

**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	
WBGW	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
										9
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 WQVX	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	WTAE	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.