

**CINCINNATI  
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>			
WLW	18.5	16.9	14.7	14.1	12.8	11.5	9.6	8.0	6.5	7.7	9.1	9.1	11.8	10.4	10.2	11.7	10.9	12.9	10.7	11.6	11.9	10.0	9.5	8.6	9.1	9.1	10.2	10.3	9.6	9.6	WLW, 700 (T)	
WKRC	9.4	7.5	7.8	9.3	9.0	9.2	8.5	8.4	6.8	9.5	8.2	7.4	7.2	5.8	5.6	4.8	3.9	3.3	2.9	4.8	5.3	5.0	4.6	4.3	4.7	4.0	4.3	3.7	4.9	4.9	WKRC, 550 (T)	
WKRQ-F	6.4	10.6	8.6	11.5	12.0	10.6	9.0	8.1	8.5	9.8	11.0	9.4	9.6	9.6	10.6	10.1	8.0	6.4	6.4	6.1	5.6	6.0	6.6	5.8	4.9	4.2	3.8	3.9	3.3	3.3	WKRQ-F, 101.9 (CHR)	
WSAI	11.1	11.4	9.7	11.5	11.0	7.2	7.2	5.9	6.4	5.9	6.4	5.7	4.6	5.3	4.3	4.5	3.9	4.4	5.5	4.9	4.6	4.4	3.9	3.6	2.9	3.0	3.1	2.7	1.7	1.7	WSAI, 1530 (O)	
WOFX-F	10.5	8.5	8.9	7.2	7.4	8.0	9.4	7.5	8.2	6.1	10.0	10.1	9.2	8.3	7.9	7.1	5.7	4.7	3.4	3.4	3.2	3.6	4.5	4.8	4.6	4.7	4.3	4.6	4.5	4.5	WOFX-F, 92.5 (CH)	
WRRM-F	3.4	4.8	4.7	4.2	5.0	3.3	6.7	6.7	6.4	7.7	6.4	4.0	4.7	5.0	5.4	4.7	5.1	4.1	4.5	4.6	5.0	5.1	5.8	6.4	6.0	6.6	6.3	6.8	6.3	6.3	WRRM-F, 98.5 (SAC)	
WCIN	4.2	3.2	4.0	4.8	3.0	4.5	4.2	4.0	3.2	2.9	2.5	2.8	1.3	0.8	0.6	0.2	1.5	1.0	1.6	1.4	1.2	1.0	0.9	1.0	0.9	1.2	0.4	0.5	0.4	0.4	WCIN, 1480 (B/O)	
WCKY	13.1	9.3	8.7	4.5	3.1	3.3	2.8	2.2	2.1	1.8	1.3	-	1.0	1.3	1.2	1.6	0.7	0.7	1.2	-	-	-	-	0.6	0.9	0.8	1.0	1.3	1.4	1.4	WCKY, 1360 (S)	
WVMX-F	3.5	2.7	2.3	4.0	5.2	4.5	2.0	2.6	3.6	4.5	2.7	4.2	3.4	5.1	6.0	5.3	6.0	5.6	4.8	3.7	4.0	3.8	4.0	5.0	4.1	3.6	3.8	3.2	3.4	3.4	WVMX-F, 94.1 (AC)	
WUBE-F	-	2.6	5.0	4.1	5.3	5.8	5.1	6.5	6.2	4.8	6.0	7.7	5.6	6.1	5.0	5.2	8.4	8.5	10.2	9.3	9.4	9.1	9.4	8.6	7.8	7.6	5.3	5.5	5.4	5.4	WUBE-F, 105.1 (C)	
WDBZ	-	2.6	2.4	2.1	1.8	1.7	3.4	5.1	3.5	3.6	1.8	1.6	1.0	0.7	0.7	-	0.3	-	-	0.2	0.6	-	-	-	-	0.3	0.9	1.0	1.2	1.2	WDBZ, 1230 (B/T)	
WEBN-F	4.5	8.6	8.6	7.8	7.2	9.2	10.7	9.7	8.0	8.4	7.8	11.0	11.1	12.2	10.3	9.9	7.1	6.8	7.0	7.5	8.2	9.5	8.2	7.7	8.5	7.5	7.3	6.3	6.4	6.4	WEBN-F, 102.7 (AOR)	
WGRR-F	-	-	-	1.3	2.4	0.6	2.3	4.5	4.7	5.5	6.5	6.3	4.5	3.5	4.1	6.6	6.3	5.7	6.5	6.1	5.5	5.8	6.1	6.5	5.8	5.3	5.4	5.3	4.6	4.6	WGRR-F, 103.5 (O)	
WYGY-F	-	-	1.9	1.6	2.7	2.7	2.0	2.3	3.1	3.8	2.9	3.2	4.1	3.1	2.7	2.2	3.4	0.5	1.9	3.8	3.6	3.6	3.4	2.7	2.5	2.5	4.2	3.7	3.5	3.5	WYGY-F, 96.5 (AC)	
WMOJ-F	-	-	-	1.6	1.6	2.4	4.0	4.2	6.1	5.0	4.7	3.8	2.8	4.3	5.7	3.4	4.1	5.4	6.0	3.7	3.6	4.1	3.5	4.2	5.2	5.5	4.4	4.6	4.5	4.5	WMOJ-F, 94.9 (B/O)	
WBOB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WBOB, 1160 (T)	
WIZF-F	-	-	-	-	-	-	-	-	-	-	-	0.3	3.1	3.1	5.0	2.7	3.9	3.4	1.1	-	-	-	0.9	0.8	0.9	-	-	0.5	-	-	-	WIZF-F, 100.9 (B)
WAKW-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WAKW-F, 93.3 (REL)	
WAQZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WAQZ-F, 97.3 (AOR)	
WKFS-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	1.3	1.6	2.0	2.1	2.2	2.6	4.7	5.4	5.7	6.4	6.4	6.4	WKFS-F, 107.1 (CHR)	
WNLT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	-	0.4	0.3	0.6	0.4	0.4	0.5	0.6	0.9	1.2	1.4	1.4	WNLT-F, 104.3 (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>
WLW	41.1	35.7	29.8	27.2	22.1	26.2	26.6	25.8	31.2	27.8	29.8	32.0	32.3	29.2	26.8	27.3	29.1	26.1	21.5	20.2	21.0	22.4	26.3	23.2	20.8
WKRC	22.8	23.5	23.4	21.3	17.7	21.9	19.4	17.7	17.7	15.2	14.5	13.8	11.3	13.9	10.4	14.8	13.5	12.7	10.3	11.4	9.8	9.9	10.2	9.4	9.4
WKRQ-F	26.9	25.2	23.4	23.0	24.4	24.9	26.4	23.4	26.5	24.3	27.3	27.4	25.2	21.2	21.1	18.1	19.0	21.1	21.2	21.7	19.7	17.0	15.0	15.5	14.2
WSAI	17.5	14.5	13.6	11.6	13.1	11.4	11.2	11.1	11.3	8.8	9.2	10.1	8.1	10.2	10.0	8.6	7.1	7.1	5.9	6.3	5.5	5.2	6.0	5.5	3.3
WOFX-F	13.6	14.7	16.2	15.0	16.4	14.6	16.1	17.5	17.7	14.4	13.5	14.7	13.5	11.3	9.7	12.0	14.5	14.3	15.3	16.2	13.7	15.2	15.2	16.0	15.3
WRRM-F	-	-	12.8	14.8	16.0	18.7	17.2	12.7	12.4	11.7	14.2	11.6	14.5	12.5	11.4	13.6	12.3	13.5	13.7	14.7	13.6	15.1	14.7	14.7	13.5
WCIN	-	-	-	10.2	6.3	6.9	4.4	6.3	3.7	2.7	1.8	1.5	4.5	3.2	2.9	3.3	2.3	2.3	2.2	2.2	2.4	1.8	1.6	0.9	1.4
WCKY	9.7	12.0	9.9	8.5	9.0	5.8	4.6	4.1	4.0	2.9	4.3	4.8	3.7	3.6	5.1	-	-	-	-	3.3	3.5	3.9	4.8	5.0	6.5
WVMX-F	12.5	12.6	10.2	6.4	9.5	10.6	7.7	9.2	11.2	12.0	16.7	13.5	16.0	13.5	11.3	13.6	11.7	12.1	12.6	13.2	10.8	11.6	11.3	12.3	11.5
WUBE-F	8.1	9.0	9.8	10.9	13.6	10.8	10.0	16.6	12.3	10.3	11.1	11.0	12.4	18.4	21.0	20.0	18.8	20.8	21.8	19.4	17.7	15.8	13.1	14.4	13.6
WDBZ	-	-	-	11.2	7.9	5.4	4.9	3.9	-	-	2.2	-	-	-	0.8	0.8	1.9	-	-	-	-	0.9	1.7	2.1	1.9
WEBN-F	11.6	20.0	18.6	21.4	21.7	18.9	18.4	19.6	25.5	24.1	23.6	22.7	18.9	17.7	18.3	20.0	20.1	21.0	19.3	18.5	18.1	16.5	16.6	16.1	15.8
WGRR-F	9.1	-	-	9.6	11.0	11.6	12.9	12.0	11.5	10.1	12.6	16.0	17.0	16.2	16.9	14.2	14.2	14.4	14.6	14.7	13.8	12.7	15.6	12.5	13.1
WYGY-F	-	7.9	9.5	8.7	7.6	11.5	8.8	11.7	8.9	7.2	7.3	5.7	8.5	2.6	8.2	9.4	13.0	12.8	11.7	8.3	10.1	11.9	10.5	10.3	10.5
WMOJ-F	-	-	10.8	11.7	16.2	16.4	13.5	11.6	10.6	9.0	13.9	11.3	14.8	16.4	18.7	13.2	10.2	9.3	9.7	10.1	14.4	12.9	10.4	12.9	11.3
WBOB	-	-	-	-	-	-	-	-	0.7	2.1	2.5	2.5	5.9	3.7	2.0	-	-	-	3.8	3.8	4.5	-	-	2.5	-
WIZF-F	-	-	-	-	-	-	-	-	5.5	6.6	8.3	8.8	10.2	10.7	10.3	9.7	10.9	11.3	12.1	11.5	11.3	10.6	10.3	11.5	10.5
WAKW-F	-	-	-	-	-	-	-	-	-	-	-	-	-	4.1	4.6	4.6	3.9	4.8	5.5	5.7	5.2	-	-	4.0	5.2
WAQZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.6	2.1	3.8	3.0	8.1	9.1	10.0	8.8
WKFS-F	-	-	-	-	-	-	-	-	-	-	-	-	-	6.2	5.6	7.6	8.5	8.0	9.6	12.7	17.7	19.7	18.1	20.2	17.6
WNLT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	1.4	1.1	1.8	1.5	1.2	2.2	2.5	2.8	3.3	4.3

## CINCINNATI

	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	18.0	--	--	--	--	--	--	--	16.1 %	41.2 %	--	--	--	1976
1977	20.4	13.3 %	--	--	--	--	--	--	14.9	44.3	20	--	--	1977
1978	22.4	9.8	--	--	--	--	--	--	15.9	43.9	20	--	--	1978
1979	23.6	5.4	--	--	--	--	--	--	15.6	51.5	22	--	--	1979
1980	25.2	6.8	--	--	--	--	--	--	14.2	53.3	20	--	--	1980
1981	28.4	12.7	1.65	17.21	7.5	.0038	--	--	14.7	56.5	22	--	--	1981
1982	29.4	3.5	1.66	17.71	7.7	.0038	--	--	17.4	57.9	23	--	--	1982
1983	30.8	4.8	1.67	18.33	8.3	.0037	.329	--	16.6	66.2	24	15	--	1983
1984	33.3	8.1	1.68	19.82	8.9	.0037	.352	WKRC	17.7	65.1	23	15	--	1984
1985	38.5	15.0	1.68	22.92	9.7	.0039	.432	WKRC	16.8	64.3	23	15	--	1985
1986	43.5	13.0	1.68	25.74	10.9	.0042	.474	WLW	16.2	68.4	21	14	--	1986
1987	45.0	3.4	1.70	26.47	10.8	.0042	.522	WLW	17.1	67.4	26	14	8.0	1987
1988	49.2	9.3	1.72	28.60	11.3	.0043	.558	WLW	16.6	68.6	25	12.5	9.3	1988
1989	55.0	8.5	1.73	31.79	12.1	.0045	.605	WLW	18.4	71.6	24	13	7.7	1989
1990	55.0	0	1.75	31.79	12.4	.0044	.616	WLW	17.3	70.3	28	13	7.4	1990
1991	57.5	4.5	1.76	32.67	12.6	.0046	.665	WLW	17.3	71.5	26	13.5	11.3	1991
1992	59.9	4.0	1.77	33.84	13.6	.0044	.689	WLW	16.0	69.9	27	14	9.8	1992
1993	64.4	8.4	1.88	34.26	15.0	.0043	.742	WLW	16.7	72.6	27	15	9.6	1993
1994	69.0	7.0	1.92	35.94	17.3	.0040	.817	WLW	16.7	71.1	31	14.5	10.4	1994
1995	78.7	13.8	1.92	40.99	17.9	.0044	.953	WLW	16.0	71.3	27	14.5	13.1	1995
1996	90.2	14.6	1.93	46.74	19.0	.0047	1.09	WLW	16.6	74.2	29	14.5	11.8	1996
1997	100.2	11.1	1.94	51.65	19.9	.0050	1.21	WLW	15.7	75.3	29	14	13.7	1997
1998	111.9	11.6	1.94	57.68	20.4	.0054	1.35	WLW	15.4	77.6	28	14	12.5	1998
1999	122.3	8.5	1.96	62.40	22.0	.0055	1.50	WLW	15.6	76.3	32	14	11.3	1999
2000	130.0	6.3	1.98	65.59	25.0	.0052	1.63	WLW	15.3	76.5	29	16.5	14.9	2000
2001	122.2	-6.0	1.99	61.41	26.5	.0046	1.51	WLW	14.2	75.1	29	16.5	14.0	2001
2002	131.2	7.4	2.01	65.27	27.6	.0048	1.592	WLW	13.8	75.7	30	--	14.0	2002
2003	136.1	3.7	2.02	67.38	28.8	.0047	1.740	WLW	13.3	77.8	30	16.5	16.2	2003

### MAJOR STATIONS - JANUARY 2004

<b>WCIN</b>	1480	1.3KW/250W (DA-2)	Black Oldies		<b>WKFS-F</b>	107.1	2.8KW@866	CHR	Clear Channel
<b>WCKY</b>	1360	5KW (DA-N)	Sports	Clear Channel	<b>WKRQ-F</b>	101.9	16KW@866 (DA)	CHR	CBS
<b>WDBZ</b>	1230	1KW	Black/Talk	Radio One	<b>WMOJ-F</b>	94.9	11KW@1056	Black Oldies	Susquehanna
<b>WKRC</b>	550	5KW/1KW (DA-2)	Talk	Clear Channel	<b>WNLT-F</b>	104.3	5KW@328	Religion	
<b>WLW</b>	700	50KW	Talk/Variety	Clear Channel	<b>WOFX-F</b>	92.5	16KW@866 (DA)	Classic Hits	Clear Channel
<b>WSAI</b>	1530	50KW (DA-N)	Oldies	Clear Channel					
<b>WAKW-F</b>	93.3	50KW@500 (DA)	Religion		<b>WRRM-F</b>	98.5	18KW@810	Soft AC	Susquehanna
<b>WAQZ-F</b>	97.3	2.6KW@509 (DA)	AOR-Modern	CBS	<b>WUBE-F</b>	105.1	15KW@915	Country	CBS
<b>WEBN-F</b>	102.7	16KW@866	AOR	Clear Channel	<b>WVMX-F</b>	94.1	32KW@600	AC/CHR	Clear Channel
<b>WGRR-F</b>	103.5	11KW@1036 (DA)	Oldies	CBS	<b>WYGY-F</b>	96.5	20KW@810	Country	Susquehanna
<b>WIZF-F</b>	100.9	1.3KW@510	Black	Radio One					

CINCINNATI

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	30	31	27	AOR/CL	11	11	12	8	7	9	12
					13	12	12	16	19	17	11
MOR/AC	37	34	27	MOR/FS	20	22	19	19	15	11	See Talk
				AC/OLD	15	15	25	18	4	7	12
								AC	9	8	17
								OLDIES	16	15	15
COUNTRY	9	13	12		12	11	9				
BTFLEZ/SAC	16	13	10		9	12	7				
								SOFT AC	5	5	7
											1
NEWS/TALK	--	--	5		6	5	5	6	6	5	17
SPORTS								--	1	1	1
BLACK/URBAN	6	7	10		10	9	6	8	8	8	9
SMOOTH JAZZ					--	1	1	--	1	5	
STANDARDS	--	--	6		--	--	3	4	6	4	3
HISPANIC											
RELIG/GOSPEL	2	--	1		1	--	1	3	3	4	2
CLASSICAL											

STATION NOTES

(Major call letter and format changes)

WRRM-F	WLQA until 81; EZ until 80
WGRR-F	WOKV until 80; WBLZ until 89; Black until 89
WVMX-F	WSAI-F until 83; WKXF until 85; WWNK until 97; CHR until 77; AC until 78; AOR until 81; Country until 85
WDBZ	WUBE until 81; WMLX until 85; WDJO until 89; WUBE again until ---; Standards until 85; Country until ---
WSAI	WCKY until 94; MOR until 85; Talk until 94
WCKY	WSAI until 85; WWNK until 88; WSAI again until 97; CHR until 77; Country until 85; Oldies until 92
WMOJ-F	WYYS until 82; WLLT until 88; CHR until 82; AC until 88; Country until 85; WOFX until 95; Classic AOR until 95; WVAE until 99; Jazz until 99
WOFX-F	WWEZ until 91; EZ evolving to Soft AC by 89; Soft AC until 93; WIMJ until 93; WPPT and Oldies-70's until 95
WKRC-F	FS evolving to Talk; WKRC until 93; WLWA until 94; WCKY until 97
WCIN	Black except for 89-90 when it briefly tried Classical
WYGY	WLWS until 80; WSKS until 86; WBVE until 90; WZRQ until 91; WZRZ until 92; AOR until 86; Country until 90; AOR until 92
WKFS-F	WAQZ until 98; AOR until 98
WAQZ-F	WMMA until 98; Oldies until 98; WYLX and Classic Hits until 01

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WRXY-F (Milford)	Sold to Ted Hepburn et al	\$	100,000
1972 WRRM-F	Sold to Susquehanna		390,000
1976 WCKY	From Post-Newsweek to Federated		3,600,000
1976 WLW	Sold by AVCO		8,500,000
1976 WWNK AF	From Combined to Federated		6,300,000
1977 WWEZ-F	From Sudbrink to Federated		2,000,000
1977 WSKS-F	Sold to owners of WLW		650,000
1977 WCIN	Sold to BENI		1,800,000
1979 WLW, WSKS-F	Sold to Mariner		17,000,000
1980 WLLT-F	From Broadcast Mgt. To Neftel		1,300,000
1980 WDJO, WUBE-F	From Kaye-Smith to Plough		3,900,000
1982 WWNK AF	From Affiliated to Booth		5,200,000
1982 WCIN	Sold by BENI		2,250,000
1983 WLW, WSKS-F	From Mariner to Republic		10,514,000
1984 WDJO, WUBE-F	From Plough to DKM		8,800,000
1984 WRXY-F	Sold by Perry		850,000
1985 WCIN	Sold for Liabilities		N/A
1985 WLLT-F	From Heftel to WOLT (not completed)		6,000,000
1986 WEBN-F	From Wood to Jacor		12,300,000
1986 WLW, WSKS-F	From Republic to Jacor		21,500,000
1986 WLLT-F	From H & W to Hoker		6,000,000
1986 WDJO, WUBE-F	From DKM TO American		9,800,000
1986 WSKS-F	From Jacor to Reams		4,300,000
1986 WBLZ-F (Hamilton)	From NEW System to Schwartz		N/A
1986 WSAI-F (Erlanger)	From Mortenson to InterUrban		2,000,000
1986 WBLZ-F (Hamilton)	From Panache to Dalton		7,800,000
1988 WMLX (Florence)	Sold to Hoker		350,000
1992 WZRZ-F (Hamilton)	From Reams to American Media		3,200,000
1992 WCIN	Sold by receiver		425,000
1992 WOFX-F	From Hoker to Heritage		3,000,000
1992 WMLX (Florence)	Sold by Hoker		175,000
1993 WKRC	From Great American to Jacor		1,600,000
1993 WSAI	Sold by Tooth		800,000
1993 WAQZ-F (Milford)			2,000,000
1994 WWNK-F	From Secret to Citicasters	KBP!(Denver) plus \$3.8 mil	
1994 WPPT-F	From Federated to Jacor		9,500,000
1994 WCKY (1530)	From Federated to SWAI, WAQZ owner		1,000,000
1994 WUBE AA/F, WYGY-F	From American to Chance!lor		27,000,000
1994 WIZF-F	Sold out of receivership		4,000,000
1996 WKRC-F	From Citicaster to Jacor		28,900,000
1996 WWNK-F	From Citicaster to Jacor		16,600,000
1996 WKYN (1160)	Sold to Chancellor		1,300,000
1996 WGRR-F	From Dalton to Amer. Radio Syst.		30,000,000
1996 WKRC-F	Traded from Jacor to Amer.Radio Syst.	Rochester stns plus \$16.0 mil.	
1997 WVAE-F (+5.0 mil)	Traded by Heritage to Susquehanna	WGH/WVCL-F (Norfolk)	
1997 WTSJ (1050)	From Guardian to Salem		1,000,000
1997 WMMA-F (97.3 Lebanon, OH)	Sold to Amer. Radio Syst.		3,000,000
1997 WGRR-F	From Amer. Radio Syst. To CBS		52,000,000
1997 WKRC-F	From Amer. Radio Syst. To CBS		56,000,000
1997 WMMA-F	From Amer. Radio Syst. To CBS		4,000,000
1998 WNOP			500,000
1998 WSAI/WAQZ-F/WCKY (1360)	From Reynolds to Jacor		1,800,000
1998	All Jacor stations sold to Clear Channel		---
1999	All AM/FM stations sold to Clear Channel		---
2000 WBOB, WYGY-F	Divested by Clear Channel to Salem		---
2000 WUBE-F	Divested by Clear Channel to CBS		---
2000 WUBE	Divested by Clear Channel to Blue Chip		---
2001 WIZF-F	From Blue Chip to Radio One		---
2002 WYGY-F	From Salem to Susquehanna		45,000,000
2004 WOXY-F (Oxford)	Sold to First Broadcasting		5,600,000

CINCINNATI

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WKRC	4.6	WKRC	6.2	WLW	6.3	WLW	8.3	WLW	10.0	WLW	12.8
2 WLW	4.1	WLW	6.1	WKRC	5.7	WEBN-F	5.9	WEBN-F	7.5	WEBN-F	8.4
3 WEBN-F	3.1	WEBN-F	4.1	WEBN-F	4.4	WKRC	5.9	WKRC	6.2	WKRC	6.5
4 WKRC	3.0	WKRC	4.0	WKRC	3.7	WKRC	5.1	WKRC	5.0	WKRC	4.6
5 WRRM-F	2.8	WRRM-F	3.9	WCKY	2.9	WUBE-F	3.6	WRRM-F	3.8	WWNK-F	3.9
6 WCKY	2.5	WCKY	2.5	WRRM-F	2.8	WRRM-F	2.7	WRRM-F	3.1	WRRM-F	3.8
7 WLLT-F	2.5	WLLT-F	2.4	WLLT-F	2.7	WCKY	2.5	WCKY	2.8	WUBE-F	3.3
8 WVEZ-F	2.2	WVEZ-F	2.3	WVEZ-F	2.5	WVEZ-F	2.3	WVEZ-F	2.5	WOFX-F	3.1
9				WBLZ-F	1.8	WBNK-F	2.1	WBNK-F	2.2	WCKY	2.7
10				WBLZ-F	2.0	WOFX-F	2.0	WVEZ-F	2.7		
1990		1991		1992		1993		1994		1995	
1 WLW	13.7	WLW	14.9	WLW	15.6	WLW	16.5	WLW	16.0	WLW	18.0
2 WEBN-F	7.7	WEBN-F	7.4	WEBN-F	7.2	WEBN-F	6.8	WUBE-F	7.7	WUBE AF	9.2
3 WKRC	6.6	WKRC	6.5	WUBE-F	5.4	WUBE AF	6.7	WEBN-F	7.4	WEBN-F	8.5
4 WKRC	5.0	SAI/WWNK-F	4.4	WKRC	4.8	WRRR-F	5.3	WRRR-F	6.2	WRRR-F	6.9
5 WWNK AF	4.3	WKRC	4.0	WWNK-F	4.7	WKRC	5.0	WKRC	6.2	WKRC	6.4
6 WUBE AF	3.5	WUBE AF	3.5	WRRR-F	4.1	WWNK-F	4.5	WCKY	4.3	WCKY	5.7
7 WRRM-F	3.4	WRRR-F	3.4	WRRR-F	3.2	WRRR-F	3.9	WRRM-F	4.1	WRRM-F	5.2
8 WVEZ-F	2.5	WRRM-F	3.1	WOFX-F	3.0	WRRM-F	3.4	WWNK-F	4.1	WWNK-F	3.8
9 WRRR-F	2.4	WOFX-F	2.7	WKRC	2.8	WCKY	3.3	WOFX-F	3.6	WYGY-F	3.4
10 WCKY	2.3	WCKY	2.5	WIMJ-F	2.7	WIMJ-F	3.0	WYGY-F	2.9	WIZF-F	2.9
11				WCKY	2.6	WIZF-F	2.4	WIZF-F	2.6	WOFX-F	2.7
12				WIZF-F	1.6	WPPT-F	1.8	WSAI	2.4		
13								WVAE-F	2.3		
1996		1997		1998		1999		2000		2001	
1 WLW	19.5	WLW	20.3	WLW	21.0	WLW	21.5	WLW	26.6	WLW	24.6
2 WUBE-F	10.1	WUBE AF	13.7	WUBE-F	15.1	WUBE AF	16.9	WEBN-F	15.2	WEBN-F	14.0
3 WEBN-F	9.8	WEBN-F	11.1	WEBN-F	11.5	WEBN-F	13.6	WUBE-F	12.9	WUBE-F	11.7
4 WKRC	7.4	WKRC	8.4	WKRC	9.5	WRRR-F	10.4	WRRR-F	9.3	WRRR-F	8.3
5 WRRR-F	6.5	WRRR-F	8.3	WRRR-F	9.0	WRRR-F	10.0	WRRM-F	8.7	WRRM-F	8.1
6 WCKY	6.1	WRRM-F	6.7	WRRM-F	7.9	WRRM-F	8.8	WKRC	8.6	WOFX-F	7.6
7 WRRM-F	5.8	WVMX-F	5.2	WOFX-F	6.7	WOFX-F	8.1	WOFX-F	8.1	WKRC	7.1
8 WWNK-F	4.7	WIZF-F	5.0	WVMX-F	6.7	WVMX-F	7.7	WVMX-F	7.2	WMOJ-F	6.8
9 WIZF-F	4.6	WOFX-F	4.8	WIZF-F	5.5	WIZF-F	6.1	WMOJ-F	6.9	WVMX-F	6.0
10 WOFX-F	3.8	WKRC	4.4	WKRC	4.8	WKRC	5.0	WIZF-F	5.9	WIZF-F	5.7
11 WYGY-F	3.3	WYGY-F	3.9	WSAI	3.0	WMOJ-F	3.4	WKRC	5.3	WKRC	5.2
12 WVAE-F	3.3	WSAI	3.0	WVAE-F	2.8	WYGY-F	2.8	WKFS-F	4.4	WKFS-F	4.6
13 WSAI	2.8	WVAE-F	2.8	WYGY-F	2.5	WSAI	2.7	WSAI	2.6	WYGY-F	2.5
2002		2003									
1 WLW	25.5	WLW	25.6								
2 WEBN-F	12.1	WEBN-F	12.2								
3 WUBE-F	10.5	WUBE-F	11.4								
4 WRRM-F	10.0	WRRM-F	10.9								
5 WRRR-F	9.0	WRRR-F	8.5								
6 WKRC	8.7	WOFX-F	8.1								
7 WOFX-F	7.7	WKRC	8.0								
8 WMOJ-F	7.0	WKRC	7.7								
9 WIZF-F	6.8	WMOJ-F	7.5								
10 WVMX-F	6.7	WIZF-F	7.2								
11 WKRC	6.7	WVMX-F	7.1								
12 WKFS-F	4.2										

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Jacor	\$ 31.2 (45.2)	1 Jacor	\$ 34.9 (44.3)	1 Jacor	\$ 43.9 (48.7)
2 Chancellor	10.6 (15.4)	2 Chancellor	12.6 (16.0)	2 Amer. Radio	13.9 (15.4)
3 Citicasters	10.3 (14.9)	3 Citicasters	10.2 (13.0)	3 Chancellor	13.7 (15.2)
		4 Dalton	6.9 (8.8)	4 Susquehanna	9.1 (10.1)
		5 Susquehanna	5.2 (6.6)	5 Blue Chip	4.6 (5.1)
1997		1998		1999	
1 Jacor	\$ 45.8 (45.7)	1 Jacor	\$ 55.6 (49.7)	1 Clear Channel	\$ 61.4 (50.2)
2 Chancellor	17.6 (17.6)	2 Chancellor	19.5 (17.4)	2 CBS	37.8 (30.9)
3 CBS	16.7 (16.7)	3 CBS	18.9 (16.8)	3 Susquehanna	12.2 (10.0)
4 Susquehanna	9.5 (9.5)	4 Susquehanna	10.7 (9.5)	4 Blue Chip	6.1 (4.9)
5 Blue Chip	5.0 (5.0)	5 Blue Chip	5.5 (4.9)	5 Salem	4.2 (3.4)
2000		2001		2002	
1 Clear Channel	\$ 70.9 (54.6)	1 Clear Channel	\$ 67.0 (54.7)	1 Clear Channel	\$ 67.0
2 CBS	32.0 (24.6)	2 CBS	29.2 (29.2)	2 CBS	32.0
3 Susquehanna	15.6 (12.0)	3 Susquehanna	14.8 (12.1)	3 Susquehanna	20.9
4 Radio One	6.4 (4.9)	4 Radio One	5.7 (4.6)	4 Radio One	6.8
		5 Salem	3.1 (2.6)		
2003					
1 Clear Channel	\$ 70.1				
2 CBS	31.3				
3 Susquehanna	21.9				
4 Radio One	7.2				
5					

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

DUNCAN'S COMMENTS:

Cincinnati is not Ohio's largest market by Population (Cleveland) but it is the state's largest radio market. That may say more about Cleveland than it does Cincinnati. Be that as it may, Cincinnati has become a fairly good radio market. This status is being threatened by a 23% decline in listening levels since 1991 and a 27% increase in viable radio stations.

WLW was a dying radio station in the mid-1980's. The Frank Wood and Randy Michaels took it over and gave it new life. It's ratings have remained steady ever since - usually around a 10 share. No other station comes close to it in revenue.