



## DETROIT

	<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	39.5	--	--	--	--	--	--	--	--	16.5 %	49.2 %	--	--	--	1976
1977	45.1	14.2 %	--	--	--	--	--	--	--	16.8	50.6	30	--	--	1977
1978	51.0	13.5	--	--	--	--	--	--	--	17.1	54.2	29	--	--	1978
1979	52.4	2.7	--	--	--	--	--	--	--	17.1	55.5	31	--	--	1979
1980	57.6	9.9	--	--	--	--	--	--	--	17.5	61.5	29	--	--	1980
1981	60.7	5.4	4.63	13.11	21.3	.0028	--	--	--	17.2	67.2	28	--	--	1981
1982	61.7	1.6	4.62	13.35	23.2	.0027	--	--	--	18.7	66.8	31	--	--	1982
1983	66.2	7.3	4.61	14.36	24.3	.0027	.664	--	--	18.7	71.2	30	23	--	1983
1984	74.9	13.1	4.63	16.18	25.1	.0030	.791	WJR	14.0	19.4	67.9	30	23	--	1984
1985	82.0	9.5	4.63	17.75	28.1	.0030	.939	WJR	15.3	19.4	67.4	31	24	--	1985
1986	91.3	11.3	4.63	19.72	30.0	.0032	1.07	WJR	18.0	18.9	68.9	28	22	--	1986
1987	96.0	5.1	4.63	20.73	31.3	.0031	1.12	WJR	18.6	18.0	68.8	32	22	7.9	1987
1988	105.0	9.4	4.67	22.06	32.8	.0031	1.15	WJR	20.0	18.5	69.3	34	20.5	8.1	1988
1989	113.3	7.9	4.66	24.31	34.2	.0033	1.24	WJR	21.0	18.7	70.2	33	20.5	7.5	1989
1990	118.4	4.3	4.67	25.41	35.7	.0033	1.31	WJR	19.0	18.8	72.5	35	21	8.8	1990
1991	117.3	-0.9	4.68	25.06	37.0	.0032	1.29	WJR	17.0	18.7	71.6	34	22	8.2	1991
1992	124.4	6.0	4.70	26.47	37.4	.0034	1.38	WJR	18.0	18.4	73.4	29	23	9.6	1992
1993	135.4	8.7	4.80	28.15	40.0	.0034	1.48	WJR	18.2	17.8	73.4	32	22	8.4	1993
1994	153.0	13.0	4.84	31.61	44.2	.0035	1.71	WJR	18.4	17.9	75.0	32	22	9.3	1994
1995	166.8	8.7	4.83	34.53	48.4	.0034	1.86	WJR	18.2	17.6	74.9	29	21	10.0	1995
1996	180.0	7.3	4.87	36.14	49.3	.0036	2.00	WJR	18.8	17.2	76.7	28	21	10.1	1996
1997	203.4	13.0	4.88	41.68	50.8	.0040	2.27	WNIC-F	19.5	17.5	77.1	30	21	10.5	1997
1998	217.6	7.0	4.88	44.59	51.9	.0042	2.46	WNIC-F	21.9	16.8	75.5	29	21.5	11.6	1998
1999	237.2	8.3	4.89	48.51	55.2	.0043	2.74	WNIC-F	23.9	16.6	76.8	31	21.5	12.3	1999
2000	272.5	14.9	5.05	53.96	71.4	.0038	3.14	WNIC-F	31.3	16.5	79.0	33	23	12.4	2000
2001	254.8	-6.5	5.07	50.26	73.3	.0035	2.94	WNIC-F	26.6	16.1	78.4	32	23	12.5	2001
2002	265.2	4.1	5.10	52.00	76.0	.0035	3.116	WWJ	23.2	15.4	77.7	33	--	14.2	2002
2003	272.7	2.8	5.13	53.16	79.5	.0034	3.175	WWJ	24.5	15.1	78.4	32	23.5	13.3	2003

### MAJOR STATIONS - JANUARY 2004

<b>WCHB</b>	1200	50KW/15KW (DA-2)	Gospel	Radio One	<b>WDVD-F</b>	96.3	20KW@786	AC-Modern	Disney/ABC
<b>WDFN</b>	1130	50KW/10KW (DA-2)	Sports	Clear Channel	<b>WGPR-F</b>	107.5	50KW@361	Jazz/Black AC	
<b>WJR</b>	760	50KW	News/Talk	Disney/ABC	<b>WJLB-F</b>	97.9	50KW@490	Black	Clear Channel
<b>WLQV</b>	1500	50KW/5KW (DA-2)	Religion		<b>WKQI-F</b>	95.5	100KW@428	CHR	Clear Channel
<b>WQBH</b>	1400	1KW	Gospel		<b>WKRK-F</b>	97.1	50KW@499	Talk	CBS
<b>WWJ</b>	950	12KW/50KW (DA-2)	News/Talk	CBS	<b>WMGC-F</b>	105.1	14KW@955	AC	Greater Media
<b>WXYT</b>	1270	50KW (DA-2)	Sports	CBS	<b>WMUZ-F</b>	103.5	50KW@465	Religion	Crawford
<b>CKWW</b>	580	500W	Standards		<b>WMXD-F</b>	92.3	45KW@479 (DA)	Black AC	Clear Channel
					<b>WNIC-F</b>	100.3	32KW@600	AC	Clear Channel
					<b>WOMC-F</b>	104.3	190KW@360	Oldies	CBS
<b>WCSX-F</b>	94.7	14KW@951	Classic AOR	Greater Media	<b>WRIF-F</b>	101.1	27KW@880	AOR	Greater Media
<b>WDMK-F</b>	102.7	50KW@500 (DA)	Black Oldies	Radio One	<b>WVMV-F</b>	98.7	50KW@462	Jazz	CBS
<b>WDRQ-F</b>	93.1	27KW@668 (DA)	CHR	Disney/ABC	<b>WYCD-F</b>	99.5	17KW@787 (DA)	Country	CBS
<b>WDTJ-F</b>	105.9	20KW@724 (DA)	Black	Radio One	<b>CIDR-F</b>	93.9	100KW@670	AC	
<b>WDTW-F</b>	106.7	61KW@508	Classic Hits	Clear Channel	<b>CIMX-F</b>	88.7	100KW@540	AOR	

**FORMAT SHARES (%)**

	77	80	82	84	87	90	92	95	98	2000	
<b>CHR/AOR</b>	41	35	24	CHR AOR/CL	9 11	15 14	15 13	7 15	4 14	7 17	8 12
<b>MOR/JAC</b>	20	22	29	MOR/FS AC/OLD	12 17	12 17	10 19	8 15	9 10	8 13	See Talk 11
<b>COUNTRY</b>	4	6	8		8	6	6	10	11	7	6
<b>BTFJ/EZ/SAC</b>	13	15	7		9	6	4				
							<b>SOFT AC</b>	8	5	--	--
<b>NEWS/TALK</b>	9	8	12		11	10	9	12	11	9	16
<b>SPORTS</b>									1	2	5
<b>BLACK/URBAN</b>	11	12	15		19	12	13	13	16	19	22
<b>SMOOTH JAZZ</b>					--	2	4	4	3	5	6
<b>STANDARDS</b>	--	--	2		1	4	3	2	3	2	3
<b>HISPANIC</b>											
<b>RELIG/GOSPEL</b>	1	--	2		2	1	2	3	5	3	2
<b>CLASSICAL</b>	1	1	1		2	1	2	2	2	4	--

**STATION NOTES**

(Major call letter and format changes: 1976-2000)

<b>WDRQ-F</b>	WDRQ and Urban until 85; WLT1 until 96; Soft AC until 96
<b>WMGC-F</b>	WQRS and Classical until 97; WXDG and AOR until 99; WGRV and Black Oldies until 01
<b>WDVD-F</b>	WJR-F and EZ until 82; WHYT and CHR until 97; WPLT until 01
<b>WKQI-F</b>	WCZY until 89; EZ until 81; AC until 84; CHR until 89; AC until 99
<b>WKRK-F</b>	WWJ-F until 82; EZ to Soft AC by late 80's; WJOI until 94; Soft AC until 94; WYST until 97; Oldies-70's until 97; AOR until 00
<b>WCSX-F</b>	WHNE until 76; WMJC until 87; AC until 87
<b>WDTJ-F</b>	WJZZ until 96; Jazz until 96; WCHB until 98
<b>WMKM</b>	WCHB until 93; (WCHB moved to 1200)
<b>WLLZ</b>	WHND and Oldies until ---
<b>CIDR</b>	CKLW-F until about 94
<b>WDMK-F</b>	WLBS until 84; WKSG until 91; WXCD until 92; Urban until 84; Oldies until 91; Jazz until 92; WDZR until 96; AOR until 98
<b>WYCD-F</b>	WABX until 84; WCLS until 85; WDTX until 88; WDFX until 92; AOR until 84; AC until 85; CHR until 93; WOWF until 93
<b>WMXD-F</b>	WTWR and AC until 82; WNTM until 88; WVAE until 89; AC until 88; Jazz until 89; WCXI and Country until 91
<b>WOMC-F</b>	Shifted to Oldies by 90
<b>WVMV-F</b>	WBFG until 80; AOR until 96; WLLZ until 96
<b>WDTW-F</b>	AOR until 81; Country until 99; WWWW until 00; WLLC until 01
<b>WXYT</b>	WXYZ until 84; CHR to AC by 78; Began News/Talk in 78; Mostly Sports in 00
<b>CKWW</b>	From CHR to AC by 82; Began Standards in 84; CKLW until 93; Moved from 800 to 580 in 93; 800 kept CKLW calls but used Canadian Talk
<b>WDFN</b>	WCAR until 79; News until 77; WCXI until 92; Country 95; WWWW until 95
<b>WLQV</b>	WDEE until 79; WCZY until 81; WLQV until 85; WCZY until 87; Country until 79; MOR until 81; Religion until 84; CHR until 87

**DETROIT**

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

Year	Call Letters	Transaction Description	Value
1971	WLT1-F	Sold by Storer to Bartell	\$ 725,000
1972	WOMC-F	Sold to Metromedia	1,506,000
1973	WWWW-F	From McClendon to Starr	750,000
1973	WHND	Sold to Greater Media	2,300,000
1973	WMJC-F	Bought by Greater Media	650,000
1974	WNIC AF	Sold to State Mutual Life	3,130,000
1977	WCXI/WNTM-F	Sold to Golden West	4,000,000
1977	WNIC AF	From State Mutual Life to Marvin Josephson	3,850,000
1978	WCZY-F	Sold to Combined Communications	2,000,000
1978	WCZY	From Globe to Combined Communications	N/A
1979	WQRS-F	Sold to Outlet	2,000,000
1980	WLLZ-F	Sold to Doubleday	8,250,000
1982	WHTI-F	From Charter to Amaturio	5,000,000
1982	WDTX-F	From Century to Liggett	6,000,000
1984	WXYT	From ABC to Fritz	3,000,000
1985	WNIC AF	From Josephson to Price	19,000,000
1985	WDTX-F	From Liggett to Metropolis	5,540,000
1985	WQRS-F	From Outlet to Tanger	5,075,000
1985	WRIF-F	Sold by Cap Cities/ABC	14,000,000
1985	WLLZ-F	From Doubleday to Legacy	9,000,000
1985	WLT1-F	From Amaturio to Keymarket	N/A
1985	WWJ, WJOI-F	Sold by Detroit News	38,510,000
1986	WOMC-F	From Metromedia to Metropolitan	16,000,000
1986	WNTM-F	From Golden West to Fritz	7,700,000
1986	WCXI	From Golden West to Shamrock	2,600,000
1987	WMTG, WNIC-F	From Price to Fairfield	N/A
1987	WCZY AF	From Gannett to Dorton	15,000,000
1987	WCZM AM	Sold to SAT. Music	2,750,000
1987	WKSG-F	From Intercity to Ragan Henry	6,750,000
1987	WRIF-F	Sold to Taft	17,000,000
1988	WOMC-F	From Metropolitan to Infinity	23,000,000
1988	WDFX-F	From Metropolis to Hoker	11,800,000
1988	WLT1-F	From Keymarket to Viacom	For WRVR (Memphis)
1988	WCZY-F	From Dorton to Broadcast Partners	23,000,000
1988	WWJ/WJOI-F	From Federal to CBS	58,000,000
1989	WLLZ-F	From Sillerman to Westinghouse	32,000,000
1990	WKSG-F	Sold by US Radio	8,650,000
1990	WDFX-F	From Hoker to Sherman	10,900,000 (cancelled)
1992	WDFX-F	From Hoker to Alliance	5,000,000
1993	WLQV	Sold by Michael Glintner	2,800,000
1993	WRIF-F	From Greater American to Greater Media	11,500,000
1993	WMTG, WNIC-F	From Fairmont to Broadcast Partners	39,000,000
1994	WXYT	From Fritz to Infinity	23,000,000
1994	WMXD-F	From Fritz to Secret	13,000,000
1995	WDOZ, WNIC-F	From Broadcast Partners to Evergreen	37,000,000
1995	WKQI-F	From Broadcast Partners to Evergreen	44,000,000
1995	WDFN, WWWW-F	From Shamrock to Chancellor	18,000,000
1995	WJR, WHYT-F	From Cap Cities/ABC to Disney	71,000,000
1995	WWJ, WYST-F	From CBS to Westinghouse	50,000,000
1995	WYCD-F	From Alliance to Infinity	56,000,000
1995	WQRS-F	From Marlin to Amer. Radio Syst.	21,000,000 (cancelled)
1996	WDFN, WWWW-F	From Chancellor to Evergreen	30,000,000
1996	WCAR	From Wolpin to Children's Bdcstg.	1,500,000
1996	WQRS-F	Resold by Marlin to Amer. Radio Syst.	18,500,000
1996	WDZR-F	From Ragan Henry to SynCOM	N/A
1996	WQRS-F	From American Radio to Secret	27,000,000
1996	WOMC-F	From Infinity to Westinghouse	98,000,000
1996	WXYT	From Infinity to Westinghouse	20,000,000
1996	WYCD-F	From Infinity to Westinghouse	89,000,000
1996	WJLB-F, WMXD-F	From Secret to Westinghouse	168,000,000
1996	WQRS-F	From Secret to Westinghouse	32,000,000
1996	WQRS-F	Traded by Evergreen to Greater Media	WWRC (Washington) + \$9.5 mil.
1997	WQBH	Evergreen stations merged into Chancellor	2,900,000

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**DETROIT**

**HIGHEST BILLING STATIONS**

1984		1985		1986		1987		1988		1989	
1 WJR	14.0	WJR	15.3	WJR	18.0	WJR	18.6	WJR	20.0	WJR	21.0
2 WWJ	8.0	WWJ/JOI	12.5	WWJ	9.3	WWJ	9.6	WJLB-F	10.2	WJLB-F	10.6
3 WNIC-F	7.7	WCZY-F	6.5	WCZY-F	7.9	WJLB-F	8.5	WWJ	9.0	WWJ	9.6
4 WRIF-F	6.2	WRIF-F	6.4	WJLB-F	7.4	WCZY-F	7.6	WLLZ-F	7.2	WNIC-F	8.6
5 WMJC-F	5.4	WJLB-F	6.0	WNIC-F	6.6	WOMC-F	6.0	WNIC-F	6.8	WLLZ-F	7.1
6 WJOI-F	4.6	WCZY-F	5.8	WOMC-F	5.6	WNIO-F	5.5	WOMC-F	6.1	WOMC-F	6.8
7		WLJC-F	5.0	WJOI-F	5.5	CX/WWW	5.3	CX/WWW	5.3	CX/WWW	6.5
8		WWWW-F	4.0	WLLZ-F	5.4	WLLZ-F	5.2	WLLZ-F	5.2	WKQI-F	6.1
9				WRIF-F	5.2	WJOI-F	5.0	WJOI-F	5.0	WCSX-F	6.0
10				CX/WWW	4.4	WRIF-F	4.5	WRIF-F	4.5	WRIF-F	5.5
1990		1991		1992		1993		1994		1995	
1 WJR	19.0	WJR	17.0	WJR	18.0	WJR	18.2	WJR	18.4	WJR	18.2
2 WJLB-F	11.0	WJLB-F	9.6	WWJ	11.1	WKQI-F	11.9	WKQI-F	13.5	WJLB-F	14.6
3 WWJ	10.0	WWJ	9.5	WKQI-F	11.0	WWWW AF	11.6	WWJ	11.7	WWJ	13.8
4 WNIC-F	9.0	WKQI-F	9.3	WJLB-F	9.2	WWJ	10.8	WJLB-F	10.7	WKQI-F	13.6
5 WKQI-F	8.2	CX/WWW	8.4	WWWW AF	9.1	WOMC-F	10.0	WNIC-F	9.7	WNIC-F	12.0
6 WLT-F	7.3	WLLZ-F	7.5	WOMC-F	8.1	WJLB-F	9.3	WOMC-F	9.5	WYCD-F	11.3
7 WLLZ-F	7.1	WOMC-F	7.3	WCSX AF	7.4	WNIC-F	8.2	WWWW AF	9.1	WOMC-F	10.5
8 CX/WWW	6.8	CSX/HND	7.2	WLLZ-F	7.2	WXYT	8.0	WXYT	8.4	WRIF-F	9.2
9 WOMC-F	6.7	WNIC AF	7.0	WLT-F	6.8	WCSX-F	6.7	WYCD-F	7.4	WLT-F	7.7
10 WCSX-F	6.4	WLT-F	6.8	WNIC-F	6.0	WLLZ-F	6.3	WLT-F	7.0	WXYT	7.6
11				WXYT	5.3	WHYT-F	5.7	WCSX-F	6.7	WMXD-F	7.4
12				WHYT-F	4.9	WLT-F	5.5	WRIF-F	6.0	WWWW-F	7.0
13				WJOI-F	4.9	WJOI-F	5.3	WMXD-F	5.3	WCSX-F	6.2
14						WHYT-F	5.3	WHYT-F	5.3	WYST-F	6.2
1996		1997		1998		1999		2000		2001	
1 WJR	18.8	WNIC-F	19.5	WNIC-F	21.9	WNIC-F	23.9	WNIC-F	31.3	WNIC-F	26.6
2 WJLB-F	17.0	WOMC-F	19.3	WOMC-F	20.0	WOMC-F	22.8	WWJ	25.0	WWJ	22.7
3 WWJ	15.2	WJR	17.3	WJR	19.3	WJR	20.3	WOMC-F	24.3	WOMC-F	22.0
4 WOMC-F	15.0	WJLB-F	17.2	WJLB-F	19.2	WJLB-F	20.0	WJR	22.4	WJR	21.0
5 WNIC-F	12.7	WWJ	16.5	WWJ	19.1	WWJ	20.0	WRIF-F	20.7	WRIF-F	18.3
6 WYCD-F	11.7	WRIF-F	14.5	WKQI-F	13.6	WRIF-F	14.0	WJLB-F	20.0	WJLB-F	14.9
7 WRIF-F	10.5	WKQI-F	12.7	WRIF-F	12.9	WCSX-F	13.0	WCSX-F	15.0	WVMV-F	13.9
8 WXYT	10.4	WYCD-F	10.4	WXYT	10.4	WKQI-F	11.6	WVMV-F	13.0	WCSX-F	13.5
9 WKQI-F	10.0	WXYT	9.8	WCSX-F	10.2	WXYT	10.6	WYCD-F	12.6	WYCD-F	13.0
10 WWWV-F	8.2	WCSX-F	9.3	WMXD-F	8.5	WVMV-F	9.5	WXYT	12.2	WXYT	12.4
11 WCSX-F	7.7	WWWW-F	7.8	WYCD-F	8.1	WMXD-F	9.1	WDRQ-F	10.8	WKQI-F	11.7
12 WDRQ-F	7.6	WMXD-F	7.8	WVMV-F	8.0	WYCD-F	8.5	WKQI-F	10.6	WDRQ-F	10.2
13 WMXD-F	7.4	WVMV-F	6.8	WWWW-F	6.4	WWWW-F	7.1	WMXD-F	10.2	WMXD-F	8.9
										WDTJ-F	8.8
2002		2003									
1 WWJ	23.2	WWJ	24.5								
2 WOMC-F	21.1	WOMC-F	21.3								
3 WRIF-F	20.1	WRIF-F	20.9								
4 WJR	20.0	WJR	20.3								
5 WNIC-F	19.6	WNIC-F	19.4								
6 WJLB-F	16.8	WJLB-F	17.2								
7 WKQI-F	15.1	WKQI-F	15.5								
8 WMGC-F	14.2	WVMV-F	14.5								
9 WVMV-F	14.2	WMGC-F	14.5								
10 WCSX-F	13.7	WMXD-F	14.0								
11 WMXD-F	12.9	WCSX-F	13.5								
12 WYCD-F	11.7	WYCD-F	12.1								
13 WDRQ-F	10.6	WDRQ-F	9.0								
14		WKRK-F	8.0								
15		WDTJ-F	8.0								

**HIGHEST BILLING RADIO ENTITIES**

1994		1995		1996	
1 CapCities/ABC	\$ 23.7 (15.5)	1 Infinity	\$ 29.4 (17.6)	1 Westing/CBS	\$ 61.0 (33.9)
2 Bdcst. Partners	23.6 (15.4)	2 Evergreen	25.6 (15.3)	2 Evergreen	56.6 (31.4)
3 CBS	16.2 (10.6)	3 Westing/CBS	24.2 (14.5)	3 Disney/ABC	23.9 (13.3)
4 Secret	16.0 (10.5)	4 Disney/ABC	23.7 (14.2)	4 Greater Media	20.7 (11.5)
5 Greater Media	13.2 (8.6)	5 Secret	22.0 (13.2)	5 Viacom	7.6 (4.2)
		6 Greater Media	15.6 (9.4)	6 WCHB A/F	4.8 (2.7)
		7 Chancellor	8.6 (9.4)		
		8 Viacom	7.7 (5.2)		
			(4.6)		
1997		1998		1999	
1 Chancellor	\$ 67.6 (33.2)	1 Chancellor	\$ 74.6 (34.3)	1 Clear Channel	\$ 77.0 (32.5)
2 CBS	66.3 (32.5)	2 CBS	68.9 (31.6)	2 CBS	75.6 (31.9)
3 Disney/ABC	27.7 (13.6)	3 Disney/ABC	30.1 (13.8)	3 Disney/ABC	34.2 (14.4)
4 Greater Media	27.5 (13.5)	4 Greater Media	27.1 (12.5)	4 Greater Media	31.3 (13.2)
5 Radio One	4.2 (2.1)	5 Radio One	7.3 (3.4)	5 Radio One	8.9 (3.7)
2000		2001		2002	
1 CBS	\$ 93.4 (34.3)	1 CBS	\$ 90.6 (35.6)	1 CBS	\$ 83.2
2 Clear Channel	83.4 (30.6)	2 Clear Channel	72.9 (28.5)	2 Clear Channel	77.2
3 Greater Media	41.6 (15.3)	3 Greater Media	38.1 (15.0)	3 Greater Media	48.0
4 Disney/ABC	40.2 (14.8)	4 Disney/ABC	36.1 (14.1)	4 Disney/ABC	36.0
5 Radio One	10.4 (3.8)	5 Radio One	11.6 (4.6)	5 Radio One	13.0
2003					
1 CBS	\$ 84.9				
2 Clear Channel	78.8				
3 Greater Media	48.9				
4 Disney/ABC	36.2				
5 Radio One	14.4				

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

**MAJOR STATION TRANSACTION: CONTINUED**

1997	WEXL (1340: Royal Oak)	Sold to Crawford	\$ 3,500,000
1997	WDRQ-F	From Viacom to Chancellor	42,000,000
1997	WDRQ-F	From Chancellor to ABC/Disney	45,000,000
1997	WLLZ (560: Monroe)	From Greater Media to Crawford	3,150,000
1997	WCHB-AF	From Bell to Radio One	33,500,000
1998	WCAR (1090)	From Childrens	2,000,000
1998	WWBR-F	From Syncom to Radio One	27,000,000
2004	WQBH		4,750,000
2004	WMKM (Inkster)		5,750,000

**DUNCAN'S COMMENTS**

Detroit has been one of the major markets with relatively slow radio revenue growth. However, there is no room for new stations in the market. Thus the revenue pie has not been diluted. Also on the credit side listening levels have not declined at the same rate as the average radio market. Finally, Detroit has a low level of listening to unlisted stations...only 13%.

To my mind the WJR of the 1970's until the mid 1990's was the single finest radio station in the medium's history. WJR had every trait of a great radio station. It was informative, it was cultured, and it was humorous. The on-air talent was simply superb: Jimmy Launce, Mike Whorf, Bob Reynolds, and the unequalled J.P. McCarthy. There will be much more about WJR in Volume Three of this radio trilogy. WJR was the kind of station that deserves to be honored and remembered. Unfortunately WJR will never be replicated.

There are some fine FM's in Detroit. WOMC is one of the best Oldies stations and WNIC was the first station to outbill WJR.