------|------|--------|------|
| 1 WDVE-F | 18.0 | WDVE-F | 18.5 |
| 2 KDKA | 16.0 | KDKA | 17.1 |
| 3 WDSY-F | 9.4 | WDSY-F | 10.2 |
| 4 WWSW-F | 8.8 | WWSW-F | 10.0 |
| 5 WDSY-F | 8.5 | WXDX-F | 6.2 |
| 6 WXDX-F | 6.5 | WBZZ-F | 6.2 |
| 7 WKST-F | 5.5 | WRRK-F | 5.4 |
| 8 WSHH-F | 4.7 | WLTJ-F | 5.1 |
| 9 WRRK-F | 4.7 | WKST-F | 5.0 |
| 10 WLTJ-F | 4.5 | WSHH-F | 5.0 |
| 11 WAMO-F | 3.9 | WZPT-F | 4.3 |
| 12 WORD-F | 3.6 | WAMO-F | 4.0 |

DUNCAN'S COMMENTS:

A much below average major radio market, Pittsburgh has been hurt by slow population growth...really no population growth. Fortunately the number of radio stations in the market has remained steady and that should continue.

In my first years studying radio (early 1970's) I would have thought that no station would ever surpass KDKA in either ratings or revenue. I was half right. On an annual four book average KDKA has always been number one in the Arbitrons. In 1995 KDKA was surpassed by WDVE in revenue. From 2000 through 2003 WDVE again outbilled KDKA. This is stunning to me but it shows what a superb operation WDVE has been.

HIGHEST BILLING RADIO ENTITIES

| 1994 | | 1995 | | 1996 | |
|-------------------|----------------|---------------|----------------|----------------|----------------|
| 1 Hearst | \$ 11.0 (17.1) | 1 Secret | \$ 13.2 (18.9) | 1 SFX | \$ 20.3 (26.4) |
| 2 Westinghouse | 11.0 (17.1) | 2 Westing/CBS | 11.5 (16.4) | 2 Westinghouse | 12.2 (15.9) |
| 3 Secret - WDVE-F | 10.0 (15.5) | 3 Hearst | 11.2 (16.0) | 3 Hearst | 11.7 (15.3) |
| 4 Shamrock - WWSN | 6.8 (10.6) | 4 EZ | 8.7 (12.4) | 4 Amer. Radio | 9.5 (12.4) |
| 5 EZ | 6.4 (9.9) | 5 Entercom | 6.3 (9.0) | 5 Chancellor | 7.7 (10.1) |
| 6 Entercom | 5.3 (8.2) | 6 Chancellor | 6.2 (8.9) | 6 Renda | 5.0 (6.5) |
| 7 Frischling | 4.3 (6.7) | 7 Renda | 4.6 (6.6) | 7 Frischling | 4.5 (5.8) |
| 8 Renda: WSHH | 4.0 (6.2) | 8 Frischling | 4.1 (5.9) | 8 Sheridan | 3.2 (4.2) |

| 1997 | | 1998 | | 1999 | |
|--------------|----------------|--------------|----------------|-----------------|----------------|
| 1 Chancellor | \$ 39.4 (45.0) | 1 Chancellor | \$ 33.9 (36.8) | 1 CBS | \$ 39.9 (39.8) |
| 2 CBS | 32.3 (36.9) | 2 CBS | 33.4 (36.3) | 2 Clear Channel | 36.0 (35.9) |
| 3 Renda | 5.7 (6.5) | 3 Renda | 6.2 (6.7) | 3 Renda | 7.5 (7.5) |
| 4 Frischling | 5.3 (6.1) | 4 Frischling | 6.0 (6.5) | 4 Frischling | 7.3 (7.3) |
| 5 Sheridan | 3.1 (3.5) | 5 Disney/ABC | 5.4 (5.9) | 5 Sheridan | 3.6 (3.6) |
| | | 6 Sheridan | 3.3 (3.6) | 6 Salem | 1.9 (1.9) |
| | | 7 Salem | 1.9 (2.1) | | |

| 2000 | | 2001 | | 2002 | |
|-----------------|----------------|-----------------|----------------|-----------------|---------|
| 1 Clear Channel | \$ 45.1 (40.1) | 1 CBS | \$ 42.0 (39.1) | 1 Clear Channel | \$ 42.4 |
| 2 CBS | 43.4 (38.6) | 2 Clear Channel | 39.1 (36.4) | 2 CBS | 37.2 |
| 3 Frischling | 7.2 (6.4) | 3 Frischling | 6.8 (6.4) | 3 Frischling | 9.3 |
| 4 Renda | 7.0 (6.2) | 4 Renda | 6.6 (6.1) | 4 Renda | 6.6 |
| 5 Sheridan | 3.6 (3.2) | 5 Sheridan | 3.5 (3.3) | | |
| 6 Salem | 2.5 (2.2) | 6 Salem | 2.2 (2.0) | | |
| | | 7 Disney/ABC | 1.5 (1.4) | | |

| 2003 | |
|-----------------|---------|
| 1 Clear Channel | \$ 43.6 |
| 2 CBS | 37.8 |
| 3 Frischling | 10.5 |
| 4 Renda | 7.0 |
| 5 | |

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