

CLEVELAND

	<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	24.0	--	--	--	--	--	--	--	15.0 %	50.2 %	--	--	--	1976
1977	26.2	9.2 %	--	--	--	--	--	--	16.0	51.6	25	--	--	1977
1978	28.9	10.3	--	--	--	--	--	--	15.3	58.3	23	--	--	1978
1979	32.9	13.8	--	--	--	--	--	--	14.9	56.4	25	--	--	1979
1980	33.3	1.2	--	--	--	--	--	--	15.5	60.3	23	--	--	1980
1981	34.8	4.5	1.87	18.61	8.6	.0040	--	--	16.2	63.1	24	--	--	1981
1982	36.0	3.4	1.84	19.57	8.9	.0040	--	--	17.2	64.4	24	--	--	1982
1983	37.1	3.1	1.83	20.27	9.7	.0038	.368	--	17.8	65.9	27	19	--	1983
1984	38.3	3.2	1.86	20.59	10.7	.0036	.413	WMMS-F	17.8	71.2	26	19	--	1984
1985	43.0	12.3	1.87	23.24	12.1	.0037	.486	WMMS-F	18.4	74.3	24	19	--	1985
1986	43.4	0.9	1.87	23.46	13.2	.0035	.499	WMMS-F	17.1	74.2	26	18	--	1986
1987	44.3	2.1	1.84	24.08	12.5	.0035	.509	WMMS-F	17.1	76.4	27	18	7.8	1987
1988	46.0	3.8	1.85	24.86	12.7	.0035	.520	WMMS-F	17.6	77.9	27	15.5	8.8	1988
1989	54.0	17.4	1.84	29.35	12.8	.0039	.587	WMMS-F	18.6	79.8	26	15	8.8	1989
1990	55.5	2.8	1.83	30.16	13.1	.0039	.625	WLTF-F	17.7	78.6	27	15	10.0	1990
1991	53.2	-4.1	1.82	29.23	13.5	.0039	.613	WLTF-F	17.9	79.7	26	16	10.7	1991
1992	57.4	7.8	1.83	31.34	13.7	.0042	.653	WLTF-F	17.7	77.7	24	16	9.6	1992
1993	61.6	7.3	1.82	33.85	14.3	.0043	.697	WMJI-F	18.1	74.2	26	17	9.7	1993
1994	68.6	11.4	2.23	30.76	20.0	.0034	.790	WMJI-F	18.1	76.8	25	16.5	11.0	1994
1995	76.0	10.8	2.22	34.23	20.5	.0037	.874	WMJI-F	17.1	78.0	26	16	10.6	1995
1996	80.1	5.4	2.22	36.08	21.3	.0038	.929	WMJI-F	17.6	74.9	27	16	11.0	1996
1997	88.0	9.9	2.23	39.48	22.0	.0040	1.02	WMJI-F	17.5	76.7	26	15.5	11.1	1997
1998	97.5	10.8	2.23	43.72	22.4	.0044	1.14	WMJI-F	16.7	76.9	25	15.5	12.0	1998
1999	107.7	9.5	2.22	48.51	24.2	.0045	1.27	WMJI-F	16.4	74.9	26	16	11.7	1999
2000	118.1	9.7	2.22	53.29	27.7	.0043	1.40	WMJI-F	16.0	78.1	27	16.5	12.2	2000
2001	117.4	-0.6	2.25	52.18	29.8	.0039	1.37	WMJI-F	16.0	79.7	25	16.5	12.3	2001
2002	120.4	2.6	2.25	53.51	30.6	.0039	1.449	WMJI-F	14.4	79.5	25	--	15.1	2002
2003	123.9	2.9	2.24	55.31	31.6	.0039	1.504	WMJI-F	14.6	80.6	25	17	14.7	2003

MAJOR STATIONS - JANUARY 2004

WABQ	1540	1KW (DAYS)	Gospel	WGAR-F	99.5	50KW@500	Country	Clear Channel
WERE	1300	5KW (DA-1)	Talk	WMJI-F	105.7	16KW@1128	Oldies	Clear Channel
WHK	1220	50KW (DA-1)	Religion	WMMS-F	100.7	34KW@800	AOR	Clear Channel
WJMO	1490	1KW	Gospel	WMVX-F	106.5	11KW@1036	AC/CHR	Clear Channel
WKNR	850	50KW/5KW (DA-2)	Sports	WNCX-F	98.5	16KW@960	Classic AOR	CBS
WRMR	1420	5KW (DA-N)	Standards					
WTAM	1100	50KW	Talk/News					
WAKS-F	96.5	31KW@620	CHR	WNWV-F	107.3	50KW@466	Jazz	
WCLV-F	104.9	6KW@328	Classical	WQAL-F	104.1	11KW@1060	AC/CHR	CBS
WDOK-F	102.1	12KW@1004	Soft AC	WXTM-F	92.3	41KW@548 (DA)	AOR-Modern	CBS
WENZ-F	107.9	16KW@892	Black	WZAK-F	93.1	28KW@620	Black AC	Radio One
WFHM-F	95.5	31KW@620	Religion					

NOTE: Counties were added to the metro in 1994.

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MAJOR STATION TRANSACTIONS: 1970 to 2003

	FORMAT SHARES (%)										
	77	80	82	84	87	90	92	95	98	2000	
CHR/AOR	38	31	25	11	10	15	14	17	14	12	
				CHR AOR/CL	4	1	1	1	1	--	See Talk
MOR/AC	12	17	15	18	17	27	21	13	11	11	
				MOR/FS AC/OLD	5	7	9	8	10	9	
COUNTRY	12	11	13	5	7	9	12	10	11	10	
BTFL/EZ/SAC	23	21	18	18	16	7					
							SOFT AC	7	9	7	7
NEWS/TALK	8	8	5	9	11	9	13	7	10	10	
SPORTS								5	2	3	
BLACK/URBAN	6	9	16	16	11	15	14	11	13	15	
SMOOTH JAZZ				--	--	2	3	5	5	6	
STANDARDS	--	--	6	6	5	7	6	7	7	6	
HISPANIC											
RELIG/GOSPEL	--	--	1	1	--	1	2	1	2	3	
CLASSICAL	1	3	3	2	2	2	3	3	3	3	

STATION NOTES

(Major call letter and format changes)

WMVX-F	CHR until 80; WZZP until 84; WLTF until 97
WENZ-F	CHR until 80; WDMT until 87; leaned towards Urban for most of the late 80's WPHR until 92; classified as Black in 90; AOR until 99
WXTM-F	WLYT until 82; WRQC until 90; WJMO-F until 94; Urban/CHR until 94; WZJM until 01
WHK	AC until 85; WGAR until 90; Country until 90; WKNR until 01; Sports until 01
WKNR	WJW until 85; WRMR until 03; MOR until 85; Standards until 03
WRMR	WHK until 01; Country until 84; Oldies until 88; Talk until 01
WTAM	MOR until 81; Country until 83; Back to MOR/FS until 85; WWWE until 96
WWMK	WBBG until 87; WMJI until 88; WRDZ until --; Started Standards in 81; Changed to Religion around 89
WMJI-F	CHR until 80; AOR until 82; WWWM until 82
WGAR-F	EZ until 84; WKSX until 84
WNCX-F	WGCL until 86; CHR until 87
WFHM-F	WCLV until 01; Classical until 01
WCLV-F	WZLE until 01
WAKS-F	WKDD until 01

1970 WGCL-F	Sold by ASI to Alexander Tanger	\$	525,000
1971 WQAL-F	From Storer to SJR		700,000
1971 WBBG, WDOK-F	From Metroplex to Globetrotter		14,500,000
1971 WWWE, WMJI-F	Sold by NBC		5,500,000
1972 WHK, WMMS-F	From Metromedia to Malrita		3,500,000
1975 WDMT-F	Sold to Beasley		800,000
1976 WERE	Sold by ASI		3,100,000
1976 WGCL-F	Sold by GCC		2,500,000
1977 WRMR	Sold by Storer		2,500,000
1977 WWWE	Sold to Combined Communications		8,700,000
1978 WBBG	From Globe to Embrescia		1,550,000
1978 WDOK-F	From Globe to Combined Comm.		N/A
1980 WABQ	Sold by Booth		600,000
1981 WBBG, WMJI-F	Sold by Embrescia		6,200,000
1984 WQAL-F	From Gulf to WIN		5,100,000
1984 WBBG, WMJI-F	From Robinson to Jacor		13,500,000
1985 WWWE, WDOK-F	From Gannett to Modell		9,500,000
1985 WRMR	From Modell to Booth		2,100,000
1986 WERE, WGCL-F	Sold to Metropolis		10,700,000
1987 WWWE, WDOK-F			15,000,000
1987 WPHR-F	From Beasley to Ardman		5,000,000
1988 WMJI-A	From Jacor to Gore		845,000
1988 WERE, WNCX-F	From Metropolis to Metroplex		11,600,000
1988 WQAL-F	From WIN to ML Partners		15,000,000
1989 WWWE	Sold to Booth		10,000,000
1990 WMJI-F	From Jacor to Legacy		20,000,000
1990 WGAR-AM	Sold to Douglas		500,000
1992 WJMO A/F	From United to Zapis		4,450,000
1993 WHK, WMMS-F	From Malrite to Shamrock		18,000,000
1993 WMJI-F	From Legacy to OmniAmerica		14,000,000
1993 WERE, WNCX-F	From Metroplex to Clear Channel		13,000,000
1993 WHK, WMMS-F	From Shamrock to OmniAmerica		12,000,000
1994 WRDZ	Sold by Hal Gore		1,500,000
1996 WENZ-F	From Ardman to Clear Channel		6,000,000
1996 WMJI-F, WMMS-F	From OmniAmerica to Nationwide		87,000,000
1996 WHK	From OmniAmerica to Salem		6,500,000
1997 WTAM/WLTF-F	From Secret to Jacor		44,900,000
1997 WCCD (1000)	From Guardian to Salem		1,000,000
1997 WKNR	Sold to Jacor		8,400,000
1997 WGAR-F	From Nationwide to Jacor		40,000,000
1997 WMJI-F	From Nationwide to Jacor		46,000,000
1997 WMMS-F	From Nationwide to Jacor		26,000,000
1998 WMH	Sold to ABC/Disney		3,900,000
1998 WKNR	From Jacor to Capstar	WTAE, Pittsburgh	
1998 WZJM-F	From Zapis to Chancellor		27,700,000
1998 WDOK-F	From Embrescia to Chanellor		71,600,000
1998 WZAK-F	From Zapis to Chancellor		89,300,000
1998 WQAL-F	From Fairfield/ML to Chancellor		68,500,000
1998 WJMO	From Zapis to Chancellor		3,200,000
1998 WRMR	From Embrescia to Chancellor		8,800,000
1998 WZLE-F (Lorain)	From V. Baldwin to Jacor		8,000,000
1998 WMMS-F/WTAM/WMVX-F/ WZLE-F/WMJI-F/WGAR-F	From Jacor to Clear Channel		
1999 - 2000	Capstar and AM/FM stations sold to Clear Channel		
1999 WERE, WENZ-F	From Clear Channel to Radio One		20,000,000
1999 WNCX-F	From Clear Channel to CBS		---
2000 WKNR, WRMR	Divested by Clear Channel to Salem		---
2000 WDOK-F, WQAL-F, WZJM-F	Divested by Clear Channel to CBS		---
2000 WJMO, WZAK-F	Divested by Clear Channel to Radio One		---
2000 WAKS-F	Divested by Clear Channel to Radio Seaway		---
2001 WCLV-F	Sold to Salem		---
2002 WABQ			3,000,000
2004 WRMR	Sold to Salem		10,000,000

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HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WMMS-F	4.4	WMMS-F	6.0	WMMS-F	8.1	WMMS-F	9.0	WMMS-F	8.6	WMMS-F	8.0
2 WLTF-F	3.4	WLTF-F	5.4	WLTF-F	5.6	WMJI-F	6.0	WMJI-F	6.7	WLTF-F	7.0
3 WMJI-F	3.3	WMJI-F	5.0	WMJI-F	5.1	WLTF-F	5.7	WLTF-F	5.6	WMJI-F	6.5
4 WGCL-F	3.1	WGCL-F	3.5	WQAL-F	3.5	WQAL-F	3.6	WWWE	4.0	WNCX-F	4.1
5 WDOK-F	3.1	WGAR-F	3.3	WWWE	3.2	WWWE	3.5	WQAL-F	4.0	WWWE	4.0
6 WGAR-F	2.7	WWWE	3.0	WDOK-F	2.7	WGAR-F	2.8	WZAK-F	3.0	WQAL-F	3.7
7 WWWE	2.6	WDOK-F	3.0	WGAR-F	2.5	WZAK-F	2.5	WGAR-F	2.8	WZAK-F	3.4
8		WQAL-F	2.9	WNCX-F	2.1	WDOK-F	2.2	WNCX-F	2.2	WGAR-F	3.1
9		WZAK-F	2.8	WZAK-F	2.0	WNCX-F	1.9	WDOK-F	2.0	WDOK-F	3.0
10				WERE	2.0	WERE	1.7	WERE	1.6	WERE	2.2

1990		1991		1992		1993		1994		1995	
1 WLTF-F	8.2	WLTF-F	8.0	WLTF-F	7.6	WMJI-F	7.6	WMJI-F	9.0	WMJI-F	10.0
2 WMMS-F	8.0	WMMS-F	7.9	WMMS-F	6.9	WMMS-F	7.4	WGAR-F	7.0	WGAR-F	8.1
3 WMJI-F	6.7	WMJI-F	6.0	WMJI-F	6.8	WLTF-F	6.9	WLTF-F	6.8	WZAK-F	8.0
4 WDOK-F	5.0	WZAK-F	4.8	WDOK-F	5.4	WDOK-F	6.3	WZAK-F	6.5	WDOK-F	7.4
5 WNCX-F	5.0	WDOK-F	4.7	WZAK-F	5.1	WGAR-F	6.2	WDOK-F	6.4	WNCX-F	7.3
6 WZAK-F	4.8	WNCX-F	4.6	WNCX-F	4.6	WZAK-F	5.7	WNCX-F	6.4	WLTF-F	7.2
7 WWWE	4.2	WGAR-F	3.5	WGAR-F	4.5	WNCX-F	4.4	WMMS-F	6.3	WMMS-F	6.0
8 WQAL-F	3.2	WWWE	3.3	WQAL-F	3.4	WQAL-F	4.0	WQAL-F	4.4	WQAL-F	4.4
9 WGAR-F	3.1	WQAL-F	2.7	WWWE	3.0	WWWE	3.3	WWWE	3.2	WWWE	3.3
10 WPHR-F	1.8	WPHR-F	2.5	WENZ-F	1.7	WCLV-F	1.8	WZJM-F	2.0	WZJM-F	2.3
11				WCLV-F	1.6	WNWV-F	1.6	WCLV-F	1.9	WKNR	2.3
12				WRMR	1.4	WRMR	1.4	WRMR	1.8	WNWV-F	2.2
13						WKNR	1.3	WKNR	1.7	WCLV-F	2.1
14								WNWV-F	1.7		

1996		1997		1998		1999		2000		2001	
1 WMJI-F	9.5	WMJI-F	11.9	WMJI-F	12.5	WMJI-F	18.0	WMJI-F	17.8	WMJI-F	16.8
2 WZAK-F	9.2	WZAK-F	10.1	WZAK-F	11.6	WZAK-F	11.8	WGAR-F	12.2	WGAR-F	11.0
3 WGAR-F	7.8	WGAR-F	9.2	WGAR-F	10.1	WDOK-F	10.2	WDOK-F	10.4	WDOK-F	10.8
4 WNCX-F	7.7	WDOK-F	8.5	WDOK-F	9.7	WMVX-F	9.8	WMVX-F	9.9	WTAM	10.6
5 WDOK-F	7.6	WNCX-F	8.3	WNCX-F	8.2	WGAR-F	9.7	WMMS-F	9.3	WMMS-F	10.1
6 WLTF-F	7.2	WQAL-F	7.8	WQAL-F	7.7	WQAL-F	8.0	WZAK-F	9.2	WNCX-F	8.5
7 WQAL-F	6.0	WMVX-F	5.4	WMVX-F	7.4	WTAM	7.6	WTAM	9.1	WMVX-F	8.4
8 WMMS-F	5.7	WMMS-F	4.9	WMMS-F	5.5	WMMS-F	7.1	WNCX-F	8.3	WQAL-F	8.4
9 WTAM	3.6	WTAM	4.6	WTAM	5.5	WNCX-F	7.1	WQAL-F	8.3	WZAK-F	7.1
10 WKNR	2.9	WZJM-F	3.6	WZJM-F	4.9	WZJM-F	4.1	WZJM-F	4.6	WENZ-F	6.4
11 WZJM-F	2.6	WKNR	2.8	WNWV-F	2.9	WNWV-F	3.2	WENZ-F	4.4	WXTM-F	3.5
12 WNWV-F	2.6	WNWV-F	2.8	WRMR	2.9	WRMR	2.6	WNWV-F	3.4	WNWV-F	3.0
13 WCLV-F	2.2	WRMR	2.6	WENZ-F	2.5	WCLV-F	2.4	WRMR	2.7	WAKS-F	2.7
14								WCLV-F	2.7	WKNR	2.4

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 OmniAmerica	\$ 15.9 (23.1)	1 OmniAmerica	\$ 16.6 (21.8)	1 Nationwide	\$ 22.9 (28.5)
2 Secret	10 (14.6)	2 Zapls	11.2 (14.7)	2 Zapls	12.6 (15.8)
3 Zapls	9.4 (13.7)	3 Secret	10.5 (13.8)	3 Secret	10.7 (13.4)
4 Clear Channel	7.0 (10.2)	4 WRMR, WDOK-F	9.3 (12.2)	4 Clear Channel	10.2 (12.8)
5 WGAR-F	7.0 (10.2)	5 Nationwide	8.1 (10.7)	5 WRMR, WDOK-F	9.7 (12.1)
		6 Clear Channel	7.9 (10.4)	6 ML/Fairfield	6.0 (7.4)
		7 ML/Fairfield	4.4 (5.8)		

1997		1998		1999	
1 Jacor	\$ 38.8 (43.9)	1 Jacor	\$ 41.0 (42.0)	1 Clear Channel	\$ 52.7 (49.0)
2 Zapls	14.6 (16.6)	2 Chancellor	37.9 (38.8)	2 CBS	29.4 (27.3)
3 WRMR, WDOK-F	11.1 (12.6)	3 CBS	8.2 (8.4)	3 Radio One	15.8 (14.7)
4 Clear Channel	11.0 (12.5)	4 Radio One	3.3 (3.4)	4 Salem	4.3 (4.0)
5 ML/Fairfield	7.8 (8.8)			5 WNWV et.al.	3.2 (3.0)
				6 WCLV-F	2.4 (2.2)

2000		2001		2002	
1 Clear Channel	\$ 59.9 (50.7)	1 Clear Channel	\$ 59.6 (50.9)	1 Clear Channel	\$ 55.3
2 CBS	31.6 (26.7)	2 CBS	31.2 (26.6)	2 CBS	33.2
3 Radio One	15.5 (13.1)	3 Radio One	15.2 (13.0)	3 Radio One	16.2
4 Salem	7.5 (6.3)	4 WNWV et.al.	3.0 (2.6)	4 Salem	10.0
5 WNWV et.al.	3.4 (2.8)	5 Salem	2.9 (2.5)	5 WCLV	2.4
		6 WCLV-F	2.3 (2.0)		

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

DUNCAN'S COMMENTS:

Cleveland has been a slowly growing large radio market. The market showed some improvement in the 1990's but it still lags behind its peer markets and probably always will.

WMJI is one of the nation's premier Oldies stations. It often leads the market in 12+ shares and has been the highest billing station since 1993. It will be interesting to see if WMJI can maintain these levels as the audience for traditional Oldies gets old themselves. Of course old in radio and advertising agency manuals is any person over forty.

I also have great respect for WNWV. This lesser-signalad, out of town station entered the Cleveland market with a Smooth Jazz format in the late 80's. They had some lean years but stuck with the format and now have one of the highest rated Smooth Jazz stations in the nation.