

BATON ROUGE 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>		
WFMF-F	5.7	4.3	5.5	10.3	14.9	19.4	17.8	17.7	21.8	18.1	11.7	11.2	10.5	10.4	13.0	9.7	9.1	7.3	5.5	5.6	7.0	4.9	4.3	4.6	5.6	6.3	6.1	6.3	5.9	WFMF-F, 102.5 (CHR)	
WXOK	15.9	17.9	17.8	13.5	16.7	10.6	12.2	12.3	10.0	8.2	9.0	10.1	11.4	9.6	7.0	9.2	8.9	9.8	10.4	9.4	8.4	8.2	6.0	5.4	5.3	6.9	7.1	7.1	5.9	WXOK, 1460 (G)	
WYNK	4.1	6.7	5.3	6.4	5.2	3.2	4.9	2.8	2.2	2.3	1.3	*	*	*	*	*	*	*	*	0.4	0.6	0.4	*	0.4	-	-	-	0.6	WYNK, 1380 (T)		
WYNK-F	5.0	6.5	6.4	10.3	12.8	12.8	13.7	13.4	14.0	10.7	10.0	13.2	12.1	16.1	11.8	15.1	16.7	20.7	16.6	14.8	13.4	10.9	10.3	8.6	7.8	7.5	7.2	7.2	7.3	WYNK-F, 101.5 (C)	
WNDC	15.1	14.2	12.3	9.8	8.3	9.1	5.9	6.5	3.8	1.6	2.9	1.8	-	-	4.9	2.0	2.2	2.0	2.5	1.0	2.7	2.0	2.0	1.2	1.5	0.7	0.5	0.1	-	WNDC, 910 (G)	
KBRH	-	-	-	1.8	-	2.3	5.4	8.9	6.1	6.4	8.5	4.0	2.0	0.7	0.9	1.1	0.3	-	-	-	0.9	0.6	-	0.4	-	-	-	-	-	-	KBRH, 1260 (B/O)
WDGL-F	6.6	6.0	8.5	4.8	4.8	6.4	6.5	6.5	7.5	6.2	10.4	10.4	9.5	9.0	6.8	5.1	5.8	4.1	4.5	3.3	5.4	6.9	6.2	6.6	6.2	6.8	7.3	7.3	6.6	WDGL-F, 98.1 (CL. AOR)	
WJBO	7.2	5.2	7.4	7.8	9.5	7.7	4.7	3.8	3.8	4.3	3.4	4.8	5.1	3.8	5.5	4.5	5.3	6.3	6.1	5.7	5.0	5.2	5.7	5.8	5.4	5.2	5.4	4.7	5.3	WJBO, 1150 (N/T)	
WPFC	-	3.0	1.7	4.5	0.4	1.5	1.2	3.6	2.6	3.5	1.7	2.3	2.8	2.3	0.6	1.2	0.4	-	-	1.1	1.1	0.9	1.0	1.6	1.8	1.7	1.2	0.4	0.4	WPFC, 1550 (G)	
WYPY-F	10.9	13.1	13.4	11.6	10.7	11.4	10.6	7.8	10.0	9.0	5.0	5.9	6.4	3.7	4.3	5.0	4.4	4.1	4.3	4.6	5.5	5.1	4.5	6.7	4.8	4.8	3.7	4.0	3.7	WYPY-F, 100.7 (C)	
WBEE-F										5.2	10.6	7.7	8.0	6.2	6.1	4.9	5.5	5.9	5.6	4.9	4.1	3.3	3.2	3.0	2.7	2.2	4.2	3.2	3.8	WBEE-F, 103.3 (AC)	
WIBR	12.9	12.7	8.1	9.2	7.0	5.6	4.7	3.1	3.9	2.5	1.9	1.4	1.1	0.8	0.4	0.5	-	0.4	1.0	0.4	0.6	-	1.2	0.9	1.3	1.6	1.1	1.4	1.3	WIBR, 1300 (T)	
KQXL-F									2.4	7.0	7.7	7.7	10.0	12.3	11.7	13.3	13.0	10.8	11.8	12.5	10.8	11.1	5.6	5.5	5.5	5.2	6.7	7.8	7.9	KQXL-F, 106.5 (B/AC)	
KRVE-F																-	3.4	4.9	5.0	6.9	6.1	7.0	5.9	5.3	6.2	5.9	5.3	5.2		KRVE-F, 96.1 (AC)	
KNXX-F																								1.0	1.1	-	2.1	3.4	2.0	KNXX-F, 104.9 (AOR)	
KOOJ-F																								3.7	4.0	3.4	3.2	2.6	2.2	3.8	KOOJ-F, 93.7 (AOR)
WEMX-F																				3.2	2.2	0.9	7.7	7.9	8.7	9.1	8.9	6.8	8.0	WEMX-F, 94.1 (B)	
WJNH-F																										3.5	3.8	4.7	4.5	WJNH-F, 107.3 (CHR)	
WQCK-F																		1.3	1.6	2.0	1.2	1.6	1.9	2.0	2.3	2.5	2.5	2.5	2.7	WQCK-F, 92.7 (REL)	

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>		
WFMF-F	30.9	33.2	30.6	34.4	39.8	36.3	29.5	28.1	30.7	26.1	14.8	26.0	24.0	20.1	18.6	18.1	16.8	17.2	16.9	17.3	20.8	21.3	18.6	18.3	18.0		
WXOK	20.8	21.5	17.4	14.4	18.8	20.3	20.1	19.7	18.6	16.2	17.3	15.1	15.7	15.7	18.2	16.7	13.4	14.0	10.9	10.0	8.7	10.6	11.0	10.9	9.0		
WYNK	13.7	11.2	10.4	8.1	6.6	5.8	4.5	2.5	*	*	*	*	2.2	*	*	1.7	1.7	1.5	*	1.2	-	-	-	-	1.4		
WYNK-F	25.1	25.0	23.8	25.1	24.7	23.0	18.4	21.9	21.4	26.6	25.1	24.9	27.2	35.5	30.6	29.2	25.2	23.2	21.6	17.4	19.9	16.4	17.2	17.3	16.0		
WNDC	23.7	23.3	20.5	19.5	15.5	7.9	6.8	3.8	-	-	6.6	4.3	4.4	4.7	4.4	3.0	4.1	4.4	4.3	4.0	3.5	1.6	1.7	1.3	0.8		
KBRH	-	-	10.3	14.0	11.3	9.7	14.6	8.9	5.2	3.6	2.9	3.5	2.6	-	-	-	3.2	1.4	-	1.8	-	-	-	-	-		
WDGL-F	13.4	17.7	15.9	23.0	24.6	19.5	25.1	29.1	25.6	23.8	21.2	19.8	14.6	11.4	11.9	9.8	17.6	15.2	16.1	18.9	18.9	19.3	19.7	18.6	19.2		
WJBO	23.2	22.0	16.3	15.9	14.5	8.9	10.6	11.7	11.2	9.4	11.7	9.4	12.3	17.1	15.3	16.1	12.9	14.1	15.4	12.0	12.1	14.1	12.9	12.0	12.2		
WPFC	-	-	-	4.5	-	-	-	3.2	3.4	3.9	1.6	2.8	-	-	-	1.9	2.3	3.0	2.3	2.2	2.9	3.2	2.2	1.5	1.4		
WYPY-F	18.1	18.9	19.1	18.1	20.7	23.9	14.2	15.7	18.7	11.7	12.5	15.6	16.8	13.2	14.1	10.9	14.1	9.2	10.8	15.8	12.0	11.4	9.0	10.6	11.0		
WBEE-F							18.0	17.4	14.8	13.8	15.0	13.9	13.5	16.4	17.8	17.5	12.5	9.8	10.6	9.7	9.3	8.9	11.4	9.6	10.6		
WIBR	24.2	19.8	12.8	9.1	12.4	6.6	6.8	5.9	4.8	4.0	1.5	2.6	-	1.4	2.8	3.0	2.0	-	4.4	3.0	4.7	4.6	3.8	4.1	4.2		
KQXL-F						12.5	14.6	13.1	16.4	18.6	21.9	20.3	19.5	20.0	21.8	21.7	19.0	20.6	14.2	14.8	12.4	12.9	15.7	15.8	15.5		
KRVE-F												-	3.8	14.8	13.6	16.5	13.2	15.8	14.9	13.8	15.6	12.3	13.3	14.9	13.4		
KNXX-F																					3.8	2.9	-	8.9	7.4	6.6	
KOOJ-F																						9.3	6.8	6.1	7.0		
WEMX-F															8.4	11.4	6.9	5.4	16.0	17.3	14.5	16.1	16.6	17.7	16.4		
WJNH-F																	2.6	-	9.6	5.4	10.2	8.3	13.6	16.0	13.6		
WQCK-F												-	-	4.1	3.5	9.7	4.3	4.4	5.0	5.1	5.9	6.4	6.9	7.6	7.0		

* WYNK simulcasted with WYNK-F

BATON ROGUE

	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	4.2	--	--	--	--	--	--	--	14.2 %	31.8 %	--	--	--	1976
1977	4.9	16.7 %	--	--	--	--	--	--	14.0	35.9	15	--	--	1977
1978	6.0	22.4	--	--	--	--	--	--	13.7	35.0	17	--	--	1978
1979	5.9	-1.7	--	--	--	--	--	--	15.2	47.7	13	--	--	1979
1980	7.5	27.1	--	--	--	--	--	--	16.7	57.2	14	--	--	1980
1981	8.8	17.3	.484	18.18	2.3	.0038	--	--	17.9	53.9	14	--	--	1981
1982	10.1	14.8	.514	19.64	2.4	.0042	--	--	17.2	50.9	16	--	--	1982
1983	12.0	18.8	.544	22.06	2.6	.0046	.104	--	17.2	61.3	15	11	--	1983
1984	14.1	17.5	.550	25.63	3.0	.0046	.158	WFMF-F 3.2	16.4	66.7	16	12	--	1984
1985	15.9	12.8	.554	28.39	3.2	.0048	.183	WFMF-F 2.9	17.5	66.4	19	11	--	1985
1986	13.0	-18.2	.558	23.34	3.4	.0040	.155	WFMF-F 2.8	16.8	67.2	22	11	--	1986
1987	11.1	-14.6	.550	20.04	3.3	.0034	.137	WFMF-F 2.5	15.2	74.5	19	10	11.4	1987
1988	11.8	6.3	.531	21.73	3.4	.0035	.148	WYNK A/F 2.6	15.7	77.6	20	9.5	8.4	1988
1989	12.8	8.5	.526	23.70	3.8	.0034	.157	WYNK A/F 2.8	17.0	78.2	20	9	8.2	1989
1990	12.2	-4.7	.528	22.16	4.1	.0029	.166	WYNK A/F 2.7	17.2	74.1	22	8.5	11.9	1990
1991	12.8	4.9	.533	24.19	4.2	.0030	.169	WYNK A/F 3.6	15.1	81.8	18	9.5	13.2	1991
1992	13.1	2.3	.536	24.44	4.3	.0030	.175	WYNK A/F 3.7	15.5	79.1	17	10	14.9	1992
1993	17.4	NM	.549	30.05	4.6	.0036	.191	WYNK A/F 3.7	16.2	78.8	20	10	13.0	1993
1994	17.5	0.6	.558	31.36	4.9	.0036	.236	WYNK A/F 3.6	16.4	80.8	19	10	14.2	1994
1995	18.7	7.0	.565	33.09	5.4	.0035	.259	WYNK A/F 3.8	16.3	81.1	19	9.5	19.1	1995
1996	20.6	8.3	.572	36.01	5.8	.0036	.281	WYNK A/F 4.2	15.2	77.1	21	10.5	17.2	1996
1997	21.2	3.0	.573	37.00	6.1	.0035	.290	WYNK A/F 4.3	15.9	77.1	26	11.5	16.0	1997
1998	24.3	14.6	.577	42.11	6.4	.0038	.330	WYNK A/F 4.5	15.0	79.7	24	11.5	15.9	1998
1999	26.9	9.7	.584	46.06	6.7	.0040	.367	WDGL-F 4.7	14.9	79.9	23	13	16.2	1999
2000	27.7	3.0	.589	47.03	7.7	.0036	.361	WDGL-F 5.1	14.7	81.4	28	12	13.4	2000
2001	27.5	-0.7	.609	45.16	8.1	.0034	.349	WDGL-F 4.3	13.9	79.4	30	12	13.3	2001
2002	29.6	7.6	.615	48.13	8.4	.0035	.388	WDGL-F 5.3	13.6	81.2	27	--	15.1	2002
2003	30.8	4.1	.621	49.60	8.8	.0035	.407	WDGL-F 5.0	12.4	81.7	29	13	15.0	2003

MAJOR STATIONS - JANUARY 2004

WIBR	1300	5KW/1KW (DA-N)	Talk	Citadel	WDGL-F	98.1	100KW@1500	Classic AOR	Guaranty
WJBO	1150	5KW (DA-1)	News/Talk	Clear Channel	WEMX-F	94.1	100KW@981	Black	Citadel
WNDC	910	1KW (DA-1)	Gospel		WFMF-F	102.5	100KW@1250	CHR	Clear Channel
WPFC	1550	5KW (DAYS)	Gospel		WJNH-F	107.3	4.6KW@374	CHR/Dance	Guaranty
WXOK	1460	5KW/1KW (DA-N)	Gospel	Citadel	WQCK-F	92.7	32KW@604	Religion	
WYNK	1380	5KW/82W (DA-1)	Talk	Clear Channel					
KNXX-F	104.9	3KW@479	AOR/Modern	Guaranty	WYNK-F	101.5	100KW@1500	Country	Clear Channel
KOOJ-F	93.7	80KW@620 (DA)	AOR	Citadel	WYPY-F	100.7	97KW@1499	Country	Guaranty
KQXL-F	106.5	50KW@485	Black AC	Citadel					
KRVE-F	96.1	50KW@449	AC	Clear Channel					
WBBE-F	103.3	100KW@1000	AC	Citadel					

BATON ROUGE

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	37	43	33	AOR/CL	--	2	3	8	8	10	10
								9	10	4	11
MOR/AC	9	10	5	MOR/FS	--	--	--				See Talk
				AC/OLD	22	11	14	13	AC	8	5
									OLDIES	5	11
COUNTRY	19	23	24		26	26	21	29		28	25
BTFLJEZ/SAC	14	12	10		--	2	6				12
											SOFT AC
NEWS/TALK					1	5	5	10	7	8	8
SPORTS										1	2
BLACK/URBAN	19	10	25		22	26	26	28	28	29	25
SMOOTH JAZZ											
STANDARDS											
HISPANIC											
RELIG/GOSPEL	2	2	3		5	2	6	5	6	7	15
CLASSICAL											

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WXOK	Sold to Security	\$ 485,000
1972 WQXY-F	Sold to Air Waves	175,000
1973 WIBR		approx. 550,000
1981 WXOK	Sold by Security	2,850,000
1983 WXAM/WQXY-F	Sold to Oppenheimer	3,100,000
1984 WYNK AF	Sold to Hicks	8,000,000
1985 WKJN-F (Hammond)	From Keymarket to Sterling Comm.	N/A
1985 WIBR		450,000
1986 WTKL		600,000
1986 WXAM, WQXY-F	From Oppenheimer to Encore	N/A
1986 WYNK AF	From Hicks to Narragansett	N/A
1988 WTGE AF	From Encore to Vetter	5,000,000
1988 WKJN-F (Hammond)	Sold by Sterling Comm.	6,000,000
1988 WTGE		450,000
1989 WJBO, WFMF-F	Sold to Jenne	9,100,000
1990 WTKL		Assumption of debt
1990 WXOK		1,000,000
1993 WXL-F (Kentwood)	Sold to WXOK, KQXL-F owner	1,900,000
1994 WLUX	Sold by Swaggert	450,000
1995 WYNK A/F	From Narragansett to Gulfstar	11,500,000
1995 WJBO, WFMF-F	From Jenne to Gulfstar	8,500,000
1996 WTGE-F	From Vetter to Guaranty	5,500,000
1996 WBBU-F (Baker)	Sold to Guaranty	1,750,000
1996 WIBR, WKJN-F	From Don Nelson to Citywide	N/A
1996 WQCK-F (Clinton)		2,025,000
1997 WBIU	Sold to Capstar	250,000
1997 KRVE-F	Sold to Capstar	7,100,000
1998 WXOK/KQXL-F/WEMX-F	From Citywide to Citadel	34,000,000
1998 WBBU-F		
1999 KOOJ-F	Sold to Citadel	9,500,000
2000		
2000 KKAY-F	All Capstar stations sold to Clear Channel From Gulf South to Guaranty	1,200,000

STATION NOTES

(Major call letter and format changes)

WIBR	CHR until 80; Country until 84; Changed to WNFO in 88; briefly WKJN in 89-90 and back to WIBR in 90
WDGL-F	WAFB and AC until 84; CHR until 90; WGGZ until 92; Oldies until 94; Oldies-70's until 97; Evolved to Classic AOR by 99
WNDC	WLCS until 84; CHR until 84; WXAM until 87; Standards until 87; WTGE until 89
WBBE-F	WKJN-F until 99; WCAC until 01; Country until 01
WEMX-F	WXL-F and Soft AC until 93; WYCT until 96; Country until mid 90's
WFMF-F	WFMF and CHR until 96; WLSS until 99; AC/NR briefly in 96
KNXX-F	KKAY and Oldies until 01; Simulcasted with WTGE in late 90's
WJBO	AC until 84
KBRH	Black until 87; EZ until early 90's; WTKL until early 90's
WPPY-F	EZ until 84; Soft AC until 88; WQXY until 88; AOR until 96; WTGE-F until 97; WXCT until 00; WTGE-F again until 03
WYNK	Country until 98
WPFC	WLUX until 95
WJNH-F	WBBU until 96; WTGE until 00; AOR until 96; Oldies until 98
KOOJ-F	KTBT until 98; Black until 98; Oldies until 02

BATON ROUGE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1	WFMF-F 3.2	WFMF-F 2.9	WFMF-F 2.8	WFMF-F 2.5	WYNK AF 2.6	WYNK AF 2.8	WYNK AF 2.8	WYNK AF 2.8	WYNK AF 2.8	WYNK AF 2.8	WYNK AF 2.8
2	WYNK-F 2.6	WYNK AF 2.3	WYNK AF 2.4	WYNK AF 2.4	WYNK AF 2.4	WFMF-F 2.5	WYNK AF 2.5	WYNK AF 2.5	WYNK AF 2.5	WYNK AF 2.5	WYNK AF 2.5
3	WQXY-F 1.7	WKJN-F 1.9	WGGZ-F 1.8	WGGZ-F 1.8	WGGZ-F 1.9	WGGZ-F 1.8	WGGZ-F 1.8	WGGZ-F 1.8	WGGZ-F 1.8	WGGZ-F 1.8	WGGZ-F 1.8
4	WAFB-F 1.2	WGGZ-F 1.8	WKJN-F 1.5	WQXY AF 1.2	WKJN-F 1.8	WGGZ-F 1.4	WGGZ-F 1.4	WGGZ-F 1.4	WGGZ-F 1.4	WGGZ-F 1.4	WGGZ-F 1.4
5		WQXY-F 1.5	WQXY-F 1.2	WJBO 0.9	WTGE AF 1.1	WTGE-F 1.1	WTGE-F 1.1	WTGE-F 1.1	WTGE-F 1.1	WTGE-F 1.1	WTGE-F 1.1
6		WXOK 0.9	WJBO 1.1	WXOK 0.6	WJBO 0.8	KQXL-F 1.0	KQXL-F 1.0	KQXL-F 1.0	KQXL-F 1.0	KQXL-F 1.0	KQXL-F 1.0
7			WXOK 0.7	KQXL-F 0.5	KQXL-F 0.6	WJBO 0.9	WJBO 0.9	WJBO 0.9	WJBO 0.9	WJBO 0.9	WJBO 0.9
8			KQXL-F 0.5			WXOK 0.5	WXOK 0.5	WXOK 0.5	WXOK 0.5	WXOK 0.5	WXOK 0.5
9											
10											
1990		1991		1992		1993		1994		1995	
1	WYNK AF 2.7	WYNK AF 3.6	WYNK AF 3.7	WYNK AF 3.7	WYNK AF 3.6	WYNK AF 3.8	WYNK AF 3.8	WYNK AF 3.8	WYNK AF 3.8	WYNK AF 3.8	WYNK AF 3.8
2	WFMF-F 2.6	WFMF-F 2.0	WKJN-F 2.1	WKJN-F 2.4	KQXL-F 2.5	KQXL-F 2.7	KQXL-F 2.7	KQXL-F 2.7	KQXL-F 2.7	KQXL-F 2.7	KQXL-F 2.7
3	WKJN-F 2.4	WKJN-F 2.0	WFMF-F 1.9	WJBO 1.9	WKJN-F 2.2	WKJN-F 2.4	WKJN-F 2.4	WKJN-F 2.4	WKJN-F 2.4	WKJN-F 2.4	WKJN-F 2.4
4	WTGE-F 1.1	WGGZ-F 1.3	WJBO 1.5	WFMF-F 1.9	WJBO 1.8	WJBO 2.1	WJBO 2.1	WJBO 2.1	WJBO 2.1	WJBO 2.1	WJBO 2.1
5	WJBO 1.1	KQXL-F 1.1	KQXL-F 1.2	KQXL-F 1.6	WFMF-F 1.6	KRVE-F 1.8	KRVE-F 1.8	KRVE-F 1.8	KRVE-F 1.8	KRVE-F 1.8	KRVE-F 1.8
6	KQXL-F 0.9	WJBO 1.1	WGGZ-F 1.0	WGGZ-F 1.2	KRVE-F 1.5	WFMF-F 1.7	WFMF-F 1.7	WFMF-F 1.7	WFMF-F 1.7	WFMF-F 1.7	WFMF-F 1.7
7	WGGZ-F 0.7	WTGE-F 1.0	WTGE-F 0.9	KRVE-F 1.0	WTGE-F 1.2	WTGE-F 1.4	WTGE-F 1.4	WTGE-F 1.4	WTGE-F 1.4	WTGE-F 1.4	WTGE-F 1.4
8	WXOK 0.5	WXOK 0.5	WXOK 0.5	WTGE-F 0.9	WXOK 1.1	WGGZ-F 1.3	WGGZ-F 1.3	WGGZ-F 1.3	WGGZ-F 1.3	WGGZ-F 1.3	WGGZ-F 1.3
9				WTGE-F 0.9	WXOK 1.1	WGGZ-F 1.3	WGGZ-F 1.3	WGGZ-F 1.3	WGGZ-F 1.3	WGGZ-F 1.3	WGGZ-F 1.3
10				WXOK 0.7	WGGZ-F 1.1	WXOK 1.0	WXOK 1.0	WXOK 1.0	WXOK 1.0	WXOK 1.0	WXOK 1.0
11											
1996		1997		1998		1999		2000		2001	
1	WYNK AF 4.2	WYNK AF 4.3	WYNK-F 4.5	WDGL-F 4.8	WDGL-F 5.1	WDGL-F 4.3	WDGL-F 4.3	WDGL-F 4.3	WDGL-F 4.3	WDGL-F 4.3	WDGL-F 4.3
2	KQXL-F 3.1	WDGL-F 3.1	WDGL-F 4.0	WYNK-F 3.9	WYNK AF 4.2	WYNK-F 3.9	WYNK-F 3.9	WYNK-F 3.9	WYNK-F 3.9	WYNK-F 3.9	WYNK-F 3.9
3	WGGZ-F 3.0	KQXL-F 2.5	KQXL-F 2.5	WEMX-F 3.0	KRVE-F 3.2	KRVE-F 2.8	KRVE-F 2.8	KRVE-F 2.8	KRVE-F 2.8	KRVE-F 2.8	KRVE-F 2.8
4	KRVE-F 2.2	WJBO 2.4	WXCT-F 2.3	KRVE-F 2.9	WJBO 2.4	WJBO 2.6	WJBO 2.6	WJBO 2.6	WJBO 2.6	WJBO 2.6	WJBO 2.6
5	WJBO 2.0	KRVE-F 2.2	KRVE-F 2.2	WXCT-F 2.9	WEMX-F 2.4	WEMX-F 2.5	WEMX-F 2.5	WEMX-F 2.5	WEMX-F 2.5	WEMX-F 2.5	WEMX-F 2.5
6	WKJN-F 1.7	WXCT-F 1.8	WJBO 2.2	KQXL-F 2.4	WXCT-F 2.3	WTGE-F 2.3	WTGE-F 2.3	WTGE-F 2.3	WTGE-F 2.3	WTGE-F 2.3	WTGE-F 2.3
7	WTGE-F 1.1	WKJN-F 1.4	WEMX-F 1.7	WFMF-F 2.2	WFMF-F 2.3	WFMF-F 2.3	WFMF-F 2.3	WFMF-F 2.3	WFMF-F 2.3	WFMF-F 2.3	WFMF-F 2.3
8	WXOK 1.1	WLSS-F 1.3	WLSS-F 1.7	WJBO 2.0	WTGE-F 1.6	KQXL-F 1.5	KQXL-F 1.5	KQXL-F 1.5	KQXL-F 1.5	KQXL-F 1.5	KQXL-F 1.5
9	WLSS-F 1.0	WXOK 1.1	WKJN-F 1.5	WXOK 1.3	KQXL-F 1.4	WBBE-F 1.4	WBBE-F 1.4	WBBE-F 1.4	WBBE-F 1.4	WBBE-F 1.4	WBBE-F 1.4
10			WXOK 1.1	WCAC-F 0.8	WXOK 1.0	WJNH-F 1.1	WJNH-F 1.1	WJNH-F 1.1	WJNH-F 1.1	WJNH-F 1.1	WJNH-F 1.1
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1	Citywide \$ 4.5 (25.7)	1	Gulfstar \$ 7.6 (40.6)	1	Gulfstar \$ 7.2 (35.0)
2	WYNK A/F 3.6 (20.6)	2	Citywide 4.2 (22.5)	2	Citywide 6.6 (31.8)
3	WJBO, WFMF-F 3.4 (19.4)	3	WIBR, WKJN-F 2.4 (12.8)	3	Guaranty 4.1 (19.9)
4	WIBR, WKJN-F 2.4 (13.7)	4	WBIU, KRVE-F 1.8 (9.6)	4	KRVE-F 2.2 (10.7)
		5	WTGE-F 1.4 (7.5)		
		6	WGGZ-F 1.3 (7.0)		
1997		1998		1999	
1	Capstar \$ 10.3 (48.2)	1	Capstar \$ 10.6 (43.6)	1	Clear Channel \$ 11.2 (41.4)
2	Citywide 5.7 (26.5)	2	Citadel 7.0 (28.6)	2	Citadel 8.3 (31.0)
3	Guaranty 5.2 (24.3)	3	Guaranty 6.7 (27.5)	3	Guaranty 8.2 (30.4)
2000		2001		2002	
1	Clear Channel \$ 12.2 (44.0)	1	Clear Channel \$ 11.8 (42.9)	1	Clear Channel \$ 10.2
2	Guaranty 9.2 (32.8)	2	Guaranty 8.2 (29.8)	2	Citadel 9.3
3	Citadel 6.1 (21.9)	3	Citadel 7.5 (27.2)	3	Guaranty 8.7
2003					
1	Clear Channel \$ 13.2				
2	Citadel 8.5				
3	Guaranty 7.8				
4					
5					

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

DUNCAN'S COMMENTS:

Baton Rouge is an above average small to medium sized radio market. While economic growth has only been moderate the number of viable stations has remained fairly constant over the past two decades.

WYNK has been the strongest station in the market for most of this period. Its audience shares have declined during the last ten years but revenue remains strong. WDGL has come on strong in the last decade and it has a wonderful revenue to audience conversion ratio.

2002		2003	
1	WDGL-F 5.3	WDGL-F 5.0	WDGL-F 5.0
2	WYNK-F 3.7	WYNK-F 4.9	WYNK-F 4.9
3	KQXL-F 3.4	KRVE-F 3.2	KRVE-F 3.2
4	KRVE-F 2.2	KQXL-F 3.1	KQXL-F 3.1
5	WJBO 2.1	WJBO 2.3	WJBO 2.3
6	KFMF-F 1.9	WFMF-F 2.2	WFMF-F 2.2
7	KXOK 1.8	WEMX-F 1.5	WEMX-F 1.5
8	WEMX-F 1.8	WXOK 1.4	WXOK 1.4
9	WYPY-F 1.7	WYPY-F 1.1	WYPY-F 1.1
10	WBBE-F 1.4		
11			