

TALLAHASSEE
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>		
WFRF	13.4	15.3	19.2	14.2	14.6	20.5	16.5	21.3	20.3	18.8	19.9	19.9	25.0	14.2	13.4	11.4	6.5	2.2	-	-	1.4	0.7	-	0.7	1.4	1.8	0.7	1.6	0.8	WFRF, 1070 (REL)	
WGLF-F	19.7	16.6	21.0	22.8	10.5	14.0	16.5	11.9	13.7	18.4	13.9	9.6	8.8	18.1	16.0	12.5	10.6	12.5	6.9	9.1	4.1	5.6	5.2	5.3	7.4	6.2	6.0	6.4	3.3	WGLF-F, 104.1 (CL AOR)	
WBZE-F	14.0	13.4	14.4	8.6	25.1	17.5	7.8	12.3	7.2	9.6	10.5	14.0	13.5	7.1	10.4	7.7	7.4	3.7	4.2	6.3	7.8	8.1	9.8	6.3	7.7	5.8	6.0	5.4	6.1	WBZE-F, 98.9 (AC)	
WTAL	10.8	11.5	7.2	3.7	4.1	4.1	4.4	3.4	4.6	4.6	2.6	3.7	3.1	2.0	1.5	1.8	2.6	3.3	0.7	1.4	3.4	2.9	1.0	2.1	2.4	2.9	0.4	0.5	1.0	WTAL, 1450 (T)	
WNLS	10.8	12.7	12.0	14.2	8.2	8.2	9.7	7.5	7.6	4.2	5.2	4.0	-	-	-	-	0.6	0.7	0.3	0.7	1.4	1.4	1.3	2.4	2.5	2.1	2.8	3.4	3.2	WNLS, 1270 (T)	
WAIB-F	-	-	3.0	7.4	8.2	7.0	16.0	10.8	8.7	5.4	7.9	9.6	13.1	14.2	11.5	8.1	3.9	5.9	4.5	3.8	7.8	5.4	6.8	3.8	4.4	4.6	3.1	5.9	4.6	WAIB-F, 103.1 (C)	
WTNT-F	7.0	8.3	3.6	5.6	13.5	11.7	6.8	7.1	3.4	8.0	6.4	5.5	10.0	10.2	12.3	14.3	12.9	11.7	11.8	15.0	9.5	8.5	5.9	7.6	7.1	5.0	5.9	4.4	6.4	WTNT-F, 94.9 (C)	
WHBT	4.5	4.5	4.2	6.2	0.6	0.6	1.5	2.2	1.5	-	6.7	3.7	-	-	-	-	-	-	-	-	-	-	-	-	2.8	2.8	2.4	2.4	0.8	WHBT, 1410 (G)	
WCVC	3.2	4.5	2.4	3.1	1.8	-	1.0	1.5	1.5	1.1	1.9	0.7	1.2	1.2	0.7	-	1.6	1.1	-	-	0.3	0.7	-	-	-	-	1.2	-	-	WCVC, 1330 (REL)	
WPAP-F	1.3	3.2	3.0	2.5	2.9	5.3	8.3	5.2	2.3	1.5	-	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WPAP-F, 92.5 (-)	
WHTF-F											3.4	4.8	2.3	4.3	6.7	3.7	4.8	5.5	3.8	4.5	5.1	4.5	2.3	3.1	5.4	6.7	6.5	4.8	4.9	WHTF-F, 104.9 (CHR)	
WXSR-F											3.0	3.8	2.6	-	2.7	11.0	8.7	6.6	6.3	3.5	6.8	6.4	5.7	6.1	4.5	4.6	4.5	5.6	3.9	WXSR-F, 101.5 (AOR)	
WHBX-F											10.3	12.6	5.2	10.7	6.2	4.8	8.7	12.5	13.5	13.3	14.6	15.8	14.2	15.4	12.9	11.6	12.5	11.0	11.9	WHBX-F, 86.1 (B)	
WEGT-F																2.9	6.1	5.9	5.9	4.2	4.7	5.7	5.6	4.1	4.9	3.8	3.1	3.0	2.8	WEGT-F, 99.9 (CH)	
WAKU-F																						1.8	0.7	0.7	1.4	1.7	1.6	1.0	1.1	WAKU-F, 94.1 (REL)	
WBWT-F																						2.9	6.5	7.6	4.6	4.7	3.6	7.6	6.3	WBWT-F, 100.7 (B)	
WJZT-F																														1.0	WJZT-F, 97.9 (J)
WTLY-F																1.9	5.1	9.4	9.1	3.7	5.2	4.1	6.4	4.6		4.2	5.0	4.6	6.1	WTLY-F, 107.1 (AC)	
WUTL-F																2.9	8.7	6.3	4.1	4.9	4.9	6.7	4.1	3.9		4.8	4.1	1.0	2.1	WUTL-F, 106.1 (CL AOR)	
WVHT-F																							1.3	-	2.1	2.6	2.6	1.1	0.8	WVHT-F, 105.7 (B)	
WWLD-F																													3.5	6.1	WWLD-F, 102.3 (B)
WGWD-F																	0.3	-	1.1	1.0	1.7	2.1				1.6	2.2	3.0	4.4	WGWD-F, 93.3 (C)	

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>		
WFRF	18.2	21.7	17.6	21.0	20.9	19.5	20.3	21.7	19.8	15.5	14.7	18.6	12.5	3.5	-	-	4.6	3.5	-	1.6	3.8	2.0	3.4	3.0	2.7		
WGLF-F	30.3	34.1	32.3	40.5	40.1	40.7	40.7	34.3	32.8	33.3	32.3	24.4	25.0	25.9	19.7	20.3	13.4	16.7	13.5	15.0	14.4	15.5	13.6	13.0	11.2		
WBZE-F	43.0	37.9	28.6	37.9	28.4	27.8	26.9	32.0	31.3	21.2	26.2	21.6	21.1	15.2	16.2	19.8	21.3	19.5	18.6	18.1	18.4	16.5	17.9	14.9	16.3		
WTAL	16.7	14.7	9.1	11.0	10.0	8.2	8.5	6.0	7.4	8.3	3.4	6.1	5.0	6.7	4.7	4.1	7.0	6.5	2.0	6.1	5.4	5.7	3.5	3.1	2.9		
WNLS	21.4	20.4	21.1	18.1	19.7	14.4	15.5	14.2	-	-	-	-	3.7	2.3	2.9	6.2	6.3	5.5	4.7	5.5	6.4	5.3	6.3	7.8	5.8		
WAIB-F	14.0	17.9	21.3	21.0	21.7	17.8	25.1	29.5	36.9	34.5	29.9	28.0	19.7	18.6	19.4	18.7	17.9	14.2	14.5	11.9	10.9	12.7	10.2	12.8	12.6		
WTNT-F	17.2	15.7	12.8	15.8	9.0	19.7	14.7	17.5	18.5	17.6	23.6	25.9	24.9	26.2	25.6	26.4	21.7	19.4	16.5	17.8	17.2	16.9	19.1	12.6	16.5		
WHBT	7.7	-	4.8	5.0	5.8	6.4	9.7	7.3	-	-	-	-	-	-	-	-	-	-	-	-	5.1	5.6	5.1	5.8	3.1		
WCVC	4.4	-	-	4.8	5.4	3.0	6.7	3.4	3.6	3.4	3.4	-	2.4	2.7	-	-	2.4	1.7	-	-	-	-	1.6	-	-		
WPAP-F	9.5	11.2	15.8	12.9	8.2	8.0	-	-	4.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
WHTF-F							7.0	7.6	6.3	10.8	13.5	11.0	11.1	10.7	10.2	10.6	11.6	12.4	11.4	13.2	17.9	21.8	19.5	15.0	14.9		
WXSR-F							8.7	10.5	8.5	9.4	11.9	12.0	22.6	18.9	23.4	14.5	21.7	16.3	17.3	18.7	14.8	15.6	15.5	14.3	13.2		
WHBX-F							17.3	24.3	12.9	18.2	13.0	13.3	13.1	17.3	20.1	20.8	22.0	20.5	22.9	23.4	21.7	19.8	22.3	20.1	20.9		
WEGT-F												9.5	11.1	14.3	15.1	14.2	17.5	14.7	12.1	12.6	14.1	11.9	10.2	13.2	9.7		
WAKU-F																		2.0	1.5	2.2	3.0	2.9	5.5	2.6	3.3		
WBWT-F																		8.5	11.5	13.8	10.5	10.2	9.7	20.9	16.5		
WJZT-F																										2.2	
WTLY-F												7.3	16.2	18.4	22.2	15.0	17.4	13.2	14.8	13.9		15.0	15.3	12.3	13.3		
WUTL-F													6.8	15.0	14.5	12.9	18.7	16.4	17.0	10.5		8.1	9.7	5.3	7.0		
WVHT-F																			2.2	-	7.8	7.5	9.2	5.3	3.2		
WWLD-F																										5.6	18.1
WGWD-F																1.8	-	3.5	4.0	5.1	5.7	4.3	6.1	6.9	6.8		

TALLAHASSEE

	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	1.7	--	--	--	--	--	--	--	14.1 %	46.9 %	--	--	--	1976
1977	1.6	-5.9 %	--	--	--	--	--	--	14.8	50.7	11	--	--	1977
1978	1.9	18.8	--	--	--	--	--	--	13.5	53.8	11	--	--	1978
1979	2.4	26.3	--	--	--	--	--	--	13.9	67.3	10	--	--	1979
1980	2.9	20.8	--	--	--	--	--	--	14.1	63.0	11	--	--	1980
1981	3.3	13.8	.164	20.12	0.9	.0037	--	--	15.5	63.0	11	--	--	1981
1982	3.5	6.1	.185	18.91	1.0	.0035	--	--	19.1	57.9	13	--	--	1982
1983	3.9	11.4	.205	19.02	1.1	.0035	.057	--	18.1	58.5	14	9	--	1983
1984	4.4	12.8	.208	21.15	1.1	.0039	.054	WGLF-F 0.9	17.6	67.5	12	8	--	1984
1985	4.8	9.1	.212	22.54	1.2	.0040	.058	WGLF-F 0.9	17.8	57.8	12	11	--	1985
1986	5.3	10.4	.217	24.42	1.3	.0043	.060	WGLF-F 1.0	17.9	64.3	14	10	--	1986
1987	5.8	9.4	.223	26.01	1.4	.0043	.068	WBG M A/F 1.2	16.8	64.9	13	9	13.5	1987
1988	6.4	10.3	.230	27.82	1.5	.0043	.075	WBG M A/F 1.1	16.1	79.5	12	9	13.8	1988
1989	7.0	9.4	.236	29.66	1.6	.0044	.086	WTNT-F 1.3	16.6	80.9	10	9	18.2	1989
1990	7.3	4.3	.237	30.80	1.7	.0042	.096	WTNT-F 1.4	16.3	83.2	11	9	21.6	1990
1991	6.9	-5.5	.240	28.75	1.8	.0038	.090	WTNT-F 1.3	17.4	85.4	14	10	22.9	1991
1992	7.0	1.4	.244	28.69	1.9	.0037	.092	WTNT-F 1.6	15.1	89.6	15	11	19.4	1992
1993	7.5	6.8	.249	30.12	2.2	.0034	.099	WTNT-F 1.7	15.7	98.6	12	10	24.0	1993
1994	8.3	10.7	.255	32.55	2.5	.0033	.107	WTNT-F 2.2	15.3	97.3	14	10	22.0	1994
1995	9.1	8.8	.259	35.14	2.3	.0040	.122	WTNT-F 2.3	15.4	91.4	14	11	25.4	1995
1996	9.6	5.5	.265	36.23	2.6	.0037	.118	WTNT-F 1.9	16.2	90.2	17	12	16.7	1996
1997	10.5	9.2	.278	37.76	2.9	.0036	.133	WBZE-F 1.8	15.7	95.0	17	11.5	17.2	1997
1998	11.0	4.8	.285	38.60	2.8	.0039	.155	WHBX-F 2.0	15.3	94.0	17	11.5	21.3	1998
1999	11.9	7.6	.291	40.86	3.0	.0040	.157	WHBX-F 2.1	14.5	94.6	17	11.5	18.9	1999
2000	14.5	21.8	.293	49.49	3.7	.0039	.190	WHBX-F 2.7	14.3	86.9	18	11.5	21.7	2000
2001	14.2	-2.1	.288	49.30	3.5	.0041	.191	WHBX-F 2.5	13.3	89.4	20	11.5	22.9	2001
2002	15.7	NA	.290	54.14	3.6	.0044	.216	WHBX-F 2.9	12.9	88.4	19	--	23.7	2002
2003	15.9	1.3	.292	54.45	3.8	.0041	.226	WHBX-F 2.8	12.1	93.7	20	13.5	24.7	2003

MAJOR STATIONS - JANUARY 2004

WFRF	1070	10KW (DAYS)	Religion	WGLF-F	104.1	100KW@1394	Classic AOR	Cumulus
WHBT	1410	5KW/18W	Gospel	WHBX-F	96.1	37KW@479	Black	Cumulus
WNLS	1270	5KW (DA-N)	Talk	WHTF-F	104.9	47KW@505	CHR	Triad
WTAL	1450	1KW	Talk	WJZT-F	97.9	6KW@328	Jazz	
				WTLY-F	107.1	100KW@823	AC	Clear Channel
WAIB-F	103.1	42KW@541	Country	WTNT-F	94.9	98KW@840	Country	Clear Channel
WAKU-F	94.1	3KW@459	Religion	WUTL-F	106.1	6KW@328	Classic AOR	Triad
WBWT-F	100.7	11KW@489	Black	WVHT-F	105.7	2.9KW@479	Black	
WBZE-F	98.9	100KW@604	AC/CHR	WWLD-F	102.3	27KW@603	Black	Cumulus
WEGT-F	99.9	50KW@492	Classic Hits	WXSR-F	101.5	37KW@489	AOR	Clear Channel
				WGWD-F	93.3	9KW@499	Country	

TALLAHASSEE

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	36	48	42	21	26	11	--	9	6	9
				6	--	16	19	17	21	20
MOR/AC	3	--	3	5	--	--				See Talk
				11	16	20	18	10	12	13
							AC	5	8	7
							OLDIES	23	19	15
COUNTRY	17	16	15	29	19	18	22			
BTFLEZ/SAC	20	13	8	--	3	5				
							SOFT AC	7	7	--
NEWS/TALK				--	--	2	5	8	2	4
SPORTS									2	3
BLACK/URBAN	22	23	27	21	32	29	28	20	18	22
SMOOTH JAZZ									10	--
STANDARDS	--	--	4	5	4	--				
HISPANIC										
RELIG/GOSPEL	--	--	2	1	1	--	1	1	3	8
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

WTNT-F	WOMA until 78; WDSN until 84; Country until 77; EZ until 82
WBZE-F	WBGM until 92; EZ until 79; CHR until 84
WAIB-F	WOWD until 85; WTHZ until 91; WJMX until 95; CHR or Black until 81; CHR until 91; AC until 95
WHTF-F	WHFL until 87; WMLO until 97; WFLV until 99; Soft AC until 90-96; Then CHR/Urban
WXSR-F	WWSD until 87; WJQI until 90; WFHT until 94; Urban/CHR from 90-94; AC until 95
WHBX-F	WMNX until 88; WTMG until 91; Country until 88; Oldies until 91
WEGT-F	WHKX until 95; WWFO until 01; WYZR until 02; Country until 95; AOR or Classic AOR until late 90's; AOR until 02
WBWT-F	WJZT until 99; WOKL until 02; Jazz until 99; Oldies until 02
WVHT-F	WTAL until 98; Talk until 98
WHBT	WONS until 80; WKQE until 87; MOR until 84; Other format changes unknown
WCVC	WMEN until 77; News until 77
WTAL	CHR until 81; Standards until 89
WNLS	WTNT until 89; Usually simulcasted with WTNT-F until late 80's
WGLF-F	Elements of CHR until 87
WFRF	WAMN until mid 90's; Black until mid 90's; Talk until 97
WPAP-F	Country until 86; the 92.5 frequency disappeared from the market in the late 80's
WTLY-F	WSNI until 98; Oldies until 99
WUTL-F	WRZK until 96; WWLD until 02; AOR until 96; CHR until 98; Black Oldies until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1974 WTNT A/F	Sold to Walter-Weeks	\$ 775,000
1976 WTAL		659,000
1978 WKQE, WBGM-F	Sold to Forward	650,000
1979 WTNT A/F	From Walter-Weeks to Tom Ingstad	1,100,000
1979 WTHZ-F		500,000
1983 WTHZ-F	From Negrin to Kelly	1,470,000
1983 WKQE, WBGM-F	From Forward to Statewide	1,575,000
1983 WMNX-F		950,000
1985 WMNX-F	Sold to HVS	1,250,000
1985 WCVC		500,000
1985 WTHZ-F	From Kelly to Dolgoff	1,150,000
1985 WKQE, WBGM-F	From Statewide to Woolfson	2,340,000
1987 WANM (1070)		350,000
1987 WMLO-F (Havana)	Sold to Winton	475,000
1987 WGBM A/F	Sold to HVS	3,900,000
1987 WTNT	Sold by Palmer	600,000
1988 WMNX-F	Sold by HVS	1,500,000
1989 WWSD, WJQI-F (Quincy)		2,000,000
1990 WYYN, WTNT-F	Sold by Palmer	2,800,000
1991 WMLO-F (Havana)		725,000
1992 WXBX-F	Sold to HVS	N/A
1992 WNLS, WTNT-F	Sold to Park	N/A
1992 WHKX-F (Lafayette)		700,000
1993 WWSD, WFHT-F (Quincy)	Sold to Great South	775,000
1993 WHKX-F		1,175,000
1994 WNLS, WTNT-F	From Park to Tomlin/Knapp	2,900,000
1994 WMLO-F (Havana)	Sold to Partech	1,650,000
1995 WJMX-F	From Dolcom to WAIB owner	1,400,000
1996 WNLS, WTNT-F	From Tomlin/Knapp to Southern	3,500,000
1996 WTPS-F (Midway)	Sold to Southern	N/A
1996 WRZK-F	Sold to HVS/Timm	850,000
1996 WNLS	From Southern to Paxson	300,000
1996 WSNI-F	From Southern to Paxson	1,800,000
1996 WTNT-F	From Southern to Paxson	6,500,000
1996 WTPS-F	From Southern to Paxson	500,000
1996 WXSR-F	From Southern to Paxson	1,400,000
1997 WMLO-F	Sold by Ed Winton	1,900,000
1997 WXSR-F	From Paxson to Clear Channel	1,800,000
1997 WNLS	From Paxson to Clear Channel	270,000
1997 WJZT-F	From Paxson to Clear Channel	540,000
1997 WSNI-F	From Paxson to Clear Channel	2,300,000
1997 WTNT-F	From Paxson to Clear Channel	7,800,000
1997 WANM	Sold by Timm	150,000
1997 WHTB, WBZE-F, WHBX-F	From HVS to Cumulus	15,400,000
1998 WAIB-F, WWFO-F	Sold to Mike Schwartz	3,750,000
1998 WGLF-F	Sold to Cumulus	4,200,000
1999 WFLV-F	Sold to Mike Schwartz	3,500,000
2001 WWLD-F	From Cumulus to Triad	1,750,000
2001 WTAL		400,000
2001 WSLE-F	Sold to Cumulus	1,500,000

TALLAHASSEE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WGLF-F	0.9	WGLF-F	0.9	WGLF-F	1.0	WBGW A/F	1.2	WBGW A/F	1.1	WTNT A/F	1.3
2 WMNX-F	0.6	WBGW-F	0.6	WBGW-F	0.7	WGLF-F	0.8	WTNT A/F	1.0	WBGW A/F	1.3
3 WBGW-F	0.5	WANM	0.5	WANM	0.6	WTNT-F	0.7	WGLF-F	0.9	WGLF-F	1.0
4 WTNT-F	0.4	WMNX	0.5	WMNX-F	0.6	WTHZ-F	0.7	WTHZ-F	0.8	WTHZ-F	0.8
5 WANM	0.3	WTNT-F	0.5	WTHZ-F	0.5	WANM	0.6	WANM	0.7	WANM	0.7
6				WTNT-F	0.5	WMNX-F	0.6				
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WTNT-F	1.4	WTNT-F	1.3	WTNT-F	1.6	WTNT-F	1.7	WTNT-F	2.2	WTNT-F	2.3
2 WGLF-F	1.2	WGLF-F	1.2	WGLF-F	1.3	WSNI-F	1.1	WSNI-F	1.2	WBZE-F	1.0
3 WBGW-F	1.2	WBGW-F	1.1	WBGW-F	0.8	WGLF-F	1.0	WGLF-F	1.0	WGLF-F	0.9
4 WTHZ-F	0.9			WHBX-F	0.7	WBGW-F	0.8	WBZE-F	0.7	WHBX-F	0.8
5 WANM	0.7			WHBX-F	0.8	WHBX-F	0.8	WHBX-F	0.7	WSNI-F	0.8
6 WTMG-F	0.6			WUMX-F	0.7	WRZK-F	0.7	WRZK-F	0.6	WMLO-F	0.7
7 WFHT-F	0.5					WUMX-F	0.5	WUMX-F	0.5	WXSR-F	0.6
8										WAIB-F	0.5
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1 WTNT-F	1.9	WBZE-F	1.8	WHBX-F	2.0	WHBX-F	2.1	WHBX-F	2.7	NA	
2 WBZE-F	1.2	WTNT-F	1.6	WBZE-F	1.7	WBZE-F	1.9	WTNT-F	2.1		
3 WGLF-F	0.9	WHBX-F	1.3	WTNT-F	1.6	WTNT-F	1.7	WBZE-F	1.6		
4 WHBX-F	0.9	WGLF-F	0.9	WAIB-F	0.9	WXSR-F	1.0	WGLF-F	1.4		
5 WSNI-F	0.8	WAIB-F	0.8	WWFO-F	0.8	WWFO-F	0.9	WHTF-F	1.2		
6 WMLO-F	0.7	WWFO-F	0.7	WGLF-F	0.8	WGLF-F	0.9	WAIB-F	1.1		
7 WWFO-F	0.6	WXSR-F	0.7	WJZT-F	0.7	WOKL-F	0.9	WWFO-F	1.0		
8 WAIB-F	0.6	WSNI-F	0.6	WXSR-F	0.7	WTLY-F	0.8	WXSR-F	0.9		
9 WXSR-F	0.6	WJZT-F	0.5	WOKL-F	0.6	WAIB-F	0.7	WOKL-F	0.8		
10		WWLD-F	0.5	WWLD-F	0.5	WWLD-F	0.4	WTLY-F	0.7		
11											
2002		2003									
1 WHBX-F	2.9	WHBX-F	2.8								
2 WTNT-F	1.9	WTNT-F	2.0								
3 WBZE-F	1.9	WBZE-F	1.9								
4 WGLF-F	1.9	WGLF-F	1.8								
5 WXSR-F	1.2	WXSR-F	1.2								
6 WTLY-F	0.9	WTLY-F	1.0								
7 WHTF-F	0.9	WHTF-F	0.9								
8 WBWT-F	0.7	WAIB-F	0.8								
9 WAIB-F	0.7										
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Park	\$ 2.3 (27.7)	1 Park	\$ 2.5 (27.5)	1 Paxson	\$ 3.8 (39.4)
2 Southern	1.6 (19.6)	2 HVS	1.9 (20.9)	2 HVS	2.4 (25.0)
3 HVS	1.5 (18.1)	3 Southern	1.4 (15.4)	3 WAIB,WWFO	1.3 (13.2)
		4 WRIB,WWFO-F	1.0 (11.0)	4 Timm	1.0 (10.0)
		5 WANM,WGLF-F	1.0 (11.0)	5 WMLO et.al.	0.8 (8.3)
		6 Patrick	0.8 (8.7)		
1997		1998		1999	
1 Clear Channel	\$ 3.7 (35.5)	1 Cumulus	\$ 5.0 (45.2)	1 Cumulus	\$ 5.3 (44.6)
2 Cumulus	3.1 (29.5)	2 Clear Channel	3.8 (34.9)	2 Clear Channel	4.6 (39.3)
3 WAIB,WWFO	1.5 (14.5)	3 WAIB,WWFO	1.6 (14.7)	3 WAIB et.al	2.0 (16.6)
4 Timm	0.9 (8.4)				
2000		2001		2002	
1 Cumulus	\$ 6.3 (43.3)	1 Cumulus	\$ (NA)	1 Cumulus	\$ 7.4
2 Clear Channel	4.9 (33.7)	2 Clear Channel	(NA)	2 Clear Channel	5.1
3 Triad	3.2 (22.1)	3 Triad	(NA)	3 Triad	2.4
2003					
1 Cumulus	\$ 7.0				
2 Clear Channel	5.4				
3 Triad	2.7				
4					
5					

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

DUNCAN'S COMMENTS:

Tallahassee is an above average small market. As a state capital and a college town it should be a good market. Radio revenue has grown at a good rate. The market does have some concerns, however. Listening to unlisted stations is very high. Total radio listening is down nearly 33% since 1991. Finally the number of viable stations is steadily growing.