

**TOLEDO  
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> |                       |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------------------|
| WSPD   | 16.6      | 12.9      | 13.4      | 12.1      | 10.8      | 10.6      | 11.1      | 10.5      | 9.1       | 9.6       | 9.4       | 9.4       | 7.6       | 5.7       | 5.8       | 6.6       | 7.3       | 8.4       | 7.7       | 7.4       | 6.5       | 6.7       | 6.3       | 5.8       | 6.7       | 6.2         | 6.2       | 6.1       | 5.6       | WSPD, 1370 (T)        |
| WIOT-F | 5.3       | 6.2       | 6.7       | 9.7       | 18.2      | 15.0      | 13.0      | 10.7      | 11.3      | 10.2      | 10.1      | 8.1       | 10.4      | 10.9      | 12.8      | 12.9      | 13.2      | 12.0      | 9.3       | 8.3       | 6.6       | 7.2       | 6.8       | 6.0       | 5.8       | 6.0         | 6.1       | 6.2       | 6.2       | WIOT-F, 104.7 (AOR)   |
| WCWA   | 6.6       | 6.8       | 6.7       | 5.1       | 4.0       | 1.8       | 2.8       | 4.9       | 4.3       | 4.4       | 3.9       | 3.3       | 2.5       | 3.1       | 2.6       | 1.4       | 1.3       | 1.1       | 0.9       | 2.5       | 3.1       | 2.6       | 2.9       | 2.7       | 2.8       | 2.7         | 3.4       | 2.1       | 1.0       | WCWA, 1230 (T/S)      |
| WVKS-F | 4.0       | 5.2       | 5.5       | 3.5       | 5.4       | 8.6       | 10.6      | 9.4       | 7.4       | 7.8       | 12.6      | 13.8      | 14.3      | 10.0      | 7.6       | 9.2       | 7.6       | 9.1       | 10.5      | 10.2      | 10.0      | 10.5      | 9.4       | 10.3      | 10.8      | 9.3         | 10.3      | 9.2       | 7.9       | WVKS-F, 92.5 (CHR)    |
| WRVF-F | 6.9       | 8.1       | 10.7      | 15.5      | 15.2      | 13.4      | 13.0      | 12.3      | 8.7       | 11.6      | 10.8      | 9.9       | 9.9       | 9.5       | 9.6       | 8.3       | 6.2       | 6.3       | 6.7       | 7.0       | 7.5       | 8.2       | 7.3       | 8.5       | 8.0       | 8.2         | 8.3       | 8.6       | 8.6       | WRVF-F, 101.5 (SAC)   |
| WTOD   | 6.1       | 10.2      | 9.6       | 10.6      | 7.5       | 8.1       | 8.1       | 5.3       | 5.6       | 4.0       | 5.0       | 4.8       | 4.4       | 5.5       | 3.4       | 2.9       | 2.9       | 3.2       | 2.0       | 1.2       | 1.0       | 0.6       | 0.7       | 0.5       | 0.4       | 0.6         | 0.6       | 0.4       | 0.8       | WTOD, 1560 (C)        |
| WKKO-F | -         | -         | -         | 1.6       | 1.6       | 3.3       | 4.5       | 7.9       | 8.6       | 7.9       | 6.8       | 9.5       | 9.2       | 12.6      | 10.2      | 10.4      | 10.4      | 10.1      | 10.8      | 11.9      | 11.3      | 13.2      | 14.1      | 12.7      | 12.9      | 10.9        | 12.9      | 13.9      | 14.5      | WKKO-F, 99.9 (C)      |
| WLQR   | 7.1       | 6.2       | 7.4       | 7.2       | 5.9       | 8.2       | 4.4       | 3.9       | 4.3       | 2.0       | 1.8       | 1.6       | 0.8       | 0.9       | 1.1       | -         | 0.8       | 1.2       | 2.9       | 2.8       | 2.7       | 1.6       | 0.9       | 0.9       | 0.8       | 1.0         | 1.4       | 1.7       | 2.0       | WLQR, 1470 (S)        |
| WWWM-F | 6.9       | 7.0       | 6.7       | 5.9       | 4.3       | 5.3       | 3.1       | 4.5       | 6.5       | 6.3       | 5.5       | 6.4       | 8.1       | 8.2       | 7.3       | 8.9       | 8.9       | 7.5       | 7.7       | 6.8       | 7.2       | 5.4       | 6.9       | 6.4       | 6.1       | 6.0         | 5.9       | 5.8       | 5.8       | WWWM-F, 105.5 (AC)    |
| WRQN-F |           |           |           |           |           |           |           | -         | 4.4       | 8.0       | 5.7       | 7.3       | 6.3       | 7.4       | 10.9      | 10.6      | 7.3       | 5.0       | 5.2       | 4.3       | 5.2       | 4.8       | 5.6       | 5.4       | 5.0       | 6.2         | 5.4       | 5.5       | 6.4       | WRQN-F, 93.5 (O)      |
| WDMN   |           |           |           |           |           |           |           | 2.0       | 2.3       | 3.1       | 3.8       | 3.6       | 4.4       | 3.8       | 2.5       | 2.1       | 3.1       | 2.5       | 1.1       | 1.3       | 0.9       | 0.6       | 0.4       | 0.4       | 1.2       | -           | 0.4       | 0.4       | 0.4       | WDMN, 1520 (REL)      |
| WXKR-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           | -         | 3.0       | 2.3       | 3.5       | 6.0       | 5.5       | 4.1       | 1.9       | 1.4       | 3.8       | 5.0       | 4.7         | 4.2       | 5.0       | 4.4       | WXKR-F, 94.5 (CL AOR) |
| WIMX-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0.7       | 1.2       | 1.6       | 1.7       | 3.5       | 2.3       | 2.1       | 3.1       | 3.5         | 3.5       | 4.1       | 4.2       | WIMX-F, 95.7 (B/AC)   |
| WJUC-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 2.4       | 4.1       | 4.4       | 4.5         | 3.6       | 4.1       | 4.7       | WJUC-F, 107.3 (B)     |
| WJZE-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0.5       | 1.3       | 1.6       | 3.2       | -         | -         | 0.6         | 1.3       | 1.2       | 1.0       | WJZE-F, 97.3 (CH)     |
| WRWK-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 3.8       | 4.4       | 5.2       | 4.1       | 4.9       | 2.8       | 2.7         | 2.0       | 2.3       | 2.5       | WRWK-F, 106.5 (AOR)   |
| WTWR-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 2.8       | 1.9       | 1.3       | 0.7       | 0.8       | 1.4       | 1.5       | 1.6       | 2.1         | 2.1       | 1.7       | 2.1       | WTWR-F, 98.3 (CHR)    |

**DETROIT STATIONS**

|      |      |  |  |  |  |     |  |  |  |     |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |  |      |
|------|------|--|--|--|--|-----|--|--|--|-----|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|--|------|
| WJR  | 5.7  |  |  |  |  | 5.8 |  |  |  | 4.4 |  |  |  |  |  | 4.4 |  |  |  |  |  |  |  |  |  |  |  |  |  | WJR  |
| CKLW | 14.6 |  |  |  |  | 2.7 |  |  |  | 2.8 |  |  |  |  |  | 3.4 |  |  |  |  |  |  |  |  |  |  |  |  |  | CKLW |

**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> |  |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|--|
| WSPD   | 28.2      | 25.3      | 26.3      | 25.1      | 23.8      | 20.9      | 24.2      | 24.6      | 21.3      | 16.3      | 15.6      | 15.5      | 13.0      | 19.2      | 18.6      | 15.5      | 13.5      | 16.4      | 15.9      | 14.8      | 15.6      | 14.2        | 12.2      | 13.8      | 13.4      |  |
| WIOT-F | 27.2      | 26.0      | 25.1      | 28.5      | 25.9      | 23.4      | 21.3      | 19.7      | 23.0      | 21.2      | 23.6      | 25.4      | 24.9      | 24.3      | 21.0      | 17.9      | 15.1      | 18.4      | 19.0      | 15.6      | 15.3      | 14.6        | 15.2      | 16.3      | 15.0      |  |
| WCWA   | 11.8      | 8.7       | 10.8      | 11.0      | 9.9       | 9.7       | 9.7       | 8.0       | 7.9       | 8.5       | 7.9       | 5.7       | 4.6       | 3.9       | 6.8       | 5.8       | 6.3       | 7.0       | 8.4       | 7.2       | 4.5       | 4.9         | 5.0       | 4.6       | 4.7       |  |
| WVKS-F | 10.3      | 19.4      | 24.6      | 23.8      | 20.1      | 16.2      | 27.2      | 31.6      | 32.1      | 30.0      | 25.6      | 30.7      | 25.6      | 25.5      | 24.3      | 24.0      | 28.3      | 24.9      | 28.7      | 27.7      | 30.7      | 27.3        | 27.5      | 26.9      | 23.9      |  |
| WRVF-F | 25.1      | 22.8      | 21.1      | 21.5      | 17.6      | 22.3      | 21.0      | 18.3      | 16.6      | 18.8      | 18.9      | 17.6      | 18.1      | 14.6      | 14.3      | 17.4      | 21.5      | 18.8      | 18.8      | 19.1      | 19.8      | 18.6        | 19.6      | 19.7      | 19.8      |  |
| WTOD   | 13.1      | 13.5      | 13.2      | 8.3       | 8.1       | 7.7       | 8.6       | 7.6       | 10.5      | 11.2      | 7.5       | 6.8       | 6.3       | 3.7       | 3.7       | 3.3       | 2.4       | 2.0       | 2.9       | 1.4       | 1.5       | 1.4         | 1.4       | 1.3       | 1.4       |  |
| WKKO-F | -         | -         | -         | 14.6      | 15.9      | 16.1      | 14.5      | 15.4      | 18.6      | 21.5      | 19.2      | 18.3      | 19.6      | 20.4      | 21.6      | 22.6      | 22.4      | 23.7      | 23.8      | 24.3      | 21.9      | 20.7        | 21.6      | 24.8      | 22.6      |  |
| WLQR   | 22.9      | 21.6      | 17.2      | 16.9      | 12.9      | 9.3       | 7.7       | 5.7       | 5.4       | 4.2       | 4.0       | 3.8       | 3.4       | 7.0       | 5.2       | 6.8       | 5.7       | 5.0       | 3.2       | 3.5       | 3.4       | 4.1         | 4.1       | 7.7       | 6.4       |  |
| WWWM-F | 15.5      | 17.1      | 9.3       | 14.0      | 17.4      | 14.8      | 14.2      | 15.1      | 19.7      | 18.9      | 18.4      | 18.3      | 20.4      | 18.5      | 18.7      | 18.7      | 14.9      | 16.3      | 16.1      | 16.2      | 16.1      | 14.0        | 14.0      | 14.7      | 12.8      |  |
| WRQN-F |           |           |           |           |           | 18.8      | 17.2      | 20.9      | 17.9      | 18.5      | 24.9      | 28.4      | 24.4      | 14.3      | 15.5      | 13.8      | 12.6      | 14.2      | 17.5      | 15.0      | 12.2      | 13.9        | 12.8      | 12.4      | 13.8      |  |
| WDMN   |           |           |           |           | 2.5       | 4.2       | 7.9       | 8.1       | 6.5       | 7.0       | 7.6       | 4.9       | 7.1       | 6.3       | 3.1       | 3.3       | 2.8       | 2.2       | 1.5       | 1.8       | 1.5       | -           | 0.9       | 1.1       | 1.0       |  |
| WXKR-F |           |           |           |           |           |           |           |           |           |           |           | -         | 10.5      | 11.9      | 13.3      | 13.1      | 10.3      | 5.7       | 7.5       | 10.6      | 13.6      | 11.7        | 11.4      | 12.0      | 11.2      |  |
| WIMX-F |           |           |           |           |           |           |           |           |           |           |           |           |           | 3.2       | 6.9       | 5.7       | 5.7       | 7.6       | 4.6       | 4.6       | 6.4       | 5.9         | 7.0       | 6.9       | 7.9       |  |
| WJUC-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 7.9       | 8.3       | 9.1       | 10.0        | 10.3      | 10.1      | 11.7      |  |
| WJZE-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 3.0       | 3.7       | 7.5       | 8.6       | -         | -         | 4.4         | 4.0       | 4.6       | 4.1       |  |
| WRWK-F |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 8.2       | 12.3      | 15.7      | 12.8      | 10.8      | 9.8       | 7.3         | 6.6       | 8.1       | 9.0       |  |
| WTWR-F |           |           |           |           |           |           |           |           |           |           |           |           |           | 10.5      | 9.4       | 7.3       | 5.4       | 6.3       | 8.9       | 8.3       | 8.9       | 11.2        | 9.3       | 8.3       | 10.1      |  |
| WJR    | 20.1      |           |           |           |           |           | 13.5      |           |           |           |           | 11.0      |           |           |           |           | 9.5       |           |           |           | 6.5       |             |           |           | 5.3       |  |
| CKLW   | 20.0      |           |           |           |           |           | 4.6       |           |           |           |           | 8.7       |           |           |           |           | 2.7       |           |           |           | -         |             |           |           | -         |  |

## TOLEDO

|      | 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 | 7.5            | --             | --         | --                 | --           | --                     | --                      | --                       | 16.0 %                     | 39.3 %   | --             | --              | --                         | 1976 |
| 1977 | 8.1            | 8.0 %          | --         | --                 | --           | --                     | --                      | --                       | 15.8                       | 37.7     | 21             | --              | --                         | 1977 |
| 1978 | 9.7            | 19.8           | --         | --                 | --           | --                     | --                      | --                       | 16.7                       | 42.4     | 17             | --              | --                         | 1978 |
| 1979 | 9.4            | -3.1           | --         | --                 | --           | --                     | --                      | --                       | 16.4                       | 50.3     | 22             | --              | --                         | 1979 |
| 1980 | 9.8            | 4.3            | --         | --                 | --           | --                     | --                      | --                       | 17.4                       | 57.0     | 19             | --              | --                         | 1980 |
| 1981 | 10.5           | 7.1            | .614       | 17.10              | 2.9          | .0034                  | --                      | --                       | 16.2                       | 55.4     | 22             | --              | --                         | 1981 |
| 1982 | 10.9           | 3.8            | .616       | 17.69              | 3.3          | .0033                  | --                      | --                       | 17.5                       | 60.5     | 25             | --              | --                         | 1982 |
| 1983 | 11.7           | 11.0           | .617       | 18.96              | 3.7          | .0032                  | .166                    | --                       | 17.1                       | 60.5     | 24             | 9               | --                         | 1983 |
| 1984 | 12.1           | 3.4            | .618       | 19.58              | 3.9          | .0031                  | .170                    | WSPD 1.7                 | 17.7                       | 62.3     | 26             | 11              | --                         | 1984 |
| 1985 | 13.0           | 7.4            | .618       | 21.04              | 4.4          | .0035                  | .164                    | WSPD 2.3                 | 16.5                       | 63.5     | 23             | 11              | --                         | 1985 |
| 1986 | 13.7           | 5.4            | .617       | 22.28              | 4.6          | .0034                  | .203                    | WMHE-F 2.7               | 16.9                       | 66.3     | 17             | 11              | --                         | 1986 |
| 1987 | 14.4           | 5.1            | .616       | 23.38              | 4.2          | .0034                  | .186                    | WMHE-F 3.0               | 16.5                       | 68.7     | 20             | 10.5            | 9.8                        | 1987 |
| 1988 | 15.3           | 6.3            | .616       | 24.84              | 4.3          | .0036                  | .191                    | WMHE-F 3.6               | 16.8                       | 70.2     | 17             | 10              | 9.9                        | 1988 |
| 1989 | 14.9           | -2.6           | .620       | 24.03              | 4.6          | .0032                  | .199                    | WKKO A/F 3.2             | 17.3                       | 70.2     | 20             | 10              | 12.2                       | 1989 |
| 1990 | 14.0           | -6.0           | .616       | 23.38              | 4.6          | .0031                  | .189                    | WKKO A/F 3.0             | 16.9                       | 76.5     | 20             | 9.5             | 12.2                       | 1990 |
| 1991 | 13.5           | -3.6           | .617       | 21.88              | 4.7          | .0029                  | .182                    | WIOT-F 2.6               | 17.1                       | 72.0     | 22             | 9.5             | 14.5                       | 1991 |
| 1992 | 13.8           | 1.9            | .621       | 22.22              | 4.8          | .0029                  | .184                    | WIOT-F 2.6               | 16.6                       | 73.2     | 25             | 10              | 13.7                       | 1992 |
| 1993 | 16.2           | 17.1           | .624       | 25.96              | 5.1          | .0032                  | .219                    | WKKO A/F 3.2             | 17.0                       | 76.5     | 23             | 10              | 15.0                       | 1993 |
| 1994 | 17.8           | 9.6            | .624       | 28.53              | 5.8          | .0031                  | .239                    | WKKO A/F 3.8             | 16.1                       | 77.0     | 24             | 10              | 14.8                       | 1994 |
| 1995 | 18.8           | 5.3            | .614       | 30.62              | 6.4          | .0029                  | .251                    | WKKO A/F 4.2             | 16.3                       | 78.3     | 26             | 11              | 14.9                       | 1995 |
| 1996 | 21.1           | 15.4           | .614       | 34.36              | 6.6          | .0032                  | .273                    | WKKO A/F 4.7             | 16.1                       | 80.4     | 28             | 12.5            | 12.3                       | 1996 |
| 1997 | 24.7           | 16.9           | .611       | 40.42              | 7.0          | .0035                  | .321                    | WKKO A/F 5.7             | 15.5                       | 81.5     | 29             | 12              | 14.7                       | 1997 |
| 1998 | 27.2           | 10.1           | .607       | 44.81              | 7.3          | .0037                  | .354                    | WKKO A/F 6.5             | 15.6                       | 83.4     | 28             | 12              | 14.2                       | 1998 |
| 1999 | 29.2           | 6.9            | .610       | 47.84              | 7.8          | .0037                  | .379                    | WKKO A/F 6.8             | 16.0                       | 83.0     | 27             | 11.5            | 15.5                       | 1999 |
| 2000 | 29.0           | -0.7           | .608       | 47.70              | 8.0          | .0036                  | .371                    | WKKO A/F 6.2             | 15.2                       | 85.9     | 26             | 12              | 13.5                       | 2000 |
| 2001 | 30.2           | 6.0            | .619       | 48.79              | 8.3          | .0036                  | .387                    | WKKO A/F 5.6             | 14.0                       | 83.3     | 25             | 12              | 13.7                       | 2001 |
| 2002 | 30.7           | 1.7            | .618       | 49.68              | 8.5          | .0036                  | .394                    | WKKO-F 6.0               | 14.2                       | 83.9     | 25             | --              | 14.8                       | 2002 |
| 2003 | 31.8           | 3.6            | .618       | 51.46              | 8.7          | .0037                  | .396                    | WKKO-F 6.2               | 13.6                       | 85.3     | 25             | 13              | 13.4                       | 2003 |

### MAJOR STATIONS - JANUARY 2004

|        |       |                |              |               |        |       |                |             |               |
|--------|-------|----------------|--------------|---------------|--------|-------|----------------|-------------|---------------|
| WCWA   | 1130  | 1KW            | Talk/Sports  | Clear Channel | WRQN-F | 93.5  | 4KW@397        | Oldies      | Cumulus       |
| WDMN   | 1520  | 1KW (DA-2)     | Religion     |               | WRVF-F | 101.5 | 41KW@486       | Soft AC     | Clear Channel |
| WLQR   | 1470  | 1KW (DA-2)     | Sports       | Cumulus       | WRWK-F | 106.5 | 5KW@367 (DA)   | AOR         | Cumulus       |
| WSPD   | 1370  | 5KW (DA-N)     | Talk         | Clear Channel | WTWR-F | 98.3  | 3.4KW@442 (DA) | CHR         | Cumulus       |
| WTOD   | 1560  | 5KW (DAYS, DA) | Country      | Cumulus       | WVKS-F | 92.5  | 50KW@479       | CHR         | Clear Channel |
| WIMX-F | 95.7  | 3.5KW@433      | Black/AC     |               | WWWM-F | 105.5 | 4.3KW@390      | AC/CHR      | Cumulus       |
| WIOT-F | 104.7 | 50KW@540       | AOR          | Clear Channel | WXKR-F | 94.5  | 30KW@630       | Classic AOR | Cumulus       |
| WJUC-F | 107.3 | 3KW@328        | Black        |               |        |       |                |             |               |
| WJZE-F | 97.3  | 1.6KW@408      | Classic Hits | Clear Channel |        |       |                |             |               |
| WKKO-F | 99.9  | 50KW@499 (DA)  | Country      | Cumulus       |        |       |                |             |               |

**FORMAT SHARES (%)**

|                     | <u>77</u> | <u>80</u> | <u>82</u> |               | <u>84</u> | <u>87</u> | <u>90</u> |                | <u>92</u> |               | <u>95</u> | <u>98</u> | <u>2000</u> |
|---------------------|-----------|-----------|-----------|---------------|-----------|-----------|-----------|----------------|-----------|---------------|-----------|-----------|-------------|
| <b>CHR/AOR</b>      | 41        | 48        | 34        | <b>CHR</b>    | 19        | 23        | 25        |                | 11        |               | 11        | 13        | 13          |
|                     |           |           |           | <b>AOR/CL</b> | 13        | 14        | 16        |                | 19        |               | 23        | 20        | 15          |
| <b>MOR/AC</b>       | 27        | 21        | 29        | <b>MOR/FS</b> | 19        | 15        | 12        |                | 20        |               | 12        | 10        | See Talk    |
|                     |           |           |           | <b>AC/OLD</b> | 11        | 11        | 15        |                | 17        | <b>AC</b>     | 12        | 18        | 7           |
|                     |           |           |           |               |           |           |           |                |           | <b>OLDIES</b> | 7         | 7         | 10          |
| <b>COUNTRY</b>      | 11        | 12        | 18        |               | 16        | 14        | 15        |                | 17        |               | 15        | 17        | 15          |
| <b>BTL/EZ/SAC</b>   | 18        | 13        | 12        |               | 12        | 12        | 10        |                |           |               |           |           |             |
|                     |           |           |           |               |           |           |           | <b>SOFT AC</b> | 6         |               | 8         | 7         | 10          |
| <b>NEWS/TALK</b>    |           |           |           |               |           |           |           |                | 3         |               | 2         | 1         | 12          |
| <b>SPORTS</b>       |           |           |           |               |           |           |           |                |           |               |           | 1         | 1           |
| <b>BLACK/URBAN</b>  | 3         | 5         | 3         |               | 4         | 5         | 4         |                | 3         |               | 4         | 8         | 12          |
| <b>SMOOTH JAZZ</b>  |           |           |           |               |           |           |           |                |           |               | 1         | --        | 1           |
| <b>STANDARDS</b>    | --        | --        | 4         |               | 5         | 5         | 4         |                | 3         |               | 6         | 4         | 3           |
| <b>HISPANIC</b>     |           |           |           |               |           |           |           |                |           |               |           |           |             |
| <b>RELIG/GOSPEL</b> |           |           |           |               | 1         | --        | --        |                |           |               |           | 1         |             |
| <b>CLASSICAL</b>    |           |           |           |               |           |           |           |                |           |               |           |           |             |

**STATION NOTES**

(Major call letter and format changes)

|               |   |
|---------------|---|
| <b>WCWA</b>   | AC until 81   |
| <b>WKKO-F</b> | WKLR until 86; Black until 81   |
| <b>WLQR</b>   | WOHO until 91; WWWM until 95; CHR to AC by 82; AC/Oldies until 89; Country until 91; AC until 92; News until 95; Black until 97 |
| <b>WWWM-F</b> | WXEZ until 82; EZ until 77  |
| <b>WJZE-F</b> | Jazz until 96; Classic AOR until 00   |
| <b>WSPD</b>   | Full Service evolving to News/Talk  |
| <b>WRVF-F</b> | WLQR until 95; EZ to Soft AC by late 80's   |
| <b>WRQN-F</b> | CHR until 92  |
| <b>WDMN</b>   | WVOI until 98; Black until evolving to Gospel by 97   |
| <b>WIMX-F</b> | WRED until 93; WYHK until 96; Country until 96  |
| <b>WRWK-F</b> | WBUZ until 00   |
| <b>WXKR-F</b> | AOR until 97  |

**TOLEDO**

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

|   |   |    |                       |
|---|---|----|-----------------------|
| 1971 WLOR-F                             | Sold by Storer to Susquehanna           | \$ | 275,000               |
| 1972 WWWM-F                             |   |    | 125,000               |
| 1973 WVOI                               | Sold by Herb Weber                      |    | 580,000               |
| 1976 WVOI                               | Sold to Harold Gore                     |    | 350,000               |
| 1979 WSPD                               | From Storer to WOOD, Inc.               |    | 3,300,000             |
| 1983 WLQR-F                             | Sold by Susquehanna                     |    | 3,350,000             |
| 1985 WMHE-F                             | Sold to Osborn                          |    | 6,300,000             |
| 1986 WSPD, WLQR-F                       | Sold to Commonwealth                    |    | 15,000,000            |
| 1986 WVOI                               |   |    | 600,000               |
| 1988 WMHE-F                             | From Osborn to Noble                    |    | 18,000,000            |
| 1988 WRQN-F (Bowling Green)             | Sold to ABS                             |    | 2,685,000             |
| 1989 WVOI                               |   |    | 683,000               |
| 1991 WSPD, WLQR-F                       | From Commonwealth to Stratford Research |    | 4,000,000 (cancelled) |
| 1993 WSPD, WLQR-F                       | Sold to Keymarket                       |    | 4,000,000 (cancelled) |
| 1994 WCWA, WIOT-F                       | From Reams to Enterprise                |    | 7,000,000             |
| 1994 WSPD, WLQR-F                       | Sold to Ellis                           |    | 6,300,000 (cancelled) |
| 1994 WTOD, WKKO-F                       | From Booth to Fritz                     |    | 4,000,000             |
| 1994 WRON-F                             | From ABS to Fritz                       |    | 2,300,000             |
| 1995 WSPD, WLQR-F                       | Sold to Noble                           |    | 6,600,000             |
| 1996 WRVF-F                             | From Noble to Jacor                     |    | 5,500,000             |
| 1996 WSPD                               | From Noble to Jacor                     |    | 3,200,000             |
| 1996 WVKS-F                             | From Noble to Jacor                     |    | 11,000,000            |
| 1996 WIMX-F (95.7: Gibsonville)         | Sold to Fritz                           |    | 1,000,000             |
| 1996 WCWA, WIOT-F                       | From Enterprise to Jacor                |    | 13,000,000            |
| 1997 WIMX-F                             | From Fritz to 62nd Street               |    | 2,300,000             |
| 1997 WKKO-F                             | From Fritz to 62nd Street               |    | 18,500,000            |
| 1997 WRON-F                             | From Fritz to 62nd Street               |    | 4,200,000             |
| 1997 WTOD                               | From Fritz to 62nd Street               |    | 600,000               |
| 1997 WIMX FM, WKKO FM, WRQN FM, WTOD AM | From 62nd Street to Cumulus             |    | 30,000,000            |
| 1997 WXKR-F                             | Sold to Cumulus                         |    | 5,000,000             |
| 1997 WLQR, WWWM-F                       | From Midwestern to Cumulus              |    | 10,000,000            |
| 1997 WIMX-F                             | Sold by Cumulus                         |    | 1,500,000             |
| 1998 WTWR-F                             | Sold to Cumulus                         |    | 3,300,000             |
| 1998 WVOI                               |   |    | 200,000               |
| 1998 WIOT-F, WVKS-F, WCWA, WRVF-F, WSPD | From Jacor to Clear Channel             |    |                       |
| 1999 WBUZ-F                             | Sold to Cumulus                         |    | 4,900,000             |
| 2003 WIMX-F (Gibsonville)               |   |    | 2,000,000             |

TOLEDO

HIGHEST BILLING STATIONS

| 1984       |     | 1985     |     | 1986     |     | 1987     |     | 1988     |     | 1989     |     |
|------------|-----|----------|-----|----------|-----|----------|-----|----------|-----|----------|-----|
| 1 WSPD     | 1.7 | WSPD     | 2.3 | WMHE-F   | 2.7 | WMHE-F   | 3.0 | WMHE-F   | 3.6 | TOD/KKO  | 3.2 |
| 2 WIOT-F   | 1.6 | WMHE-F   | 2.0 | WSPD     | 2.4 | WIOT-F   | 2.3 | TOD/KKO  | 3.1 | WIOT-F   | 3.1 |
| 3 WLQR-F   | 1.4 | WIOT-F   | 1.7 | WIOT-F   | 1.8 | WSPD     | 1.8 | WIOT-F   | 2.5 | WMHE-F   | 2.5 |
| 4 WMHE-F   | 1.3 | WLQR-F   | 1.5 | WLQR-F   | 1.6 | WKKO-F   | 1.6 | WSPD     | 2.0 | WWWM-F   | 2.0 |
| 5 WKLR-F   | 1.1 | WKLR-F   | 1.4 | WKKO-F   | 1.5 | WLQR-F   | 1.6 | WWWM-F   | 1.2 | WSPD     | 1.2 |
| 6          |     | WWWM-F   | 1.1 | WWWM-F   | 1.2 | WWWM-F   | 1.4 | WLQR-F   | 1.2 | WRQN-F   | 1.2 |
| 7          |     | WTOD     | 0.9 | WTOD     | 0.8 | WTOD     | 0.8 | WRQN-F   | 1.1 | WLQR-F   | 1.1 |
| 8          |     |          |     | WRQN-F   | 0.8 | WRQN-F   | 0.8 |          |     |          |     |
| 9          |     |          |     |          |     |          |     |          |     |          |     |
| 10         |     |          |     |          |     |          |     |          |     |          |     |
| 1990       |     | 1991     |     | 1992     |     | 1993     |     | 1994     |     | 1995     |     |
| 1 TOD/KKO  | 3.0 | WIOT-F   | 2.6 | WIOT-F   | 2.6 | WKKO A/F | 3.2 | WKKO A/F | 3.8 | WKKO A/F | 4.2 |
| 2 WIOT-F   | 2.9 | TOD/KKO  | 2.5 | WKKO A/F | 2.4 | WIOT-F   | 2.8 | WVKS-F   | 2.8 | WIOT-F   | 2.7 |
| 3 WWWM A/F | 1.9 | WVKS-F   | 1.7 | WWWM-F   | 2.1 | WWWM-F   | 2.4 | WIOT-F   | 2.5 | WWWM-F   | 2.6 |
| 4 WVKS-F   | 1.9 | WWWM-F   | 1.6 | WVKS-F   | 1.9 | WVKS-F   | 2.0 | WWWM-F   | 2.1 | WVKS-F   | 2.6 |
| 5 WRQN-F   | 1.5 | WRQN-F   | 1.5 | WSPD     | 1.1 | WSPD     | 1.6 | WSPD     | 1.8 | WRVF-F   | 1.7 |
| 6 WLQR-F   | 1.2 | WSPD     | 1.1 | WLQR-F   | 1.0 | WLQR-F   | 1.4 | WLQR-F   | 1.5 | WSPD     | 1.3 |
| 7 WSPD     | 1.1 | WLQR-F   | 1.0 | WRQN-F   | 0.8 | WRQN-F   | 1.1 | WXKR-F   | 1.2 | WRQN-F   | 1.2 |
| 8          |     |          |     | WXKR-F   | 0.5 | WXKR-F   | 0.7 | WRQN-F   | 1.1 | WXKR-F   | 1.1 |
| 9          |     |          |     |          |     |          |     |          |     |          |     |
| 10         |     |          |     |          |     |          |     |          |     |          |     |
| 11         |     |          |     |          |     |          |     |          |     |          |     |
| 1996       |     | 1997     |     | 1998     |     | 1999     |     | 2000     |     | 2001     |     |
| 1 WKKO A/F | 4.7 | WKKO A/F | 5.7 | WKKO A/F | 6.5 | WKKO A/F | 6.8 | WKKO A/F | 6.2 | WKKO A/F | 5.6 |
| 2 WVKS-F   | 3.2 | WVKS-F   | 3.7 | WVKS-F   | 4.1 | WVKS-F   | 4.4 | WVKS-F   | 4.6 | WVKS-F   | 5.0 |
| 3 WIOT-F   | 2.9 | WIOT-F   | 3.2 | WRVF-F   | 3.3 | WRVF-F   | 3.7 | WRVF-F   | 4.0 | WRVF-F   | 3.9 |
| 4 WRVF-F   | 2.4 | WRVF-F   | 3.0 | WWWM-F   | 3.3 | WIOT-F   | 3.2 | WIOT-F   | 3.2 | WIOT-F   | 3.6 |
| 5 WWWM-F   | 2.2 | WWWM-F   | 2.8 | WIOT-F   | 3.1 | WWWM-F   | 3.1 | WWWM-F   | 2.8 | WWWM-F   | 2.8 |
| 6 WSPD     | 1.4 | WSPD     | 1.8 | WRQN-F   | 1.9 | WRQN-F   | 1.9 | WSPD     | 1.8 | WSPD     | 2.1 |
| 7 WRQN-F   | 1.1 | WRQN-F   | 1.7 | WSPD     | 1.6 | WXKR-F   | 1.8 | WRQN-F   | 1.7 | WRQN-F   | 1.9 |
| 8 WXKR-F   | 0.9 | WBUZ-F   | 0.7 | WXKR-F   | 0.8 | WSPD     | 1.7 | WXKR-F   | 1.2 | WXKR-F   | 1.0 |
| 9 WBUZ-F   | 0.7 | WIMX-F   | 0.6 | WBUZ-F   | 0.8 | WBUZ-F   | 0.9 | WIMX-F   | 1.0 | WIMX-F   | 0.9 |
| 10 WIMX-F  | 0.6 | WJZE-F   | 0.5 | WJUC-F   | 0.5 | WJUC-F   | 0.7 | WJUC-F   | 0.6 | WRWK-F   | 0.6 |
| 11         |     |          |     |          |     |          |     | WRWK-F   | 0.6 | WJUC-F   | 0.6 |

HIGHEST BILLING RADIO ENTITIES

| 1994            |                | 1995   |                | 1996            |                |
|-----------------|----------------|--|----------------|-----------------|----------------|
| 1 Fritz         | \$ 4.9 (27.5)  | 1 Noble  | \$ 5.6 (29.0)  | 1 Jacor         | \$ 10.2 (48.2) |
| 2 WSPD,WLQR     | 3.3 (18.5)     | 2 Fritz  | 5.3 (27.6)     | 2 Fritz         | 6.5 (30.7)     |
| 3 Noble: WVKS   | 2.9 (16.3)     | 3 Enterprise   | 3.2 (16.8)     | 3 Midwestern    | 2.5 (11.7)     |
| 4 WCWA,WIOT     | 2.8 (15.5)     | 4 Midwestern   | 2.8 (14.6)     | 4 WXKR-F        | 0.9 (4.1)      |
| 5 WWWM A/F      | 2.4 (13.7)     | 5 WXKR   | 1.1 (5.7)      | 5 WBUZ-F        | 0.7 (3.1)      |
| 1997            |                | 1998   |                | 1999            |                |
| 1 Jacor         | \$ 11.9 (48.3) | 1 Cumulus  | \$ 13.6 (50.0) | 1 Cumulus       | \$ 13.9 (47.7) |
| 2 Cumulus       | 10.8 (43.7)    | 2 Jacor  | 12.3 (45.3)    | 2 Clear Channel | 13.3 (45.4)    |
| 3 WBUZ-F        | 0.7 (3.0)      |  |                | 3 WBUZ-F        | 0.9 (2.9)      |
|                 |                |  |                | 4 WJUC-F        | 0.7 (2.4)      |
| 2000            |                | 2001   |                | 2002            |                |
| 1 Clear Channel | \$ 14.0 (48.4) | 1 Clear Channel  | \$ 15.0 (49.5) | 1 Clear Channel | \$ 15.0        |
| 2 Cumulus       | 13.3 (45.7)    | 2 Cumulus  | 12.1 (40.2)    | 2 Cumulus       | 13.5           |
| 3 WIMX-F        | 1.0 (3.4)      | 3 WIMX-F   | 0.9 (2.8)      |                 |                |
| 4 WJUC-F        | 0.6 (2.1)      | 4 WJUC-F   | 0.6 (2.1)      |                 |                |
| 2003            |                | All 2002 and 2003 financial data is provided by BIA Financial. |                |                 |                |
| 1 Cumulus       | \$ 15.4        |  |                |                 |                |
| 2 Clear Channel | 14.3           |  |                |                 |                |
| 3               |                |  |                |                 |                |
| 4               |                |  |                |                 |                |
| 5               |                |  |                |                 |                |

| 2002     |     | 2003   |     |
|----------|-----|--------|-----|
| 1 WKKO-F | 6.0 | WKKO-F | 6.2 |
| 2 WRVF-F | 4.4 | WRVF-F | 4.3 |
| 3 WVKS-F | 4.0 | WIOT-F | 3.6 |
| 4 WIOT-F | 3.5 | WVKS-F | 3.5 |
| 5 WWWM-F | 2.8 | WWWM-F | 3.0 |
| 6 WSPD   | 2.4 | WSPD   | 2.3 |
| 7 WXKR-F | 1.6 | WXKR-F | 2.1 |
| 8 WRQN-F | 1.5 | WRQN-F | 1.8 |
| 9 WCWA   | 0.8 | WCWA   | 0.7 |
| 10       |     |        |     |
| 11       |     |        |     |

**DUNCAN'S COMMENTS:**

Toledo is a below average small-to-medium size radio market. There has been almost nil population growth in the last 25 years.

WKKO has become the most successful station in Toledo, at least since the late 1980's. Note that back in 1975 CKLW had nearly a 15 share of audience in Toledo.