

RALEIGH 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>		
WRAL-F	6.6	9.5	12.6	11.8	12.5	12.9	15.0	13.2	9.4	10.3	11.5	10.7	8.8	6.7	7.7	7.3	7.6	6.9	8.6	7.2	6.6	7.2	6.6	6.2	5.7	6.1	4.8	5.1	5.9	WRAL-F, 101.5 (AC)	
WPTF	21.2	19.4	19.2	16.5	14.9	14.5	13.1	13.1	13.7	7.2	8.6	8.9	9.0	7.2	7.5	6.7	8.1	8.4	8.1	7.7	7.2	6.4	6.2	5.9	6.1	6.3	6.4	6.6	6.2	WPTF, 680 (T)	
WQDR-F	10.4	8.8	8.0	9.0	9.6	10.2	8.1	8.1	8.8	7.8	4.9	6.3	8.6	8.1	6.7	7.0	6.3	8.3	8.9	7.5	6.7	6.1	5.5	6.1	6.2	6.3	6.1	6.1	7.6	WQDR-F, 94.7 (C)	
WRBZ	8.8	9.0	9.7	9.0	8.0	7.0	4.8	7.0	4.3	4.3	1.6	2.6	2.1	1.2	0.9	0.9	1.8	2.3	2.0	1.5	0.8	1.2	0.7	1.3	1.5	1.3	1.8	1.9	2.0	WRBZ, 850 (S)	
WBBB-F	10.2	10.3	8.6	9.0	9.4	8.0	10.9	8.5	7.7	4.9	4.6	5.7	6.1	4.4	4.4	4.5	5.2	3.8	3.0	5.5	5.8	6.3	5.4	4.5	4.1	4.4	4.3	4.3	4.1	WBBB-F, 96.1 (AOR)	
WDNC	7.3	6.9	6.9	4.6	3.6	3.4	2.5	3.2	2.5	5.2	3.4	3.8	3.0	2.3	2.4	1.8	1.7	1.5	1.3	1.0	0.8	0.8	0.8	0.7	0.8	0.8	0.7	0.7	0.7	WDNC, 620 (N/T)	
WDCG-F	-	2.1	2.0	4.0	7.1	4.0	2.8	7.3	11.5	12.1	6.8	6.9	7.1	8.8	7.7	7.8	6.4	7.1	6.9	7.1	7.9	8.6	8.0	7.3	7.5	7.0	6.7	5.9	6.4	WDCG-F, 105.1 (CHR)	
WSRC	5.7	5.9	4.5	6.9	3.6	7.0	5.9	3.0	12.1	2.7	0.8	0.7	1.5	1.1	1.0	0.3	0.5	0.5	1.1	1.1	0.7	0.9	0.9	-	-	0.4	-	-	-	WSRC, 1410 (G)	
WDNZ	5.2	4.8	5.2	5.9	6.8	8.3	4.8	6.2	4.2	3.4	4.3	2.7	2.7	2.0	2.2	2.1	2.8	1.6	2.4	1.5	1.5	1.2	-	-	-	-	-	-	-	WDNZ, 570 (T)	
WTIK	3.1	2.9	1.9	3.9	3.0	3.1	2.7	1.6	2.2	1.5	0.9	1.1	1.1	0.4	0.4	-	0.2	-	-	-	-	-	-	-	0.4	-	0.4	0.2	-	WTIK, 1310 (REL)	
WDUR	-	-	0.5	0.5	3.8	6.5	6.9	5.6	5.0	4.6	3.2	2.4	4.0	3.2	2.5	1.5	0.2	-	-	0.6	-	-	0.8	-	-	-	-	0.1	0.2	-	WDUR, 1490 (O)
WFXC-F									1.0	3.9	9.7	10.0	4.6	6.3	6.2	5.2	4.6	3.5	3.5	4.6	5.8	5.6	5.6	4.7	4.8	5.0	3.0	3.4	3.2	WFXC-F, 107.1 (B/AC)	
WRDU-F										6.7	7.3	6.1	7.2	10.5	9.2	9.7	8.3	7.9	7.5	5.9	5.8	5.4	6.3	5.1	5.5	4.5	3.8	3.5	4.2	WRDU-F, 106.1 (CL AOR)	
WRSN-F										3.8	5.1	6.0	4.8	3.0	3.7	2.9	3.3	3.3	3.4	4.3	4.2	3.9	4.2	4.2	4.6	5.4	5.6	5.5	4.5	WRSN-F, 93.9 (AC)	
WQOK-F												7.4	7.4	7.4		9.9	8.9	9.6	9.3	8.3	7.7	8.2	8.9	8.2	7.5	7.6	8.4	8.1	8.4	WQOK-F, 97.5 (B)	
WTRG-F											6.2	4.1	3.8	5.6		5.7	5.2	5.4	6.0	5.5	5.5	6.3	5.5	5.5	5.2	4.9	5.1	4.8	3.9	WTRG-F, 100.7 (O)	
WNNL-F													0.5	1.1	2.6	2.7	2.0	1.8	2.1	2.5	2.1	1.9	2.4	5.2	6.8	6.9	6.1	7.2	5.8	WNNL-F, 103.9 (G)	
WFXK-F																		0.8	0.7	*	*	*	*	*	*	*	2.4	2.8	2.8	WFXK-F, 104.3 (B/AC)	
WKXU-F																									1.5	3.0	3.0	1.5	1.4	WKXU-F, 101.1 (C)	
WWMY-F																									1.8	2.4	2.0	2.1	1.8	1.4	WWMY-F, 102.9 (O-80)

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>	
WRAL-F	27.0	26.5	32.5	34.5	27.1	24.0	27.9	23.2	20.6	16.7	18.9	18.7	20.5	19.4	19.2	17.0	18.2	22.7	22.8	21.6	19.7	19.4	15.7	17.9	17.9	
WPTF	30.7	32.5	28.4	25.3	26.4	21.0	17.4	17.6	16.4	14.5	16.4	14.6	15.2	17.0	18.9	16.1	14.7	13.2	13.3	13.8	13.1	13.3	12.0	14.8	13.8	
WQDR-F	19.4	19.5	18.7	22.1	20.2	20.7	12.2	13.1	14.1	13.8	12.6	13.6	12.9	16.6	23.3	17.3	17.3	15.2	13.1	13.9	15.4	14.9	13.8	14.4	16.5	
WRBZ	25.6	21.1	20.3	17.7	13.8	11.4	6.2	4.8	8.3	4.8	4.8	2.6	3.2	4.9	4.7	4.1	3.2	3.7	2.7	3.2	4.9	4.1	4.5	6.3	6.1	
WBBB-F	22.2	18.1	18.1	16.3	21.3	18.1	12.0	13.8	11.4	10.1	10.9	11.9	13.4	11.2	11.5	16.5	16.4	14.7	12.9	13.5	11.7	14.3	12.6	12.1	12.5	
WDNC	12.1	12.3	8.3	11.0	8.6	11.2	9.3	8.1	7.3	6.0	6.1	5.4	6.2	5.2	4.7	5.2	3.9	3.9	3.3	4.0	3.8	2.9	2.2	3.3	3.7	
WDCG-F	18.4	14.2	8.9	17.0	24.4	29.4	22.0	19.8	19.9	23.1	21.2	21.4	20.0	19.9	20.5	19.1	21.2	23.3	23.7	21.4	22.9	22.6	19.8	19.7	20.3	
WSRC	-	11.1	9.0	8.6	5.2	7.6	2.1	2.8	1.4	2.9	2.5	-	1.8	2.3	1.9	2.4	1.6	1.8	2.2	-	-	0.9	-	-	-	
WDNZ	11.7	9.8	11.0	12.2	9.0	7.1	8.7	5.6	4.9	4.9	4.6	4.2	5.7	2.6	4.6	3.0	2.3	2.1	-	-	-	-	-	-	-	
WTIK	7.5	-	-	5.4	-	3.2	2.6	2.3	-	1.3	1.8	-	-	-	-	-	-	-	-	-	0.9	-	1.1	1.1	-	
WDUR	-	10.3	10.6	9.4	10.5	10.3	6.8	6.2	5.8	5.6	5.4	4.1	-	-	-	0.9	-	-	-	-	-	-	-	-	0.3	-
WFXC-F								2.2	14.7	16.3	15.6	13.3	15.0									9.6	5.2	5.8	5.8	
WRDU-F									14.1	14.9	16.1	19.6	20.1									13.1	11.5	11.8	13.2	
WRSN-F									15.1	18.4	14.7	12.5	11.5									13.9	14.0	14.5	14.1	
WQOK-F											11.5	14.3										15.1	16.7	17.0	16.8	
WTRG-F										11.3	13.8	15.5										16.0	13.9	13.8	11.9	
WNNL-F											2.0	4.6										9.8	10.9	10.3	9.6	
WFXK-F														2.8	3.4	*	*	*	*	*	*	*	4.9	5.6	6.0	
WKXU-F																						3.9	4.8	9.6	5.6	
WWMY-F																						4.7	6.5	5.9	6.6	

* WFXC and WFXK simulcasted

RALEIGH

	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	7.6	--	--	--	--	--	--	--	14.2 %	38.3 %	--	--	--	1976
1977	8.4	10.5 %	--	--	--	--	--	--	14.5	33.7	17	--	--	1977
1978	9.3	10.7	--	--	--	--	--	--	14.9	40.2	16	--	--	1978
1979	9.0	-3.2	--	--	--	--	--	--	14.5	44.6	15	--	--	1979
1980	12.4	37.7	--	--	--	--	--	--	16.0	42.9	17	--	--	1980
1981	13.8	11.3	.590	24.91	2.6	.0045	--	--	16.2	46.3	20	--	--	1981
1982	15.0	8.7	.600	25.00	2.7	.0044	--	--	17.6	46.9	18	--	--	1982
1983	16.4	9.3	.611	26.84	3.2	.0044	.221	--	18.7	57.4	16	13	--	1983
1984	18.0	9.8	.617	29.17	3.7	.0043	.248	WRAL-F 3.6	17.3	59.8	18	14	--	1984
1985	20.1	11.7	.633	32.11	4.0	.0042	.257	WRAL-F 4.2	18.7	62.9	25	14	--	1985
1986	22.9	13.9	.647	35.03	4.4	.0044	.294	WRAL-F 4.7	17.1	71.5	23	13	--	1986
1987	25.0	9.2	.668	37.43	5.4	.0046	.318	WRAL-F 5.0	15.6	70.4	20	13	17.7	1987
1988	27.2	8.8	.688	39.53	5.8	.0047	.336	WRAL-F 4.7	15.5	75.9	25	12	14.4	1988
1989	25.4	-6.6	.699	36.33	6.2	.0046	.317	WRDU-F 4.6	16.4	75.2	27	12	16.9	1989
1990	26.9	5.9	.750	35.87	6.3	.0049	.349	WRDU-F 5.1	15.3	83.0	23	12	19.2	1990
1991	26.3	-2.2	.760	34.61	6.4	.0048	.339	WRDU-F 5.2	15.9	76.6	30	13	18.9	1991
1992	27.3	4.2	.777	35.14	6.4	.0042	.356	WRDU-F 5.0	15.3	79.6	28	13	19.1	1992
1993	30.6	12.0	.922	33.19	8.2	.0037	.398	WRDU-F 4.8	15.8	80.3	25	13	20.2	1993
1994	33.6	9.5	.949	35.41	9.2	.0036	.451	WRAL-F 5.1	15.2	81.1	28	13	21.2	1994
1995	39.4	17.3	.986	39.96	9.8	.0040	.532	WRAL-F 6.2	15.1	81.1	32	12	19.6	1995
1996	50.0	26.9	1.03	48.54	11.3	.0044	.646	WRAL-F 7.3	15.9	80.8	32	12	18.0	1996
1997	54.1	8.2	1.07	50.56	13.0	.0042	.717	WDCG-F 8.5	16.0	82.0	33	12	18.1	1997
1998	66.7	23.3	1.09	61.20	14.3	.0046	.900	WDCG-F 10.2	15.2	86.9	29	13	19.8	1998
1999	74.7	10.7	1.13	66.11	15.2	.0049	1.01	WDCG-F 11.9	14.9	85.6	33	12.5	21.1	1999
2000	83.2	11.4	1.15	72.60	17.4	.0048	1.10	WDCG-F 13.7	14.3	87.1	28	14.5	19.9	2000
2001	72.6	-12.7	1.21	59.42	18.2	.0040	.978	WDCG-F 12.2	13.6	84.4	28	14.5	23.2	2001
2002	82.4	NM	1.24	66.45	18.8	.0044	1.146	WDCG-F 11.8	12.8	83.7	28	--	25.0	2002
2003	86.5	5.0	1.280	67.58	19.7	.0044	1.210	WDCG-F 12.4	13.0	86.7	25	14	24.1	2003

MAJOR STATIONS - JANUARY 2004

WDNC	620	5KW/1KW (DA-2)	News/Talk	Curtis	WNNL-F	103.9	10KW@522	Gospel	Radio One
WDUR	1490	1KW	Oldies	Clear Channel	WQDR-F	94.7	96KW@1679	Country	Curtis
WPTF	680	50KW (DA-N)	Talk	Curtis	WQOK-F	97.5	100KW@981	Black	Radio One
WRBZ	850	10KW/5KW (DA-N)	Sports		WRAL-F	101.5	100KW@1820	AC	Capitol
					WRDU-F	106.1	100KW@1348	Classic AOR	Clear Channel
WBBS-F	96.1	98KW@985	AAOR	Curtis	WRSN-F	93.9	100KW@1269 (DA)	AC	Clear Channel
WDCG-F	105.1	100KW@1041	CHR	Clear Channel	WTRG-F	100.7	100KW@1968	Oldies	Clear Channel
WFXC-F	107.1	2.6KW@502	Black AC	Radio One	WWMY-F	102.9	1.7KW@620	Oldies-80's	Curtis
WFXK-F	104.3	100KW@981	Black AC	Radio One					
WKXU-F	101.1	100KW@1190 (DA)	Country	Curtis					

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

RALEIGH

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>
CHR/AOR	47	41	35	CHR	17	16	14		9	10	8	9
				AOR/CL	13	11	14		14	12	14	14
MOR/AC	22	22	19	MOR/FS	9	11	8		11	9	7	See Talk
				AC/OLD	18	26	23		19	10	14	16
									AC	7	7	9
									OLDIES	21	16	14
COUNTRY	9	6	14		12	12	12		16			
BTF/EZ/SAC	9	11	10		3	--	--					
								SOFT AC	4			
NEWS/TALK										1	3	8
SPORTS												2
BLACK/URBAN	12	19	20		20	21	18		19	12	24	18
SMOOTH JAZZ					--	--	4		2	3		
STANDARDS					7	3	3		5	2		
HISPANIC												1
RELIG/GOSPEL	1	1	1		1	1	3		1	3	8	10
CLASSICAL	--	--	1									

STATION NOTES

(Major call letter and format changes)

WRBZ	WKIX until 94; WYLT until 95; CHR until 81; Country until 86; Oldies until 90; Standards until 95
WRSN	WZZU until 96; CHR until 89; AOR until 96
WPTF	Full Service to News/Talk by 97
WSCR	Black to Gospel by early 90's
WDNZ	WLLC until around 00; Black until around 00
WDUR	Gospel until 00
WNNL-F	WNNL until 96; WZZU until 97; Jazz until 96; Oldies-70's until 97
WRAL-F	From CHR to AC by 82
WQDR-F	AOR until 85
WBBB-F	WYYD until 85; WYLT until 93; EZ until 85; Soft AC until 93; WKIX until 98; Country until 98
WDNC	MOR/FS until 83; Standards until 96; Sports until 97
WTKI	Country until about 89
WWMY-F	WVND until 01; Jazz until 00
WKXU-F	From 97 to 00 simulcasted with WKIX

MAJOR STATION TRANSACTIONS: 1970 to 2003

1974 WYNA		\$	292,000
1976 WDUR	Sold by Woods		600,000
1978 WKIX, WYLT-F	From Southern to Mann Media		3,200,000
1979 WYNA			300,000
1984 WFXC-F			710,000
1985 WDUR, WFXC-F			2,800,000
1986 WPJL			600,000
1986 WKIX, WYLT-F	From Mann to Metroplex		10,500,000
1987 WDUR, WFXC-F			6,500,000
1987 WSRG	Sold to Willis		450,000
1987 WSES			320,000
1988 WKTX-F (Tarboro)	Sold to Osborn		3,800,000
1989 WKIX, WYLT-F	From Metroplex to Universal		7,700,000
1989 WQOK-F (S. Boston)	From Joyner to Ragan Henry		7,400,000
1990 WTRG-F	From Capitol (Johnson) to Joyner		9,000,000
1991 WPTF, WQDR-F	Sold by Durham Life		9,000,000
1992 WZZU-F (Burlington)	From Village to Prism		4,000,000
1993 WDCG-F	Sold to Prism		6,500,000
1993 WRDU-F	From Voyager to Hicks, Muse, Weber		14,700,000
1993 WTRG-F	From Joyner to Hicks, Muse, Weber		9,000,000
1994 WTKI	Sold to Vernon Baker		320,000
1995 WRDU-F, WTRG-F	From HMW to SFX		28,000,000
1996 WFXK-F	From Osborn to Pinnacle		5,900,000
1996 WNNL-F	From Ragan Henry to Clear Channel		7,500,000
1996 WKIX-F	From Alchemy to Curtis		16,000,000
1996 WCLY	Sold to Mortenson		350,000
1997 WDUR, WFXC-F, WFXK-F	From Pinnacle to Clear Channel		20,000,000
1997 WCHL	From Village to Curtis		400,000
1997 WLLC	Sold to Mortenson		525,000
1997 WDCG-F	From SFX to Chancellor		45,000,000
1997 WRDU-F	From SFX to Chancellor		50,000,000
1997 WRSN-F	From SFX to Chancellor		20,000,000
1997 WTRG-F	From SFX to Chancellor		41,000,000
1998 WVND-F	Sold to Curtis		N/A
1999 WCLY, WRDT	From Mortenson to Curtis		1,000,000
1999	All AM/FM stations sold to Clear Channel		---
2000 WFXC-F, WFXK-F, WQOK-F	Divested by Clear Channel to Radio One		---
WNNL-F			
2000 WETC	Sold to Curtis		1,200,000
2004 WCHL (Chapel Hill)			775,000

RALEIGH

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WRAL-F	3.6	WRAL-F	4.2	WRAL-F	4.7	WRAL-F	5.0	WRAL-F	4.7	WRDU-F	4.6
2 WDCG-F	2.8	WPTF	2.8	WPTF	3.0	WRDU-F	3.0	WRDU-F	4.0	WRAL-F	4.4
3 WPTF	2.4	WRDU-F	2.3	WRDU-F	2.9	WPTF	3.0	WPTF	3.4	WQDR-F	3.4
4 WQDR-F	1.9	WDCG-F	2.0	WQDR-F	2.2	WDCG-F	2.6	WQDR-F	3.0	WPTF	3.2
5 WYYD	1.6	WQDR-F	1.9	WDCG-F	2.1	WQDR-F	2.5	WDCG-F	3.0	WDCG-F	2.5
6		WZZU-F	1.4	WZZU-F	1.6	WTRG-F	2.4	WTRG-F	2.5	WTRG-F	1.8
7		WYLT-F	1.3	WYLT-F	1.5	WYLT-F	2.1	WYLT-F	1.8	WYLT-F	1.5
8						WFXC-F	1.7	WFXC-F	1.5	WQOK-F	1.3
9						WZZU-F	1.6	WQOK-F	1.3	WFXC-F	1.1
10								WZZU-F	1.3	WZZU-F	1.0
1990		1991		1992		1993		1994		1995	
1 WRDU-F	5.1	WRDU-F	5.2	WRDU-F	5.0	WRDU-F	4.8	WRAL-F	5.1	WRAL-F	6.2
2 WRAL-F	3.8	WRAL-F	3.6	WRAL-F	4.0	WRAL-F	4.7	WQDR-F	5.0	WRDU-F	4.5
3 WQDR-F	3.2	WQDR-F	3.4	WQDR-F	3.1	WQDR-F	3.7	WRDU-F	4.2	WDCG-F	4.4
4 WPTF	2.6	WPTF	2.5	WPTF	2.8	WPTF	3.4	WPTF	3.7	WQDR-F	4.1
5 WDCG-F	2.3	WTRG-F	2.3	WQOK-F	2.7	WQOK-F	3.0	WTRG-F	3.6	WPTF	4.0
6 WTRG-F	2.2	WQOK-F	2.3	WTRG-F	2.4	WTRG-F	2.8	WDCG-F	3.3	WQOK-F	3.4
7 WQOK-F	2.0	WDCG-F	2.0	WDCG-F	2.2	WDCG-F	2.5	WQOK-F	3.0	WTRG-F	3.3
8 WYLT-F	1.7	WYLT-F	1.6	WYLT-F	1.4	WYLT-F	1.6	WKIX-F	2.1	WZZU-F	2.8
9 WZZU-F	1.1	WZZU-F	1.0	WZZU-F	1.1	WZZU-F	1.5	WZZU-F	1.9	WKIX-F	2.5
10 WNND-F	0.8	WNND-F	0.9	WFXC FF	1.0	WFXC FF	1.1	WFXC-F	1.2	WFXC FF	2.4
11				WNND-F	0.8	WNND-F	1.0	WNND-F	0.9	WNND-F	1.0
1996		1997		1998		1999		2000		2001	
1 WRAL-F	7.3	WDCG-F	8.5	WDCG-F	10.2	WDCG-F	11.9	WDCG-F	13.7	WDCG-F	12.2
2 WDCG-F	6.6	WRAL-F	7.4	WRAL-F	9.0	WRAL-F	10.0	WRAL-F	10.9	WRAL-F	9.4
3 WRDU-F	5.4	WRDU-F	6.1	WPTF	8.0	WTRG-F	8.3	WRDU-F	9.5	WRDU-F	7.5
4 WTRG-F	5.3	WTRG-F	5.2	WQOK-F	7.0	WQDR-F	7.4	WTRG-F	7.2	WRSN-F	7.1
5 WQDR-F	4.4	WQOK-F	5.0	WTRG-F	6.6	WQOK-F	7.2	WQDR-F	7.0	WQOK-F	6.3
6 WPTF	4.3	WPTF	4.7	WQDR-F	4.8	WRDU-F	6.6	WQOK-F	6.9	WTRG-F	5.8
7 WQOK-F	4.1	WQDR-F	4.6	WRDU-F	4.8	WPTF	5.2	WRSN-F	6.6	WQDR-F	5.5
8 WFXC FF	3.6	WKIX-F	3.5	WKIX-F	4.5	WRSN-F	4.8	WPTF	5.5	WPTF	4.7
9 WKIX-F	3.4	WFXC FF	3.4	WFXC FF	3.7	WFXK FF	3.4	WBBB-F	4.2	WBBB-F	4.3
10 WRSN-F	2.7	WRSN-F	2.6	WRSN-F	3.6	WBBB-F	3.4	WFXC FF	3.3	WNNL-F	3.2
11 WTCDF	1.4	WZZU-F	1.1	WBBB-F	2.0	WKIX FF	2.4	WNNL-F	3.1	WFXC FF	3.2
12						WNNL AF	1.8	WKIX FF	1.9	WWMY FF	0.9
13						WNNL-F	1.2	WNNL-F	1.3		
2002		2003									
1 WDCG-F	11.8	WDCG-F	12.4								
2 WRAL-F	9.0	WRAL-F	11.8								
3 WRSN-F	7.6	WQOK-F	7.7								
4 WRDU-F	7.3	WRDU-F	7.7								
5 WQOK-F	7.1	WQDR-F	7.1								
6 WQDR-F	6.2	WRSN-F	6.6								
7 WTRG-F	6.1	WTRG-F	5.7								
8 WPTF	5.3	WPTF	5.4								
9 WFXC-F	4.8	WBBB-F	4.4								
10 WBBB-F	4.5	WFXC-F	4.2								
11 WNNL-F	2.8	WNNL-F	2.5								
12 WRBZ-F		WRBZ	1.8								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Curtis	\$ 8.7 (25.9)	1 Curtis	\$ 8.1 (20.6)	1 SFX	\$ 20.0 (40.0)
2 HMW	7.8 (23.2)	2 SFX	7.8 (19.8)	2 Curtis	12.6 (25.2)
3 Prism	5.2 (15.5)	3 Prism	7.2 (18.3)	3 WRAL-F	7.3 (14.6)
4 Capitol - WRAL	5.1 (15.2)	4 Capitol	6.2 (15.7)	4 Clear Channel	5.8 (11.6)
		5 Ragen Henry	3.4 (8.6)	5 Pinnacle	3.8 (7.8)
		6 WYLT,WKIX-F	2.6 (6.6)		
		7 Pinnacle: WFXK	2.4 (6.1)		
1997		1998		1999	
1 Capstar	\$ 22.4 (41.4)	1 Capstar	\$ 25.2 (37.7)	1 Clear Channel	\$ 31.5 (42.1)
2 Curtis	14.0 (25.9)	2 Curtis	18.6 (27.9)	2 Curtis	18.3 (24.6)
3 Clear Channel	9.8 (18.1)	3 Clear Channel	11.4 (17.0)	3 Radio One	12.4 (16.6)
4 WRAL-F	7.4 (13.7)	4 WRAL-F	9.0 (13.6)	4 WRAL-F	10.0 (13.4)
2000		2001		2002	
1 Clear Channel	\$ 37.0 (44.5)	1 Clear Channel	\$ 32.6 (45.4)	1 Clear Channel	\$ 32.8
2 Curtis	20.7 (24.9)	2 Curtis	16.0 (22.2)	2 Curtis	20.6
3 Radio One	13.3 (16.0)	3 Radio One	12.7 (17.7)	3 Radio One	15.7
4 WRAL-F	10.9 (13.1)	4 WRAL-F	9.4 (13.1)	4 Capitol	9
2003		All 2002 and 2003 financial data is provided by BIA Financial.			
1 Clear Channel	\$ 32.4				
2 Curtis	21.5				
3 Radio One	15.8				
4 Capitol	11.8				
5					

DUNCAN'S COMMENTS:

Raleigh is one of the best radio markets in the country. In the last thirty years Raleigh has grown from a small market to a medium market (1990) and now is on the verge of becoming a large market (more than 1.3 million in population). Radio revenues have kept pace with about a 700% increase between 1980 and 2000. The number of viable stations has remained steady even though the gross number of stations has increased substantially. I have to believe that anyone who has a shot at moving into Raleigh has already done so by now. One serious negative for the market (at least for the commercial stations) is the large amount of listening devoted to unlisted stations. At nearly 25% this is one of the highest figures anywhere in the nation.

Jim Goodman's WRAL-F has been a consistent and excellent AC station over the decades. I also admire the group which the Curtis family has put together. Between these two families, Raleigh has an unusually high level of local ownership.