

SAVANNAH
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>		
WTKS	9.4	6.9	3.4	3.3	5.7	5.2	4.0	2.7	3.7	2.5	3.5	1.9	-	0.3	0.3	0.6	0.3	-	1.3												WTKS, 1290 (T)
WQBT-F	-	5.8	6.7	6.3	2.7	9.8	14.0	14.4	13.2	16.4	12.4	11.4	12.7	12.9	15.4	11.9	14.9	13.0	9.5	9.6	8.2	7.8	5.1	5.2	5.3	3.6	2.6	9.2	8.0	WQBT-F, 94.1 (B)	
WJLG	5.1	4.6	9.7	5.9	13.9	9.8	2.3	3.3	2.6	4.0	2.3	1.9	1.4	1.3	0.5	0.7	0.3	0.8	0.5	0.5	0.6	1.2	0.8	1.7	2.0	2.0	2.1	1.8	WJLG, 900 (G)		
WEAS-F	5.1	6.6	10.5	15.5	7.1	11.9	17.7	16.3	16.3	17.2	17.0	17.3	14.0	21.7	18.3	17.3	17.5	12.9	11.4	11.1	11.5	8.3	12.1	12.5	16.4	15.2	17.7	11.1	9.3	WEAS-F, 93.1 (B)	
WBMQ	8.3	6.2	3.4	5.9	4.7	1.4	1.0	2.7	1.7	0.3	0.6	0.3	-	0.5	0.5	2.4	2.2	4.1	5.1	4.5	4.4	3.5	3.1	4.4	4.6	3.3	3.6	2.4	2.8	WBMQ, 630 (NT)	
WIXV-F	9.4	9.7	5.5	8.5	12.5	9.1	8.0	6.8	8.9	10.8	7.2	13.0	9.6	9.1	8.9	12.1	7.7	5.7	7.6	5.1	5.3	3.9	2.5	3.9	3.9	4.8	3.6	4.0	5.0	WIXV-F, 95.5 (CL AOR)	
WHGM	14.6	14.3	17.2	11.1	12.5	7.3	5.4	2.7	3.2	3.5	3.5	1.9	2.7	2.2		0.7	0.4	-							1.4	1.4	1.2	-	WHGM, 1400 (B/G)		
WZAT-F	7.1	7.3	13.4	10.7	9.5	10.1	9.7	9.8	9.5	8.9	11.2	15.2	17.9	14.5	10.5	8.1	8.4	6.7	3.0	3.5	3.9	5.2	3.6	3.3	5.2	4.9	4.8	4.0	3.1	WZAT-F, 102.1 (AC)	
WSOK	15.4	12.7	8.4	9.2	9.1	11.9	13.4	13.3	11.7	12.1	15.0	9.8	19.1	12.6	10.5	11.1	10.6	7.6	6.7	7.6	10.6	9.2	10.2	10.9	7.2	7.5	6.7	5.7	7.5	WSOK, 1230 (G)	
WAEV-F	-	2.3	2.9	6.3	3.7	2.8	6.4	6.8	10.3	7.0	9.2	8.6	5.8	6.2	8.6	7.7	5.1	5.3	5.2	6.0	7.1	9.6	9.5	6.5	6.6	4.6	2.9	3.1	3.7	WAEV-F, 97.3 (CHR)	
WJCL-F	4.7	9.7	9.2	10.7	12.5	10.1	8.4	11.4	8.6	6.7	6.9	7.3	10.5	7.5	7.8	6.0	3.7	9.5	11.4	11.4	10.6	7.6	9.4	7.1	6.5	5.9	5.3	8.0	8.0	WJCL-F, 96.5 (C)	
WIZA	6.7	5.8	4.6	3.9	3.7	2.8	3.3	1.4	0.3	1.1	0.6	-	-	-	0.8	1.4	0.9	-	0.5											WIZA, 1450 (-)	
WYKZ-F											2.0	3.3	3.9	2.9	1.1	1.8	1.5	2.2	1.5	1.0	2.3	2.5	4.7	5.6	5.3	3.9	4.9	4.0	4.7	WYKZ-F, 98.7 (SAC)	
WGCO-F																2.8	4.3	3.8	2.3	4.6	3.6	3.7	4.5	4.1	3.9	2.8	4.5	4.3	3.4	WGCO-F, 98.3 (O)	
WGZR-F																1.1	3.7	3.7	5.6	4.2	3.5	-	0.6	1.2	0.8	3.4	2.5	0.6	1.6	WGZR-F, 106.9 (C)	
WRHQ-F																-	-	3.6	1.6	1.9	2.3	2.6	2.9	2.6	2.2	3.0	3.6	4.5	4.5	WRHQ-F, 105.3 (AC)	
WFXH-F																-	-	1.4	1.4	1.3	1.5	0.8	1.7	1.7	2.9	2.4	3.8	3.9	4.4	WFXH-F, 106.1 (AOR)	
WLOW-F																				1.2	3.8	3.9	3.9	3.6	4.0	3.4	3.9	4.5	3.7	WLOW-F, 107.9 (ST)	
WLVH-F																		11.6	12.2	11.7	9.4	11.3	7.9	9.0	8.3	8.5	7.7	6.4	8.3	WLVH-F, 101.1 (B/AC)	
WSIS-F																						3.9	3.4	1.6	0.8	3.1	1.6	1.4	1.4	WSIS-F, 103.9 (B)	
WGZO-F																										1.2	1.6	1.7	1.3	WGZO-F, 103.1 (O-80)	
WWVV-F																										-		2.1	0.6	WWVV-F, 104.9 (AOR)	

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>					
WTKS	16.1	12.6	12.3	9.4	10.6	9.6	7.7	5.7	4.4	3.1	1.6	1.6	-	-	4.3															
WQBT-F	9.1	14.9	22.8	24.9	20.9	25.8	22.3	20.1	23.5	22.3	20.7	22.1	26.6	24.9	19.7	21.5	17.5	16.7	15.2	12.9	11.1					9.6	8.6	19.5	16.8	
WJLG	17.5	15.2	7.5	8.0	6.2	5.4	5.1	4.5	1.4	3.8	3.7	3.5	3.1	2.8	3.2	2.9	5.1	1.9	4.2	3.0	4.5					5.0	3.8	3.6	4.0	
WEAS-F	10.5	19.4	25.6	27.5	27.9	24.5	26.7	26.0	25.4	26.7	25.6	26.2	23.4	20.7	21.0	18.2	21.1	20.4	23.3	26.0	27.7					26.7	26.8	22.5	20.5	
WBMQ	17.1	12.2	10.0	9.3	7.3	3.4	2.3	3.2	2.3	2.4	3.9	1.4	6.1	10.9	12.2	9.2	8.6	7.8	9.0	9.1	9.8					9.3	10.5	7.4	7.1	
WIXV-F	25.5	22.7	24.6	22.6	27.8	25.3	21.8	23.7	18.1	17.1	16.0	16.8	18.4	15.8	15.5	12.6	17.5	11.2	9.9	11.9	9.2					12.3	8.1	9.2	17.1	
WHGM	27.6	19.6	18.7	14.3	11.0	10.0	5.7	6.9	1.9	6.1	3.1	3.6	-	-							4.1					5.8	4.5	3.6	-	
WZAT-F	24.4	25.4	27.4	31.2	31.6	30.5	33.2	34.0	35.7	31.4	27.0	20.2	22.9	17.3	11.9	12.7	14.0	16.1	10.7	14.9	17.8					16.0	12.7	13.1	10.7	
WSOK	19.6	20.2	20.0	25.6	24.8	24.0	25.1	26.4	18.6	20.4	18.1	19.0	15.3	11.3	13.2	12.7	14.1	12.5	14.3	16.0	11.9					11.1	9.0	8.6	8.3	
WAEV-F	-	9.3	14.6	15.0	20.5	19.7	23.0	18.8	17.8	15.7	18.0	19.7	17.5	14.9	14.9	15.4	19.4	20.1	23.1	22.3	18.5					13.8	11.4	11.6	10.3	
WJCL-F	17.7	20.4	19.0	21.3	20.1	14.8	17.6	15.8	17.1	15.7	15.6	11.3	13.7	19.8	22.1	21.7	20.1	21.9	19.2	15.4	12.8					14.3	10.4	14.3	17.1	
WIZA				6.3	3.5	3.0	2.8	-	-	-	2.4	4.5	-	-	2.2															
WYKZ-F							4.4	9.0	10.7	7.8	6.7	9.6	6.8	7.1	7.1	6.1	8.1	8.6	11.2	10.3	11.0					9.5	12.1	11.3	12.5	
WGCO-F												-	6.3	10.5	10.0	7.7	13.5	11.5	12.0	10.7	9.3	10.3				7.6	10.7	10.2	9.7	
WGZR-F												2.6	5.5	6.8	7.1	7.4	5.0	-	3.3	4.0	5.9	7.7				10.0	10.1	8.3	5.0	
WRHQ-F												-	-	4.8	6.6	5.6	6.7	9.2	7.9	7.3	7.0	6.7				8.3	8.4	9.9	9.6	
WFXH-F												-	-	6.2	7.7	4.7	6.1	7.1	6.4	6.8	9.2	7.2				9.0	8.1	8.3	9.9	
WLOW-F																4.1	9.2	7.3	8.0	8.2	8.6					5.5	7.2	7.6	7.3	
WLVH-F																18.2	23.4	20.3	19.9	19.3	17.3	17.6	17.7			17.4	13.5	13.5	15.7	
WSIS-F																					8.1	11.7	5.9	3.0			5.0	4.7	3.3	5.6
WGZO-F																											5.7	7.3	6.1	6.3
WWVV-F																													2.0	3.4

SAVANNAH

	<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	2.3	--	--	--	--	--	--	--	15.8 %	43.5 %	--	--	--	1976
1977	2.6	13.0 %	--	--	--	--	--	--	14.6	50.9	12	--	--	1977
1978	2.9	11.5	--	--	--	--	--	--	15.8	59.1	13	--	--	1978
1979	2.5	-13.8	--	--	--	--	--	--	17.0	59.0	13	--	--	1979
1980	3.7	NM	--	--	--	--	--	--	16.1	59.0	15	--	--	1980
1981	4.0	8.1	.221	18.10	1.0	--	--	--	16.4	68.3	14	--	--	1981
1982	4.5	12.5	.225	19.56	1.1	--	--	--	19.4	71.9	15	--	--	1982
1983	5.3	17.7	.227	21.59	1.2	.0045	.049	--	18.1	73.3	15	11	--	1983
1984	5.9	11.3	.230	25.65	1.3	.0043	.058	WCHY-F 1.3	19.2	72.6	15	11	--	1984
1985	6.5	10.2	.234	28.02	1.4	.0043	.069	WCHY-F 1.3	17.8	71.9	16	10	--	1985
1986	7.1	9.2	.236	30.24	1.6	.0046	.075	WAEV-F 1.6	18.7	81.6	13	9	--	1986
1987	7.6	7.0	.231	32.48	1.6	.0047	.079	WCHY-F 1.5	18.0	80.0	15	10	6.3	1987
1988	8.3	9.2	.234	34.48	1.8	.0048	.090	NA NA	18.2	81.1	12	9	7.8	1988
1989	8.7	4.8	.240	35.80	1.9	.0050	.101	WCHY A/F 1.7	17.8	83.6	16	9	9.7	1989
1990	9.3	6.9	.243	37.96	1.9	.0049	.108	WCHY A/F 2.0	17.3	81.9	17	9	10.8	1990
1991	9.5	2.2	.245	38.46	2.0	.0048	.113	WCHY A/F 1.8	16.8	82.4	18	12	14.9	1991
1992	9.6	1.2	.250	38.40	2.0	.0049	.112	WCHY A/F 2.0	15.7	83.5	18	10	11.9	1992
1993	9.9	2.8	.270	36.67	2.3	.0043	.118	WCHY A/F 1.9	16.7	84.5	21	12	12.7	1993
1994	10.4	5.1	.276	37.68	2.5	.0042	.125	WCHY A/F 2.1	16.0	85.7	21	13	8.5	1994
1995	11.5	10.3	.282	40.78	2.6	.0044	.135	WJCL-F 1.9	17.7	83.8	17	12.5	10.1	1995
1996	13.4	16.5	.285	47.01	2.8	.0048	.159	WCHY-F 1.9	16.5	83.3	19	14	10.6	1996
1997	14.0	4.5	.288	46.88	2.8	.0048	.170	WAEV-F 2.3	16.2	83.3	21	14.5	12.3	1997
1998	15.0	7.0	.290	51.72	2.9	.0052	.184	WAEV-F 1.9	15.6	83.5	21	15	10.4	1998
1999	16.5	9.1	.290	56.90	3.1	.0053	.188	WEAS-F 2.6	13.4	83.1	17	14	11.3	1999
2000	18.1	9.7	.294	61.57	4.1	.0044	.214	WAEV-F 2.4	15.1	83.5	21	14.5	13.2	2000
2001	15.8	-12.7	.296	53.37	4.3	.0037	.185	WEAS-F 2.1	15.1	84.7	22	14.5	14.4	2001
2002	19.7	NM	.298	66.10	4.5	.0044	.231	WEAS-F 2.9	13.4	84.1	23	--	11.6	2002
2003	18.7	-5.1	.300	62.33	4.7	.0040	.226	WEAS-F 2.5	14.2	85.2	20	16	15.6	2003

MAJOR STATIONS - JANUARY 2004

WBMQ	630 5KW (DA-N)	News/Talk	Cumulus	WIXV-F	95.5 98KW@988	Classic AOR	Cumulus
WJLG	900 4.3KW/15KW	Gospel	Cumulus	WJCL-F	96.5 100KW@1332	Country	Cumulus
WSOK	1230 1KW	Gospel	Clear Channel	WLOW-F	107.9 24KW@725	Standards	Triad
WTKS	1290 5KW (DA-N)	Talk	Clear Channel	WLVH-F	101.1 50KW@476	Black AC	Clear Channel
				WQBT-F	91.1 100KW@1299	Black	Clear Channel
WAEV-F	97.3 100KW@1394	CHR	Clear Channel	WRHQ-F	105.3 11KW@486	AC	Cumulus
WEAS-F	93.1 100KW@981	Black	Cumulus	WSIS-F	103.9 14KW@328	Black	Clear Channel
WFXH-F	106.1 25KW@594	AOR	Triad	WYKZ-F	98.7 100KW@715	Soft AC	Cumulus
WGCO-F	98.3 100KW@981	Oldies	Triad	WZAT-F	102.1 100KW@1322	AC/CHR	Triad
WGZR-F	106.9 100KW@801	Country	Triad	WGZO-F	103.1 10KW@417	Oldies-80's	Triad
				WWWV-F	104.9 16KW@410	AOR	

SAVANNAH

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000	
CHR/AOR	38	31	25	CHR AOR/CL	21 --	19 10	11 13		8 8	5 12	4 7	7 14	
MOR/AC	18	16	15	MOR/FS AC/OLD	5 7	2 10	-- 14		14	AC OLDIES	8 5	11 6	9 4
COUNTRY BTFL/EZ/SAC	5 13	17 13	18 14		18 8	15 11	17 5		24		24	15	13
								SOFT AC	1		3	8	3
NEWS/TALK SPORTS					1	--	1		5		5	3	4
BLACK/URBAN SMOOTH JAZZ	30	24	31		31	26	35		34		1	2	30
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	--	10	3		4	2	--		6		4	4	3
					5	2	2		1	--	12		13

STATION NOTES

(Major call letter and format changes)

WTKS	WTOC until 80; WWSA until 88; WCHY until 93; MOR/FS until 88; Country until 93; Back to WCHY for a time beginning in late 90's until 02
WBMQ	WSAV until 77; WKBX until 84; MOR until 83; Country until 84; --- until 88; Oldies until 90
WIXV-F	WSGF until 84; Converted to AOR by 84; Was CHR during 70's; AOR to Classic AOR by 99
WJLG	WEAS until 84; WWJD until 88; WEAS again until 98; Gospel until 88; Black until 96; Sports until 98
WAEV-F	WXML until 81; became AC by 82; AC until ---
WIZA	WQQT until 82; WQCN until 83; WWAM until 88; Country until 88; 1450 disappeared after 93
WQBT-F	WCHY until 99; WSCA until 01; Country until 01
WHGM	WSGA until ---; Standards until ---
WSOK	Black to Gospel by 96
WJCL-F	EZ to Soft AC by late 90's; Soft AC until 92
WGZR-F	WLOW until 94; WNCK until 95; Standards until 94; Country until 95; WIHY until 98; Soft AC until 98; WWVV until 02; AC until 02
WRHQ-F	AC or Oldies until 94; AOR until about 00
WZAT-F	CHR to AC by 95; AOR until 99; CHR or AC/CHR after 99
WSIS-F	WSGF until 99

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$	
1971 WSOK		400,000	
1974 WSGA		628,000	
1975 WWAM		300,000	
1977 WBMQ	Sold to Beasley	575,000	
1977 WAEV-F		380,000	
1979 WWSA, WCHY-F	From American Family to Bluegrass	1,250,000	
1980 WAEV-F		735,000	
1983 WBMQ, WIXV-F	From Beasley to Burbach	2,000,000	
1984 WSOK		375,000	
1987 WCHY AF	From Bluegrass to Roth	N/A	
1988 WSGA, WZAT-F	Sold to Marocci	4,200,000	
1988 WBMQ, WIXV-F	From Burbach to McCormick	3,500,000	
1989 WSOK, WAEV-F	From Love to Opus	3,900,000	
1994 WGCO-F (Jesup)	From Internart to Clark	935,000	
1994 WCHY A/F	From Roth to Wheeling-Pitts.	4,800,000	
1995 WSOK, WAEV-F	From Opus to Southeastern	2,350,000	
1995 WLVH-F	From Opus to Southeastern	2,000,000	
1995 WCHY A/F	From Wheeling-Pitts. To Patterson	4,800,000	
1995 WYKZ-F (Beaufort)	Sold to Patterson	1,500,000	
1996 WBMQ, WIXV-F	From McCormick to Point	4,500,000	
1996 WSGF-F	Sold to Point	700,000	
1996 WSOK, WAEV-F, WLVH-F	From Southeastern to Patterson	11,000,000	
1996 WEAS A/F	From Rivers to Esserman	3,700,000	
1996 WGCO-F	From Clark to Adventure	2,400,000	
1997 WSOK	From Patterson to Capstar	1,300,000	
1997 WAEV-F	From Patterson to Capstar	7,800,000	
1997 WLVH-F	From Patterson to Capstar	5,400,000	
1997 WYKZ-F	From Patterson to Capstar	2,300,000	
1997 WCHY A/F	From Patterson to Capstar	8,700,000	
1998 WBMQ, WIXV-F, WSGF-F	From Point to Cumulus	N/A	
1998 WJCL-F	From Lewis to Cumulus	7,250,000	
1998 WEAS A/F	From Esserman to Cumulus	5,250,000	
1998 WZAT-F	From Gulf Atlantic to Cumulus	3,500,000	
1998 WSGA	Sold to Gilliam	200,000	
1999	All Capstar stations sold to Clear Channel	---	
2001 WJZX-F		2,500,000	

SAVANNAH

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WCHY-F	1.3	WCHY-F	1.3	WAEV-F	1.6	WCHY AF	1.5	Not Available		WCHY-F	1.7
2 WAEV-F	1.2	WAEV-F	1.3	WCHY-F	1.4	WAEV-F	1.3			WIXV-F	1.3
3 WZAT-F	0.8	WZAT-F	1.2	WZAT-F	1.3	WZAT-F	1.2			WZAT-F	1.3
4 WIXV-F	0.7	WIXV-F	0.7	WEAS-F	0.8	WIXV-F	1.2			WAEV-F	1.1
5 WEAS-F	0.5	WEAS-F	0.7	WIXV-F	0.8	WEAS-F	0.7			WEAS-F	1.0
6		WJCL-F	0.5	WJCL-F	0.5	WJCL-F	0.6				
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WCHY AF	2.0	WCHY-F	1.8	WCHY AF	2.0	WCHY AF	1.9	WCHY AF	2.1	WJCL-F	1.9
2 BMQ/WXV	1.5	WIXV-F	1.5	WEAS AF	1.2	WIXV-F	1.4	WIXV-F	1.6	WJCL-F	1.8
3 SOK/AEV	1.5	WAEV-F	1.1	WAEV-F	1.1	WAEV-F	1.3	WJCL-F	1.5	WL VH AF	1.4
4 WEAS-F	1.1	WEAS AF	1.1	WIXV-F	1.0	WJCL-F	1.0	WL VH AF	1.2	WIXV-F	1.3
5 WZAT-F	1.1	WGCO-F	0.9	WZAT-F	0.8	WEAS-F	0.9	WAEV-F	1.1	WAEV-F	1.2
6 WJCL-F	0.5	WZAT-F	0.8	WGCO-F	0.7	WGCO-F	0.7	WEAS-F	1.0	WEAS-F	1.1
7		WJCL-F	0.55	WSOK	0.6	WZAT-F	0.6	WGCO-F	0.8	WGCO-F	0.8
8		WSOK	0.5	WJCL-F	0.5	WL VH-F	0.5	WZAT-F	0.7	WZAT-F	0.7
9		WHTK-F	0.32			WSOK	0.5				
10		WYKZ-F	0.3								
11											
1996		1997		1998		1999		2000		2001	
1 WCHY-F	1.9	WAEV-F	2.3	WAEV-F	1.9	WEAS-F	2.6	WAEV-F	2.4	WEAS-F	2.1
2 WAEV-F	1.8	WJCL-F	1.5	WJCL-F	1.7	WAEV-F	2.2	WEAS-F	2.2	WJCL-F	1.9
3 WJCL-F	1.6	WL VH-F	1.3	WEAS-F	1.3	WJCL-F	2.2	WJCL-F	1.9	WAEV-F	1.8
4 WIXV-F	1.3	WCHY AF	1.3	WL VH-F	1.3	WL VH-F	1.9	WYKZ-F	1.9	WL VH-F	1.8
5 WL VH-F	1.1	WEAS-F	1.3	WCHY AF	1.3	WSCA AF	1.4	WL VH-F	1.8	WYKZ-F	1.6
6 WEAS-F	1.1	WYKZ-F	1.0	WYKZ-F	0.9	WYKZ-F	1.0	WZAT-F	1.1	WZAT-F	1.0
7 WZAT-F	0.8	WGCO FF	0.8	WGCO-F	0.8	WBMQ	0.9	WSCA-F	1.0	WBMQ	0.8
8 WGCO-F	0.7	WRHQ-F	0.7	WZAT-F	0.7	WZAT-F	0.8	WBMQ	0.7	WSCA-F	0.8
9 WSOK	0.7	WJY-F	0.7	WRHQ-F	0.7	WIXV-F	0.8	WRHQ-F	0.7	WIXV-F	0.5
10		WIXV-F	0.6	WIXV-F	0.7	WGCO-F	0.8	WIXV-F	0.6	WRHQ-F	0.5
11										WGCO-F	0.5

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Opus	\$ 2.3 (22.1)	1 Southeastern	\$ 2.6 (21.8)	1 Patterson	\$ 6.1 (45.2)
2 WCHY A/F	2.1 (20.2)	2 Lewis: WJCL	1.9 (15.9)	2 Point	1.8 (13.0)
3 WBMQ,WIXV-F	1.9 (18.3)	3 Patterson	1.8 (15.1)	3 Lewis	1.6 (12.1)
		4 WBMQ,WIXV	1.7 (14.3)	4 Adventure	1.4 (10.5)
		5 WEAS A/F	1.1 (9.2)	5 Esserman: WEAS	1.2 (8.5)
		6 Clark	0.8 (6.7)	6 WSGA,WZAT	0.9 (6.7)
		7 Adventure	0.8 (6.7)		
1997		1998		1999	
1 Capstar	\$ 6.3 (44.6)	1 Capstar	\$ 5.7 (38.2)	1 Cumulus	\$ 7.7 (46.4)
2 Cumulus	2.8 (19.9)	2 Cumulus	5.4 (36.2)	2 Clear Channel	6.9 (41.9)
3 Adventure	2.5 (17.4)	3 Adventure	2.2 (14.7)	3 Adventure	2.1 (12.6)
4 Esserman	1.4 (10.2)	4 WRHQ-F	0.7 (4.8)		
2000		2001		2002	
1 Clear Channel	\$ 7.6 (41.7)	1 Cumulus	\$ 6.5 (41.4)	1 Cumulus	\$ 8.3
2 Cumulus	6.8 (37.7)	2 Clear Channel	6.5 (41.0)	2 Clear Channel	6.1
3 Triad	1.8 (9.8)	3 Triad	1.6 (10.0)	3 Triad	3.4
4 WRHQ-F	0.7 (3.8)	4 WRHQ-F	0.5 (3.3)	4 WRHQ-F	1.4
2003					
1 Cumulus	\$ 7.5	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Clear Channel	5.6				
3 Triad	3.4				
4 WRHQ-F	1.8				
5					

DUNCAN'S COMMENTS

Revenues have grown fairly well over the years in Savannah. However, the number of viable stations has also grown: almost 80% since 1991. Thus I would classify Savannah as an average small market.

It is difficult to find a truly outstanding station in Savannah. There have been too many format and call letter changes affecting most stations. Probably the most consistent station through the decades has been WEAS.

2002		2003	
1 WEAS-F	2.9	WEAS-F	2.5
2 WJCL-F	2.0	WJCL-F	2.3
3 WL VH-F	2.0	WL VH-F	1.8
4 WYKZ-F	1.5	WRHQ-F	1.8
5 WIXV-F	1.5	WIXV-F	1.4
6 WRHQ-F	1.4	WQBT-F	1.2
7 WGCO-F	1.4	WFXH-F	1.1
8 WAEV-F	1.1	WYKZ-F	1.0
9 WQBT-F	1.0	WAEV-F	1.0
10 WZAT-F	1.0	WLOW-F	0.8
11			