

**ASHEVILLE
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>		
WWNC	43.1	35.5	41.5	38.4	44.0	39.2	39.3	38.5	35.3	35.7	33.0	35.7	41.8	27.4	19.6	24.7	20.1	20.1	24.2	18.3	18.5	13.7	14.1	12.8	12.5	10.1	9.6	5.6	5.6	WWNC, 570 (N/T)	
WISE	16.8	18.0	21.0	15.2	14.0	18.6	17.0	18.9	13.6	13.6	3.0	2.5	2.2	2.9	6.5	4.1	3.8	5.2	5.1	4.8	3.8	5.4	5.0	3.9	4.5	4.8	3.2	2.5	1.4	WISE, 1310 (T)	
WKSF-F	11.7	16.1	10.3	14.6	12.5	14.7	13.8	12.3	12.1	9.1	27.8	22.5	24.1	20.7	18.1	19.5	17.4	12.7	11.9	17.9	17.8	24.8	18.5	13.1	15.1	16.8	12.7	16.0	16.5	WKSF-F, 99.9 (C)	
WSKY	4.6	3.8	2.7	3.0	1.0	3.9	4.5	4.9	4.4	3.8	1.7	0.8	1.7	3.0	0.7	2.2	2.1	1.1	1.8	2.0	1.7	1.2	-	-	-	-	-	-	-	WSKY, 1230 (R)	
WKJV	6.6	3.8	2.2	5.1	6.5	2.5	2.2	1.2	5.1	2.8	4.3	1.6	2.2	1.7	4.3	1.9	2.3	1.9	-	-	-	-	-	-	-	-	-	-	-	WKJV, 1380 (G)	
WMIT-F	2.0	2.8	0.9	-	1.0	1.5	0.9	1.2	0.7	2.4	2.2	1.2	1.8	0.4	3.7	1.1	4.2	5.2	1.8	2.4	3.8	2.1	4.4	6.0	4.9	-	-	-	-	WMIT-F, 106.9 (REL)	
WOXL-F																					6.3	9.1	7.8	5.8	4.1	5.8	5.2	13.0	10.8	WOXL-F, 96.5 (O)	
WPEK																								3.0	3.8	4.0	7.5	1.7	1.8	WPEK, 880 (C)	
WQNS-F																								1.1	2.0	3.2	2.9	4.6	5.8	WQNS-F, 104.9 (CL AOR)	
GREENVILLE STATIONS																															
WFBC-F	2.5					3.4					3.9				1.1	1.9					4.2					6.3			5.0	WFBC-F, 93.7 (CHR)	
WMYI-F																11.2					8.7					7.0			5.1	WMYI-F, 102.5 (AC)	
WTPT-F																-										2.3			4.4	WTPT-F, 93.3 (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>	
WWNC	58.3	57.5	62.0	57.3	61.0	56.1	46.3	48.9	52.9	43.0	38.0	44.2	35.6	34.5	33.0	33.1	29.3	24.2	24.9	21.4	22.3	22.7	18.6	13.2	12.7	
WISE	34.6	35.6	34.1	35.5	32.6	30.0	10.6	7.3	9.1	7.6	11.8	8.6	7.0	9.7	7.7	10.4	5.2	9.5	10.4	8.6	9.0	7.8	7.8	4.8	3.6	
WKSF-F	21.8	23.2	24.9	22.0	25.9	22.5	38.3	36.4	37.4	37.6	36.2	33.6	31.1	30.6	29.6	32.8	34.4	39.8	31.3	25.3	26.5	29.4	27.2	32.1	31.9	
WSKY	16.2	15.5	20.0	16.5	21.1	14.3	12.1	9.6	9.8	10.6	8.1	8.5	6.8	6.0	5.5	7.5	6.7	3.4	-	-	-	-	1.4	-	-	
WKJV	18.1	11.2	8.9	4.8	12.4	9.3	7.6	7.4	8.2	7.0	6.7	6.3	6.2	5.1	-	-	-	-	-	-	-	-	-	-	-	
WMIT-F	4.1	4.4	5.0	5.8	3.9	-	-	4.7	5.6	3.9	11.6	6.3	11.2	10.3	8.0	10.1	10.7	7.0	11.8	10.3	9.9	-	-	-	-	
WOXL-F																		13.9	14.5	15.6	12.1	12.9	10.6	10.3	19.3	19.3
WPEK																					4.7	3.2	6.0	6.1	3.1	3.2
WQNS-F																					3.9	6.5	7.5	6.2	11.9	10.0
WFBC												4.6					10.5					17.3			13.0	
WMYI-F												25.0	-	-	-	-	19.0					16.6			14.4	
WTPT-F																						8.5			8.1	

ASHEVILLE

	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	1.6	--	--	--	--	--	--	--	--	15.6 %	26.9 %	--	--	--	1976
1977	1.8	12.5 %	--	--	--	--	--	--	--	16.0	20.8	11	--	--	1977
1978	2.4	33.3	--	--	--	--	--	--	--	13.8	28.3	10	--	--	1978
1979	2.3	-4.2	--	--	--	--	--	--	--	13.9	24.3	11	--	--	1979
1980	2.7	17.4	--	--	--	--	--	--	--	14.1	23.4	11	--	--	1980
1981	2.9	6.9	.164	17.68	.87	.0044	--	--	--	14.8	28.2	14	--	--	1981
1982	3.1	6.9	.165	18.79	.89	.0043	--	--	--	15.8	27.1	13	--	--	1982
1983	3.3	6.5	.166	19.88	.92	.0045	.041	--	--	17.7	30.2	18	5	--	1983
1984	3.5	6.1	.167	20.96	1.1	.0042	.051	WWNC	2.0	18.5	35.3	18	5	--	1984
1985	3.9	11.4	.168	23.08	1.2	.0041	.055	WWNC	2.1	14.8	50.0	12	5	--	1985
1986	4.4	12.8	.169	25.88	1.3	.0042	--	WWNC	2.3	15.6	49.8	13	3	--	1986
1987	4.7	6.8	.172	27.32	1.2	.0043	.064	WWNC	2.3	14.7	43.2	13	3	11.2	1987
1988	5.0	6.4	.173	28.90	1.2	.0043	--	WWNC	2.2	15.1	59.8	11	3	15.5	1988
1989	5.3	6.0	.175	30.29	1.3	.0043	--	WWNC	2.4	17.1	62.6	15	2.5	14.9	1989
1990	5.4	1.9	.176	30.68	1.4	.0041	.100	WWNC	2.5	16.4	59.5	16	2.5	16.4	1990
1991	5.3	-1.9	.178	29.94	1.3	.0038	.117	WWNC	2.4	16.1	66.4	15	3	17.8	1991
1992	5.4	1.9	.179	30.17	1.4	.0040	.122	WWNC	2.5	16.2	62.7	15	3.5	17.9	1992
1993	5.7	5.6	.199	28.64	1.5	.0038	.127	WWNC	2.8	16.6	62.0	16	3	17.3	1993
1994	6.1	7.0	.203	30.05	1.7	.0037	.132	WWNC	2.6	14.8	64.8	15	3.5	26.3	1994
1995	6.5	6.6	.208	31.25	2.2	.0030	.120	WWNC	2.5	16.6	65.9	14	4.5	23.1	1995
1996	6.9	6.2	.211	32.70	2.5	.0028	.119	WKSF-F	2.7	13.7	73.0	16	4.5	19.0	1996
1997	7.9	15.2	.215	36.74	2.7	.0029	.144	WKSF-F	4.9	13.5	69.6	18	4.5	20.5	1997
1998	8.6	8.9	.217	39.63	2.9	.0030	.192	WKSF-F	4.8	13.5	70.9	19	5	26.6	1998
1999	9.4	8.5	.217	43.33	3.0	.0031	.184	WKSF-F	5.2	13.4	67.7	20	5	20.9	1999
2000	10.3	9.6	.218	47.25	3.0	.0034	.224	WKSF-F	5.7	12.9	74.3	18	5.5	30.1	2000
2001	9.1	-11.7	.229	39.73	3.1	.0029	.200	WKSF-F	5.6	13.5	69.2	20	5.5	31.1	2001
2002	10.5	15.4	.231	45.45	3.2	.0033	.220	WKSF-F	5.6	12.2	83.4	18	--	32.1	2002
2003	11.2	6.7	.234	47.86	3.3	.0034	.249	WKSF-F	6.0	11.7	83.8	23	5.5	29.1	2003

MAJOR STATIONS - JANUARY 2004

WISE	1310 5KW/1KW (DA-N)	Talk	Saga	WKSF-F	99.9 53KW@2624	Country	Clear Channel
WPEK	880 5KW	Country	Clear Channel	WOXL-F	96.5 1.9KW@1171	Oldies	Saga
WWNC	570 5KW (DA-N)	Talk	Clear Channel	WQNS-F	104.9 0.2KW@1581	Classic AOR	Clear Channel

ASHEVILLE

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>
CHR/AOR	30	25	31	CHR AOR/CL	18 5	27 2	27 1		20 3	6 9	12 17	9 16
MOR/AC	3	7	7	MOR/FS AC/OLD	7 7	6 6	-- 19		16	2	11 13	See Talk 1 2
COUNTRY BTFL/EZ/SAC	52 11	47 14	46 14		47 12	53 5	38 5		41	53	36	39
								SOFT AC	6	5	2	13
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ							1				2	8 3
STANDARDS HISPANIC							5		6	5	5	7
RELIG/GOSPEL CLASSICAL	4	5	2		4	2	4		9	8	12	2

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 WISE		\$	500,000
1984 WKSF-F	Sold by Wometco		1,750,000
1986 WISE, WKSF-F	Sold to Polacek		6,300,000
1987 WWNC	From Multimedia to Polacek		7,250,000
1987 WISE	Sold by Polacek		425,000
1987 WRAQ			319,000
1989 WWNC, WKSF-F	Sold (later cancelled) to Radio Ventures		25,500,000
1992 WTOO	Sold by Buck		295,000
1994 WWNC, WKSF-F	From Heritage to Osborn		12,800,000
1996 WWNC, WKSF-F	From Osborn to Capstar		
1997 WISE, WTZQ-F			1,000,000
2000 WWNC, WKSF-F, WQNQ-F, WTZY, WQNS-F	Sold to Clear Channel		---
2002 WTZQ	Sold to Mark		750,000
2002 WISE	Sold to Mark		1,700,000
2004 WISE	Sold to Saga		2,000,000
2004 WOXL-F (Biltmore)	Sold to Saga		8,000,000

STATION NOTES

(Major call letter and format changes)

WWNC	Country until 01
WKSF-F	WLOS until 84; WRLX until 85; EZ until 85; CHR until 94
WISE	From CHR to AC in 85; AC to Standards in 92
WSKY	From Country to AC in 79
WTOO	WKKE until 78; WRAQ until 88; CHR to AC by 81; MOR until 88
WOXL-F	WZLS until 97; AOR until 02; WZRQ until 98; WZLS again until 02
WPEK	WTZY until 02; Talk until 02

ASHEVILLE

HIGHEST BILLING STATIONS

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1	WWNC 2.0	WWNC 2.1	WWNC 2.3	WWNC 2.3	WWNC 2.2	WWNC 2.4					
2	WISE 0.7	WKSF-F 1.1	WKSF-F 1.3	WKSF-F 1.7	WKSF-F 1.6	WKSF-F 1.7					
3	WKSF-F 0.4	WISE 0.4									
4	WSKY 0.25	WSKY 0.2									
5	WRAQ 0.23										
6											
7											
8											
9											
10											
<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1	WWNC 2.5	WWNC 2.5	WWNC 2.5	WWNC 2.8	WWNC 2.6	WWNC 2.5					
2	WKSF-F 1.7	WKSF-F 1.7	WKSF-F 1.7	WKSF-F 1.6	WKSF-F 2.0	WKSF-F 2.3					
3						WZLS-F 0.4					
4											
5											
6											
7											
8											
9											
10											
11											
<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1	WKSF-F 2.7	WKSF-F 4.9	WKSF-F 4.8	WKSF-F 5.2	WKSF-F 5.7	WKSF-F 5.6					
2	WWNC 2.5	WWNC 1.6	WWNC 1.7	WWNC 1.8	WWNC 1.7	WWNC 1.4					
3	WZLS-F 0.8	WZRQ-F 1.0	WZLS-F 1.0	WZLS-F 1.0	WZLS-F 1.1	WQNS F/F 1.1					
4				WMIT-F 0.8	WQNS F/F 0.7						
5											
6											
7											
8											
9											
10											
11											
<u>2002</u>		<u>2003</u>									
1	WKSF-F 5.6	WKSF-F 6.0									
2	WOXL-F 1.4	WOXL-F 1.8									
3	WWNC 1.3	WQNS-F 1.2									
4		WWNC 1.1									
5											
6											
7											
8											
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1	Osborn \$ 4.6 (75.4)	1	Osborn \$ 4.8 (73.8)	1	Capstar \$ 5.2 (75.4)
				2	WZLS-F 0.8 (11.6)
<u>1997</u>		<u>1998</u>		<u>1999</u>	
1	Capstar \$ 4.9 (62.0)	1	Capstar \$ 6.5 (75.6)	1	Clear Channel \$ 7.0 (74.5)
2	WZRQ-F 0.9 (12.0)	2	WZLS-F 1.0 (11.6)	2	WZLS-F 1.0 (10.6)
<u>2000</u>		<u>2001</u>		<u>2002</u>	
1	Clear Channel \$ 7.4 (71.8)	1	Clear Channel \$ 8.4 (92.2)	1	Clear Channel \$ 8.5
2	WZLS-F 1.1 (10.7)			2	Saga 1.5
3	WQNS et.al 1.0 (9.7)				
<u>2003</u>					
1	Clear Channel \$ 8.9				
2	Saga 2.0				
3					
4					
5					

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

DUNCAN'S COMMENTS:

There is not much that can be said about what has been essentially a two station market for over 30 years. This may change with Saga's entry into Asheville.

Even though WWNC has seen its audience shares decline greatly during the 1990's, it is still a station I greatly admire. When it was owned by Multimedia and managed by Sheldon Summerlin, WWNC regularly achieved a 40 share and over a 60% cume rating. I believe that WWNC's 44.0 share in 1979 is the highest share I have ever seen for a country station in a standard Arbitron market. WWNC was truly one of this nation's greatest radio stations.