

TAMPA-ST. PETERSBURG

12+ METRO SHARE

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03		
WDAE	10.8	10.6	7.9	8.5	5.9	5.7	7.1	6.7	5.1	5.7	5.6	3.8	3.2	3.2	2.3	2.1	2.9	1.4	1.6	2.6	2.3	1.3	1.1	0.6	0.8	1.5	1.8	2.1	2.1	WDAE, 620 (S)	
WXTB-F	5.0	5.1	4.4	5.6	7.4	5.7	5.9	3.6	4.1	5.0	4.9	4.4	3.3	3.9	2.7	3.8	6.3	5.9	6.2	7.5	6.2	5.3	4.9	5.2	5.8	5.6	4.9	4.9	4.4	WXTB-F, 97.9 (AOR)	
WHNZ	6.0	5.2	5.5	4.0	4.8	3.9	3.5	5.9	6.3	5.1	5.4	3.5	3.0	2.4	2.9	2.0	0.4	-	-	-	-	-	0.7	0.7	1.0	-	0.6	0.5	-	WHNZ, 1250 (T)	
WWRM-F	-	4.2	6.9	5.1	3.7	3.2	4.3	4.6	5.9	7.1	6.5	6.1	5.4	7.0	6.2	6.0	5.5	4.5	6.5	6.1	5.9	5.2	5.7	4.6	4.0	3.6	4.2	4.2	4.1	WWRM-F, 94.8 (SAC)	
WFLA	4.5	4.0	4.7	6.4	5.4	5.6	4.6	4.2	3.5	3.7	3.4	4.3	4.5	5.3	4.0	4.5	4.9	7.3	6.7	6.6	5.7	6.8	6.4	6.5	5.9	5.6	6.2	5.9	6.3	WFLA, 970 (T)	
WFLZ-F	-	6.1	5.9	6.6	7.1	6.1	5.4	3.4	3.3	2.4	2.2	4.1	3.8	4.5	7.6	7.9	6.6	6.0	6.7	6.0	7.0	8.0	9.7	7.9	6.5	7.0	6.3	5.8	5.4	WFLZ-F, 93.3 (CHR)	
WRMD	6.5	6.5	4.8	6.8	4.7	4.3	1.9	1.9	2.7	2.0	1.4	1.0	0.9	0.9	1.1	1.0	0.2	0.5	-	0.3	0.6	0.6	-	0.9	0.6	0.4	0.4	0.6	0.5	WRMD, 680 (SP)	
WBBY-F	6.9	7.5	9.1	9.8	11.0	10.7	9.5	11.0	14.3	13.4	13.1	10.9	10.1	9.5	7.9	9.8	10.4	7.8	2.9	4.9	3.4	3.8	3.9	2.9	2.7	2.5	3.0	2.3	2.3	WBBY-F, 107.3 (CH)	
WQYK-F	-	-	3.3	3.4	7.0	8.0	8.9	9.8	6.7	7.7	7.6	8.3	7.2	7.9	8.3	8.7	10.7	12.6	11.6	9.5	7.7	7.2	7.6	6.9	6.3	6.4	6.7	6.3	6.9	WQYK-F, 99.5 (C)	
WRXB	6.7	6.3	6.1	6.9	3.8	2.9	1.9	1.7	1.6	1.5	1.0	0.8	1.1	0.8	0.8	0.6	-	1.8	1.9	0.4	0.6	0.4	0.9	0.7	0.5	0.5	0.5	0.6	1.0	WRXB, 1590 (B)	
WRBQ-F	10.4	9.8	6.8	6.4	6.7	6.0	9.3	11.1	12.2	11.2	12.3	15.5	16.2	16.1	11.7	6.4	4.2	4.2	5.0	6.3	5.9	5.5	4.8	4.6	4.5	3.8	3.1	4.0	4.8	WRBQ-F, 104.7 (O)	
WMTX-F	-	3.8	6.9	6.7	7.5	7.4	7.5	6.1	4.7	6.0	7.3	5.8	4.9	5.4	6.9	7.7	6.5	6.4	5.8	4.7	4.8	4.1	3.9	3.7	3.1	3.3	3.6	3.2	3.3	WMTX-F, 100.7 (AC)	
WTMP	5.3	3.4	4.2	3.1	3.8	2.2	3.4	6.2	3.7	3.6	2.2	2.5	1.9	2.2	1.7	1.3	1.0	0.5	0.8	1.5	1.7	1.3	1.5	1.2	1.4	2.2	1.8	1.8	2.0	WTMP, 1150 (B)	
WSSR-F	-	-	-	1.5	3.6	5.9	5.3	5.5	3.4	3.4	3.2	3.7	4.6	4.1	4.8	3.9	6.4	5.8	6.5	6.1	6.1	5.2	3.9	3.9	3.8	3.3	3.1	2.9	3.1	WSSR-F, 95.7 (AC)	
WTBN	-	-	-	0.6	2.1	3.1	2.6	3.0	3.2	3.2	3.0	2.5	3.5	1.0	1.4	0.8	1.1	0.9	0.6	0.5	1.1	0.8	0.7	0.6	0.4	0.4	-	-	-	WTBN, 570 (REL)	
WDUV-F	-	-	-	-	-	-	-	0.5	1.2	2.0	3.4	3.6	4.9	3.3	3.6	5.4	4.3	4.9	6.0	6.2	1.8	2.0	3.4	5.7	9.2	10.2	9.8	9.3	9.1	WDUV-F, 105.5 (ST)	
WHPT-F	4.4	5.0	-	1.9	2.5	2.5	2.4	2.2	1.7	1.8	1.2	1.0	1.5	1.7	2.7	2.5	2.2	4.4	3.8	4.3	3.8	3.6	3.1	2.0	2.5	2.5	2.2	2.1	1.7	WHPT-F, 102.5 (CL AOR)	
WTBT-F	-	-	-	-	-	-	-	1.0	1.7	1.9	1.9	2.4	2.9	4.7	6.1	5.5	4.6	4.3	5.4	4.8	5.0	6.6	7.7	7.2	4.7	3.1	3.5	3.0	2.4	WTBT-F, 103.5 (CL AOR)	
WYUU-F	-	-	-	-	-	-	-	-	0.7	0.9	-	-	-	-	-	3.8	4.2	3.6	3.5	4.0	4.1	4.2	4.0	2.8	2.3	2.4	3.0	2.0	1.8	WYUU-F, 92.5 (C)	
WGUL-F	-	-	-	-	-	-	-	-	-	-	0.3	0.3	1.0	1.7	-	2.2	2.1	1.5	1.5	1.3	1.9	1.9	1.7	2.0	-	-	1.8	1.4	1.3	WGUL-F, 106.3 (ST)	
WGUL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.3	5.3	4.1	4.2	4.1	3.3	2.2	2.1	2.7	WGUL, 860 (ST)	
WLLD-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.5	6.2	6.5	6.7	WLLD-F, 98.7 (CHR)	
WMGG	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	0.7	1.0	1.0	-	0.5	0.4	0.6	0.9	WMGG, 820 (SP)	
WPOI-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	2.7	4.0	3.5	WPOI-F, 101.5 (O-80)	
WQYK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	0.4	0.8	0.4	0.9	0.8	0.8	0.8	0.9	0.7	WQYK, 1010 (S)
WSJT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4	-	-	2.6	3.8	3.7	3.9	4.6	4.6	WSJT-F, 94.1 (J)	
WSUN-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.5	2.0	2.7	2.8	2.6	WSUN-F, 97.1 (AOR)	

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
WDAE	17.4	16.7	16.8	17.3	13.4	14.2	12.0	8.5	7.7	7.3	6.4	6.5	7.9	4.6	4.3	5.4	4.5	4.8	2.9	3.3	3.5	4.5	4.3	5.3	6.6
WXTB-F	12.9	12.9	12.9	11.6	11.5	15.6	14.9	11.1	8.3	8.7	8.9	10.4	11.7	11.8	12.8	15.1	12.5	10.8	10.3	11.5	9.9	10.9	11.7	10.5	9.6
WHNZ	13.7	10.7	8.2	12.6	13.0	10.1	9.4	8.9	7.4	4.6	5.7	4.1	1.9	-	-	-	-	-	2.5	2.9	3.8	-	2.1	1.8	-
WWRM-F	11.6	10.9	8.8	11.1	13.4	13.6	12.3	12.0	12.3	12.4	13.7	13.2	11.9	12.5	12.5	16.9	14.4	12.9	14.8	11.0	8.6	9.5	11.9	10.2	11.1
WFLA	18.6	16.1	14.5	15.4	12.1	10.7	9.0	10.9	10.0	10.0	9.8	8.2	13.0	15.1	13.1	12.9	10.8	12.1	12.3	12.7	10.6	12.2	13.1	11.6	11.3
WFLZ-F	13.9	11.6	12.3	10.0	7.1	6.8	5.5	10.3	7.8	11.7	9.5	18.1	17.3	16.4	16.8	17.0	19.2	21.8	23.1	20.1	19.8	20.2	20.9	18.5	18.1
WRMD	11.8	8.1	6.0	4.5	3.3	4.4	-	2.3	-	1.4	1.8	1.4	0.7	0.9	-	0.7	0.9	1.4	-	-	1.4	1.4	1.5	1.1	1.3
WBBY-F	19.8	17.6	18.6	17.2	19.4	21.0	22.4	17.9	16.7	15.9	20.2	18.3	20.1	16.0	14.8	12.2	10.5	11.0	9.8	8.8	6.9	7.1	7.4	6.1	6.1
WQYK-F	15.5	10.6	15.7	16.7	13.2	15.7	12.9	14.5	12.3	13.3	14.4	14.5	18.0	22.6	21.4	21.0	17.9	17.3	17.7	14.7	13.2	14.8	15.6	14.2	16.4
WRXB	14.4	14.5	8.9	8.0	7.3	6.3	4.2	-	-	-	-	-	-	3.6	3.3	1.2	1.4	1.2	1.7	1.2	1.0	1.0	1.0	1.1	1.0
WRBQ-F	16.7	16.5	17.8	22.3	26.8	26.0	26.6	28.5	32.6	31.0	31.8	20.0	15.5	14.8	17.9	15.4	14.8	13.1	10.1	9.2	9.9	8.7	7.7	9.5	10.9
WMTX-F	13.3	12.2	16.1	13.8	10.8	13.3	15.8	13.5	11.3	12.8	14.3	15.6	15.0	15.8	14.1	11.6	11.3	11.7	9.8	8.0	9.3	9.6	10.4	9.6	8.9
WTMP	-	-	-	6.8	7.2	5.8	7.0	5.4	4.4	2.8	4.4	3.8	2.3	2.2	2.8	2.4	3.6	3.5	4.2	2.6	3.3	3.9	4.0	2.7	2.9
WSSR-F	8.5	10.2	12.7	14.0	10.8	9.3	8.6	9.1	9.9	11.1	14.0	10.6	12.9	12.5	15.5	16.6	14.2	11.2	13.4	11.2	11.4	9.6	10.0	9.6	10.9
WTBN	-	-	6.7	6.4	7.0	6.6	6.1	4.7	7.0	4.2	4.0	2.3	3.1	3.3	3.0	3.5	4.3	3.7	3.5	3.1	1.7	2.1	-	-	-
WDUV-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WHPT-F	5.7	4.9	5.8	4.8	4.8	5.1	6.0	4.4	6.6	6.8	7.4	8.1	8.3	9.1	9.2	10.2	5.7	5.3	10.2	11.9	15.4	16.0	16.4	16.1	15.5
WTBT-F	-	-	-	-	-	-	-	-	-	-	-	7.7	6.7	9.5	9.7	11.3	10.6	8.7	8.2	7.9	7.8	6.2	6.2</		

TAMPA-ST. PETERSBURG

	<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>Viablo Stations</u>	<u>Unlisted Station Listening</u>	
1976	15.0	--	--	--	--	--	--	--	16.4 %	53.9 %	--	--	--	1976
1977	16.0	6.7 %	--	--	--	--	--	--	17.1	53.2	27	--	--	1977
1978	17.9	11.9	--	--	--	--	--	--	16.9	50.4	29	--	--	1978
1979	19.0	6.1	--	--	--	--	--	--	17.4	58.5	25	--	--	1979
1980	23.0	21.0	--	--	--	--	--	--	16.3	61.1	28	--	--	1980
1981	26.2	13.9	1.60	16.38	8.6	.0030	--	--	18.4	66.4	24	--	--	1981
1982	30.1	14.1	1.65	18.24	8.9	.0034	--	--	17.7	63.1	24	--	--	1982
1983	35.0	16.3	1.79	19.55	9.6	.0036	.343	--	18.4	65.3	24	19	--	1983
1984	40.6	16.0	1.84	22.07	10.9	.0037	.445	WRBQ A/F 8.0	18.7	69.8	23	17	--	1984
1985	44.8	7.9	1.87	23.96	11.5	.0037	.519	WRBQ A/F 11.5	18.8	71.5	22	17	--	1985
1986	50.4	12.5	1.91	26.25	12.6	.0041	.584	WRBQ A/F 13.5	18.5	73.8	27	17	--	1986
1987	51.0	1.2	1.98	25.76	13.4	.0038	.598	WRBQ A/F 16.5	17.9	71.5	27	18	8.7	1987
1988	57.8	13.3	2.03	28.47	14.8	.0039	.682	WRBQ A/F 18.5	17.4	77.7	28	15.5	9.6	1988
1989	60.5	4.7	2.08	29.09	15.8	.0038	.764	WRBQ A/F 17.5	18.5	79.0	27	16	10.3	1989
1990	58.5	-3.3	2.11	27.73	16.9	.0034	.741	WRBQ A/F 9.0	17.5	83.4	26	16.5	12.1	1990
1991	57.9	-1.0	2.14	27.05	17.7	.0033	.717	WQYK A/F 8.0	17.9	81.9	28	16.5	10.7	1991
1992	58.6	1.2	2.16	27.13	18.0	.0033	.780	WQYK A/F 10.5	18.0	82.6	27	17	13.7	1992
1993	64.0	9.2	2.18	29.36	19.6	.0033	.784	WQYK A/F 12.4	18.3	79.2	28	16	12.3	1993
1994	73.0	14.1	2.19	33.33	21.8	.0034	.888	WQYK A/F 13.2	17.5	79.7	26	16	12.0	1994
1995	78.5	7.6	2.20	35.67	22.7	.0035	.956	WQYK A/F 12.0	16.7	77.3	26	18	13.0	1995
1996	91.0	16.0	2.22	40.99	24.0	.0038	1.04	WQYK A/F 12.1	17.4	77.4	32	19	11.6	1996
1997	98.6	8.4	2.26	43.63	26.0	.0038	1.29	WQYK A/F 12.7	16.9	80.0	28	18.5	13.4	1997
1998	106.9	8.4	2.29	46.68	27.3	.0039	1.39	WQYK A/F 14.4	17.3	78.1	29	19.5	12.8	1998
1999	117.0	8.6	2.33	50.24	29.8	.0039	1.33	WQYK A/F 15.1	16.7	81.1	32	20.5	12.0	1999
2000	129.6	10.8	2.35	55.06	35.4	.0037	1.51	WQYK A/F 15.6	16.4	82.7	29	21.5	12.5	2000
2001	126.3	-2.2	2.42	52.36	33.7	.0038	1.46	WQYK A/F 15.1	16.0	81.8	31	21.5	12.7	2001
2002	139.7	NM	2.45	57.02	34.0	.0041	1.628	WQYK A/F 15.3	14.6	79.6	32	--	13.5	2002
2003	145.3	4.0	2.47	58.83	36.1	.0040	1.692	WQYK A/F 16.7	15.0	78.9	30	21	13.3	2003

MAJOR STATIONS - JANUARY 2004

WDAE	620	10KW (DA-2)	Sports	Clear Channel	WLLD-F	98.7	50KW@489	CHR/Dance	CBS
WFLA	970	25KW/11KW (DA-2)	Talk	Clear Channel	WMTX-F	100.7	100KW@1358	AC/CHR	Clear Channel
WGUL	860	5KW/1.5KW (DA-2)	Standards		WPOI-F	101.5	100KW@1542	Oldies-80's	Cox
WMGG	820	50KW/1KW (DA-2)	Hispanic	Mega	WQYK-F	99.5	100KW@550	Country	CBS
WQYK	1010	50KW (DA-2)	Sports	CBS	WRBQ-F	104.7	100KW@555	Oldies	CBS
WRMD	680	690W/125W	Hispanic		WSJT-F	94.1	100KW@1492	Jazz	CBS
WRXB	1590	5KW/1KW (DA-2)	Black	Metropolitan	WSSR-F	95.7	90KW@607	AC	Clear Channel
WTMP	1150	10KW/500W (DA-1)	Black		WSUN-F	97.1	12KW@735	AOR	Cox
WBBY-F	107.3	100KW@597	Classic Hits	Cox	WTBT-F	103.5	100KW@1358	Classic AOR	Clear Channel
WDUV-F	105.5	46KW@1345	Standards	Cox	WWRM-F	94.9	100KW@1502	Soft AC	Cox
WFLZ-F	93.3	100KW@1358	CHR	Clear Channel	WXTB-F	97.9	100KW@1345	AOR	Clear Channel
WGUL-F	106.3	11KW@505	Standards		WYUU-F	92.5	50KW@489	Country	CBS
WHPT-F	102.5	100KW@1650	Classic AOR	Cox					

TAMPA-ST. PETERSBURG

FORMAT SHARES (%)

MAJOR STATION TRANSACTIONS: 1970 to 2003

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	32	23	28	22	21	18	12	7	13	15
				8	10	13	11	14	14	14
MOR/AC	14	12	8	4	1	--				
				14	18	27	22	14	9	7
COUNTRY	12	15	20	15	12	10				
BTFLEZ/SAC	36	33	23	18	13	6	18	16	14	12
							SOFT AC	13	14	6
NEWS/TALK	--	4	4	4	8		12	13	9	9
SPORTS								1	2	3
BLACK/URBAN	5	10	7	4	4	1	3	5	5	6
SMOOTH JAZZ				--	--	4	--	--	5	5
STANDARDS	--	2	9	12	10	12	9	7	14	16
HISPANIC	--	1	--	--	1	--	1	--	2	2
RELIG/GOSPEL	2	1	--							
CLASSICAL				--	2	--				

Year	Station	Transaction	Amount
1972	WTMP		\$ 536,000
1973	WRBQ-F	Bought by Harte Hanks	500,000
1973	WSUN	Sold to Plough	2,303,000
1974	WKRL-F	Sold to Plough	1,250,000
1976	WTAN, WNLT-F	Sold to BENI	850,000
1977	WQYK-F	From Rowland to Lake Huron	989,000
1978	WRBQ	From Rahall to Harte-Hanks	4,500,000
1978	WYNF-F	From Rahall to Taft	675,000
1979	WDAE	From Rounsaville to Taft	5,500,000
1980	WUSA-F	From Rounsaville to Gannett	4,000,000
1980	WTAN	Sold by BENI	575,000
1980	WNLT-F	From BENI to Metroplex	4,000,000
1981	WWBA-F	Sold to Metromedia	7,000,000
1982	WFLA, WPDS-F	From Media General to Blair	14,000,000
1983	WWQT, WLVU-F (Holiday)		1,275,000
1984	WPLP	Sold to Guy Gannett	850,000
1984	WSUN	From Plough to Taft	7,500,000
1984	WRBQ A/F	From Harte-Hanks to Edens	13,400,000
1984	WDAE	From Taft to Gannett	5,700,000
1985	WSUN, WYNF-F	From Gulf to Taft to CBS	22,000,000
1985	WKRL-F	From DKM to Sandusky	10,000,000
1985	WHBO	Sold to Metroplex	1,400,000
1985	WGUL-F		1,350,000
1985	WLVU-F	Sold to Times Publishing	1,700,000
1986	WGUL	Sold to Marcocci	450,000
1986	WWBA-F	From Metromedia to Metropolitan	20,000,000
1986	WQYK-F	From Lake Huron to Susquehanna	27,000,000
1987	WFLA, WFLZ-F	From Blaire to Scannix	16,000,000
1988	WWRM-F	From Metropolitan to Cox	17,100,000
1989	WXTB-F	From Sandusky to Great American	16,500,000
1989	WTIS		1,700,000
1990	WLFF	Sold by Century	200,000
1992	WTMP	Foreclosed by Broadcast	670,000
1992	WRBQ A/F	From Edens to Clear Channel	5,000,000
1993	WMTX A/F	From Metroplex to Clear Channel	15,000,000
1994	WGUL A/F	Sold by Marcocci	3,400,000
1994	WNZE (820: Largo)	Sold to Paxson	1,080,000
1995	WTMP	Sold by Broadcast	950,000
1995	WBRD, WDUV-F (Sarasota)	Sold to Jacor	14,000,000
1996	WTBT-F	From Citicasters to Jacor	8,500,000
1996	WQYK-F	From Infinity to Westinghouse	98,000,000
1996	WDAE	From Gannett to Jacor	4,000,000
1996	WUSA-F	From Gannett to Jacor	28,000,000
1996	WRXB (1590)	Sold to Acker	409,000
1997	WBDN (760: Brandon)	Sold to Mega	1,750,000
1997	WHNZ	From Paxson to Clear Channel	2,700,000
1997	WZTM	From Paxson to Clear Channel	2,000,000
1997	WSJT-F	From Paxson to Clear Channel	29,900,000
1997	WHPT-F	From Paxson to Clear Channel	43,600,000
1997	WKES-F (101.5)	From Paxson to Clear Channel	31,800,000
1997	WAMA (1550)	Sold to WRMD owner	1,900,000
1997	WQBN (1300)	Sold to Genesis	1,100,000
1997	WMTX (1040)	From Clear Channel to Genesis	1,500,000
1998	WLVU-F	From Concord to Cox	WSUN + 9,750,000

STATION NOTES

(Major call letter and format changes)

WXTB	WQSM until 83; WZNE until 86; WKRL until 89; EZ until 77; AOR until 83; CHR until 86; Classic AOR until 89
WFLZ-F	WFLA until 83; WOJC until 84; WPDS until 87; EZ until 83; Country until 84; AC until 89
WWRM-F	WLCY until 77; WYNF until 93; CHR until 81; AOR until 93
WMTX-F	WAVV until 77; WJYW until 82; WIQI until 86; WUSA until 96; WUKS until 97; WAKS until 99; EZ until 82
WSSR-F	WOKF until 80; WCKX until 82; WMGG until 85; WNLT until 90; WMTX until 98; CHR until 83
WBBY-F	WWBA until 88; WWRM until 93; WCOF until 99; EZ until 88; Soft AC until 93; Oldies 70's until 99
WYUU-F	WXCR until 89; Classical until 90; Changed frequency from 92.1 to 92.5 in 89
WRBQ-F	CHR until 93; Country until 02
WRMD	WWBA until 81; WWLF until 82; WLFF until 90; EZ until 81; MOR until 82; Standards until 90
WSJT-F	WEZY until 95; Soft AC or EZ until 95
WMGG	WNZE until mid 90's
WFLA	MOR/FS until 85
WRXB	WLCY until 81; WNSI until 82; WRBQ until --; CHR to AC by 81; News/Talk until 82; CHR again until 92
WTBN	WFSD until 79; WTKN until 91; WHNZ until 03; Talk or Sports 79-02; Formats before 79 unknown
WHNZ	WDAE until 00; AC until 81; Standards until 90; Talk(?) until 97; Sports until 00
WGUL	WPSO until --
WDAE	WSUN until 98; WSAA until 00; Country until 95; Sports until 96; Standards until 98
WHPT-F	Jazz until 91; AOR until 00
WTBT-F	WDUV until 98; EZ until 98
WGUL-F	WLVU until 98; WSUN until 01; Standards until 98; Oldies until 01
WDUV-F	WGUL until 95; WTBT until 98; Standards until 95; AOR until 98
WGUL	Simulcasted with 96.1 from 95 to 00
WPOI-F	WILV until 98; WFJO until 02; Soft AC until 98; Black Oldies until 02

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TAMPA - ST. PETERSBURG

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 WRBQ-F 8.0	WRBQ A/F 11.5	WRBQ A/F 13.5	WRBQ A/F 16.5	WRBQ A/F 18.5	WRBQ A/F 17.5
2 WWBA-F 4.9	DAE/IQI 6.1	WUSA-F 5.4	WQYK-F 5.0	WQYK-F 6.5	WQYK A/F 6.6
3 WQYK-F 3.7	WWBA-F 4.5	WQYK-F 5.3	WUSA-F 4.5	WUSA-F 4.7	WUSA-F 5.2
4 WYNF-F 2.8	WYNF-F 4.2	WWBA-F 4.8	WWBA-F 4.0	WYNF-F 4.4	WYNF-F 5.0
5 WQI-F 2.8	WQYK-F 4.1	WYNF-F 4.0	WYNF-F 3.6	WNLT-F 4.0	WWRM-F 4.8
6 WSUN 2.6	WSUN 3.7	WSUN 3.1	WSUN 3.4	WWRM-F 3.3	WNLT-F 4.8
7	WFLA A/F 3.4	WKRL-F 2.9	WNLT-F 3.3	WKRL-F 3.1	WDUV-F 3.2
8	WZNE-F 2.7	WFLA 2.5	WKRL-F 2.9	WSUN 2.8	WHVE-F 3.0
9	WMGG-F 1.9	WNLT-F 2.4	WFLA 1.9	WFLA 2.6	WFLZ-F 2.9
10		WDAE 2.0	WPDS-F 1.8	WHVE-F 2.2	WKRL-F 2.7

1990	1991	1992	1993	1994	1995
1 WRBQ A/F 9.0	WQYK A/F 8.0	WQYK A/F 10.5	WQYK A/F 12.4	WQYK A/F 13.2	WQYK A/F 12.0
2 WQYK A/F 7.4	WUSA A/F 7.3	WUSA A/F 7.0	WMTX-F 7.0	WMTX-F 7.6	WMTX-F 8.0
3 WUSA-F 7.0	WYNF-F 6.0	WMTX-F 6.5	WUSA A/F 6.6	WXTB-F 6.7	WXTB-F 7.5
4 WWRM-F 6.0	WWRM-F 6.0	WWRM-F 6.1	WWRM-F 6.3	WUSA A/F 6.5	WUSA A/F 6.6
5 WYNF-F 5.5	WMTX-F 4.4	WYNF-F 5.5	WFLA 4.9	WHPT-F 6.3	WHPT-F 6.0
6 WFLZ-F 5.0	WFLZ-F 4.1	WXTB-F 4.0	WXTB-F 4.8	WFLA 5.3	WRBQ-F 5.8
7 WNLT-F 4.0	WRBQ A/F 4.0	WHPT-F 3.6	WHPT-F 4.3	WWRM-F 5.2	WFLA 5.7
8 WDUV-F 3.2	WYUU-F 3.7	WFLZ-F 3.2	WFLZ-F 4.0	WRBQ-F 4.7	WFLZ-F 5.6
9 WFLA 2.9	WDUV-F 3.3	WHPT-F 3.1	WYUU-F 3.7	WFLZ-F 4.5	WWRM-F 5.3
10 WHVE-F 2.6	WXTB-F 3.0	WYUU-F 3.0	WDUV-F 3.3	WDUV-F 3.9	WYUU-F 3.9
11		WRBQ-F 2.9	WRBQ-F 2.9	WYUU-F 3.8	WDUV-F 3.3
12		WDUV-F 2.8	WYNF-F 2.6	WCOF-F 3.0	WCOF-F 3.0
13		WGUL A/F 1.3	WGUL A/F 1.5	WSUN 1.8	WSUN 2.0
14				WGUL A/F 1.6	WGUL A/F 1.3

1996	1997	1998	1999	2000	2001
1 WQYK A/F 12.1	WQYK A/F 12.7	WQYK A/F 14.4	WQYK A/F 15.1	WQYK A/F 15.7	WQYK A/F 15.1
2 WMTX-F 9.8	WFLZ-F 11.2	WFLZ-F 13.3	WFLZ-F 12.2	WFLZ-F 14.4	WFLZ-F 14.1
3 WFLZ-F 8.2	WRBQ-F 8.2	WFLA 8.5	WTBT-F 10.5	WXTB-F 11.4	WXTB-F 9.8
4 WXTB-F 7.5	WXTB-F 7.3	WTBT-F 8.0	WFLA 10.0	WFLA 10.2	WLLD-F 9.2
5 WHPT-F 7.2	WWRM-F 6.9	WWRM-F 7.3	WXTB-F 8.8	WTBT-F 8.8	WFLA 8.9
6 WRBQ-F 6.5	WAKS-F 6.5	WRBQ-F 7.1	WSSR-F 7.8	WSSR-F 8.7	WTBT-F 7.9
7 WUKS A/F 5.8	WCOF-F 6.4	WSSR-F 7.1	WRBQ-F 6.6	WLLD-F 8.3	WSSR-F 7.4
8 WFLA 5.8	WFLA 6.3	WXTB-F 6.5	WWRM-F 6.4	WRBQ-F 7.4	WMTX-F 7.0
9 WWRM-F 5.2	WMTX-F 5.7	WAKS-F 6.1	WMTX-F 5.6	WMTX-F 6.0	WSJT-F 6.8
10 WYUU-F 4.4	WHPT-F 5.6	WSJT-F 4.4	WHPT-F 5.4	WSJT-F 5.4	WWRM-F 5.1
11 WSJT-F 3.5	WYUU-F 5.3	WCOF-F 4.2	WSJT-F 4.4	WWRM-F 5.1	WRBQ-F 5.1
12 WCOF-F 3.2	WSJT-F 4.0	WYUU-F 4.0	WLLD-F 4.1	WHPT-F 5.1	WHPT-F 4.3
13 WDUV-F 2.4	WDUV-F 2.9	WHPT-F 3.6	WDUV-F 4.0	WDUV-F 4.0	WBBY-F 3.9
14 WSUN 1.8	WGUL A/F 1.8	WDUV-F 3.4	WYYY-F 3.2	WFJO-F 3.9	WPOI-F 3.8
				WBBY-F 3.4	WSUN-F 3.3
				WMGG A/F 2.0	WDUV-F 3.1

2002	2003
1 WQYK-F 15.3	WQYK-F 16.7
2 WFLZ-F 13.9	WFLA 14.2
3 WFLA 12.5	WFLZ-F 13.2
4 WXTB-F 8.1	WXTB-F 8.0
5 WWRM-F 8.0	WWRM-F 7.6
6 WMTX-F 7.5	WMTX-F 7.6
7 WRBQ-F 7.4	WYUU-F 7.6
8 WSJT-F 6.7	WSJT-F 7.1
9 WLLD-F 6.3	WLLD-F 6.5
10 WXGL-F 6.0	WXGL-F 6.0
11 WBTP-F 5.8	WBTP-F 6.0
12 WTBT-F 5.5	WRBQ-F 6.0
13 WYUU-F 5.5	WDUV-F 5.2
14 WDUV-F 5.0	WTBT-F 5.1
15 WHPT-F 4.8	WHPT-F 4.8

DUNCAN'S COMMENTS:

Tampa - St. Petersburg is a slightly above average major radio market. Revenues have grown nicely and the number of viable stations has grown only modestly. The amount of listening to unlisted stations is very low. Listening levels overall have held up better than that of most markets.

The most important radio event in Tampa was in the late 80's when WFLZ challenged the legendary CHR WRBQ. In two years WRBQ was destroyed by the Jacor station. This proved to all of us that every station, no matter how strong, was vulnerable to a determined and able competitor. However, that competitor may have to wait a long time to enjoy the rewards of victory. Look at the highest billing station listing for the years 1988 through 1993. WRBQ's revenue went from 18.5 million to \$2.9 million during the period. WFLZ's revenue went from \$2.0 million to \$4.0 million. It was not until the late 90's the WFLZ became one of the highest billing stations in the market. For many years the major beneficiaries of WRBQ's demise was not WFLZ but the other major stations in the market. WRBQ's \$18 million got put into play but the station which slew WRBQ benefited only slightly until many years after the slaying.

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 Infinity \$ 13.2 (18.1)	1 Jacor \$ 14.6 (18.6)	1 Jacor \$ 30.9 (33.9)
2 Clear Channel 13.0 (17.8)	2 Clear Channel 14.4 (18.3)	2 Clear Channel 17.0 (18.7)
3 Cox 9.9 (13.6)	3 Infinity 12.0 (15.3)	3 Westing/CBS 12.3 (13.5)
4 Paxson 6.8 (9.3)	4 Cox 10.3 (13.1)	4 Paxson 12.1 (13.3)
5 Citicasters - WXTB 6.7 (9.2)	5 Paxson 8.0 (10.2)	5 Cox 10.2 (11.2)
6 Gannett 6.5 (8.9)	6 Citicasters 8.0 (10.2)	6 Entercom 4.5 (4.9)
	7 Gannett 6.6 (8.4)	7 WGUL A/F 1.6 (1.8)
	8 Entercom 3.9 (4.9)	

1997	1998	1999
1 Jacor \$ 36.2 (36.7)	1 Clear Channel \$ 50.8 (47.5)	1 Clear Channel \$ 56.8 (48.5)
2 Clear Channel 26.2 (26.5)	2 CBS 31.0 (29.0)	2 CBS 34.0 (29.0)
3 Cox 13.8 (14.0)	3 Cox 19.3 (18.0)	3 Cox 21.0 (17.9)
4 CBS 13.0 (13.2)	4 WGUL A/F 1.7 (1.6)	4 Mega 2.1 (1.8)
5 Entercom 5.3 (5.4)	5 Mega 1.5 (1.4)	5 WGUL,WBKX 1.6 (1.3)
6 WGUL A/F 1.8 (1.8)		

2000	2001	2002
1 Clear Channel \$ 62.4 (47.3)	1 Clear Channel \$ 58.2 (45.8)	1 Clear Channel \$ 56.2
2 CBS 40.2 (30.5)	2 CBS 40.7 (31.6)	2 CBS 41.9
3 Cox 23.3 (17.7)	3 Cox 23.5 (18.6)	3 Cox 29.4
4 Mega 2.0 (1.5)	4 Mega 2.1 (1.6)	
5 WGUL,WXOF 1.8 (1.4)	5 WGUL 1.8 (1.4)	

2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1 Clear Channel \$ 56.9		
2 CBS 44.6		
3 Cox 29.6		
4		
5		

MAJOR STATION TRANSACTIONS: CONTINUED

1998 WSUN	From Cox to Jorgenson	WLVU-F
1998 WGUL-F	From Marocci to Mega	3,500,000
1998 WDAE, WAKS-F, WTBT-F, WXTB-F, WFLZ-F, WFLA, WDUV-F	From Jacor to Clear Channel	
1998 FM CP	Sold to WGUL owner	41,000
1998 WTAN	Sold to Wagenwood	120,000
1998 WLVU A/F	From Erie Times to Mark Jorgenson	7,000,000
1998 WLLD-F	From Entercom to CBS	21,000,000
1998 WYUU-F	From Entercom to CBS	54,000,000
1999 WFJO-F, WHPT-F	Divested by Clear Channel to Cox	---
1999 WRBQ	Divested by Clear Channel to Cox	4,500,000
1999 WRBQ-F, WSJT-F	Divested by Clear Channel to Cox	---
1999 WTBT-F	Traded from Clear Channel to Cox	WDUV-F
1999 WZTM	From Clear Channel to Mega	3,500,000
1999 WSAA	Traded from Concord to Clear Channel	WHNZ + 1,000,000
2000 WSUN	From Cox to Salem	---
2001 WTBN	From Concord to Salem	6,250,000