

GREENVILLE-NEW BERN, NC.
12+ METRO SHARE

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03		
WERO-F				13.8	10.6	10.0	11.7	12.2	9.7	12.8	8.6	9.6	11.0	10.6	10.3	7.8	8.1	6.1	4.8	5.0	4.1	4.4	3.8	2.4	2.5	4.3	4.6	5.3	4.4	WERO-F, 93.3 (CHR)	
WZBR-F				11.4	14.5	13.8	18.6	15.8	19.0	18.2	16.5	10.9	3.4	1.0	0.7	1.0	2.3	-	-	-	-	-	-	-	-	-	-	-	-	WZBR-F, 97.7 (C)	
WSFL-F				8.6	13.1	13.5	8.2	10.3	13.9	12.3	5.9	6.6	5.7	6.9	5.9	2.0	4.8	5.9	4.8	7.4	9.1	6.9	7.5	8.5	8.3	7.0	6.6	5.9	5.3	WSFL-F, 106.5 (AOR)	
WIKS-F				5.2	4.2	9.0	10.1	9.3	10.2	8.3	6.9	6.3	24.7	21.8	18.6	18.7	16.4	12.5	16.3	15.9	15.2	14.1	13.1	12.9	11.8	11.9	10.5	9.1	8.5	WIKS-F, 101.9 (B/AC)	
WNCT-F				6.6	7.8	5.2	8.8	8.2	8.6	8.8	8.1	9.1	7.5	6.9	6.1	5.9	5.6	5.6	4.7	2.8	4.0	3.9	4.2	4.1	4.0	4.6	5.3	5.1	4.4	WNCT-F, 107.9 (O)	
WRNS-F				7.6	6.4	8.7	3.5	6.8	5.8	3.5	6.6	11.5	14.3	14.7	13.4	17.0	18.1	23.1	22.2	19.3	18.4	20.0	16.8	15.8	14.2	12.7	13.2	14.4	13.2	WRNS-F, 95.1 (C)	
WELS				2.8	3.2	6.2	2.2	2.7	3.0	3.7	4.2	1.8	0.9	1.3	1.2	1.3	0.7	0.8	1.1	1.4	0.6	0.6	0.9	0.4	0.4	-	-	0.2	-	WELS, 1010 (G)	
WRNS				3.4	2.8	5.9	2.8	2.4	1.2	0.5	0.7	0.5	0.6	-	-	0.4	0.2	-	-	-	-	-	-	-	-	-	-	-	-	WRNS, 960 (C)	
WGPM-F				-	2.1	-	3.5	2.4	1.9	2.4	0.7	0.8	0.5	1.3	0.9	0.9	1.4	0.8	0.4	-	1.5	0.4	0.4	0.9	0.7	0.7	-	0.4	0.6	WGPM-F, 94.3 (C)	
WMGV-F										1.3	2.2	7.4	5.6	7.6	4.2	4.5	3.4	1.7	1.6	1.8	2.0	2.6	3.7	4.1	4.2	4.1	4.3	4.7	5.7	WMGV-F, 103.3 (AC)	
WKOO-F												2.5	1.9	3.0	4.2	5.7	4.7	4.3	4.1	4.4	3.9	3.6	3.4	2.5	1.9	2.1	2.0	1.9	2.6	WKOO-F, 98.7 (O)	
KRHT-F															0.6	2.0	2.9	4.6	3.5	4.4	5.6	5.4	5.3	3.5	5.8	4.8	3.7	2.5	2.8	WRHT-F, 96.3 (CHR)	
WXQR-F												2.0	3.2	3.0	2.5	2.9	2.7	0.9	1.2	0.9	1.6	0.9	1.3	0.9	1.7	4.5	3.2	2.7	3.5	WXQR-F, 105.5 (AOR)	
WANG-F																							0.9	0.7	1.1	1.9	2.1	1.8	1.5	1.6	WANG-F, 105.1 (ST)
WELS-F																			0.5	-	1.5	1.5	2.2	2.9	2.8	2.7	2.8	3.0	3.0	WELS-F, 102.9 (G)	
WNBR-F																		1.4	1.2	1.0	-	0.9	2.0	1.0	0.6	-	0.7	1.5	WNBR-F, 94.1 (C)		
WQZL-F																								0.6	0.4	-	0.8	3.0	3.4	WQZL-F, 101.1 (CHR)	
WTKF-F																		0.6	0.7	1.2	1.4	1.3	1.1	1.3	1.4	1.4	1.3	1.8	1.8	WTKF-F, 107.3 (T)	
WXNR-F																		3.3	1.8	1.3	-	3.0	4.3	4.6	5.6	3.9	3.4	4.3	3.7	WXNR-F, 99.5 (AOR)	
WQSL-F																				2.0	1.2	2.2	1.6	2.1	1.7	2.4	5.5	4.3	3.7	WQSL-F, 92.3 (CHR)	

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
WERO-F	26.1	24.1	22.7	28.5	30.2	26.2	21.2	21.2	24.3	22.0	22.4	20.2	18.6	17.4	14.0	14.6	14.5	10.6	8.6	8.9	10.7	15.9	17.0	17.6	15.0	
WZBR-F	19.5	16.2	21.2	19.6	25.2	24.4	27.3	18.9	10.5	2.1	2.7	-	5.8	-	-	-	-	-	-	-	-	-	-	-	-	
WSFL-F	27.1	28.2	21.3	26.7	28.5	26.6	19.0	19.1	14.9	18.0	15.0	10.1	12.0	11.6	15.0	18.3	18.5	14.0	17.5	20.0	14.4	12.6	13.8	11.1	11.0	
WIKS-F	11.3	15.0	15.8	18.8	19.4	19.9	16.2	14.1	28.2	27.5	28.2	27.9	27.2	23.3	24.1	23.8	21.8	21.7	21.2	22.1	20.8	18.7	18.3	17.4	17.2	
WNCT-F	14.3	10.7	14.0	13.1	16.3	15.3	15.2	15.1	13.2	11.1	11.7	9.6	10.9	10.3	8.8	10.3	11.5	11.4	10.5	9.6	11.0	10.6	12.5	10.8	11.0	
WRNS-F	13.4	9.4	8.7	10.0	8.9	8.0	10.6	15.4	18.3	23.2	24.3	26.2	29.4	35.5	33.5	33.0	31.1	29.9	29.1	28.9	23.6	23.3	23.7	27.8	26.1	
WELS				5.8	-	5.2	8.6	3.2	2.1	2.6	2.0	2.9	1.7	2.9	2.8	2.1	1.8	2.0	1.9	1.3	1.2	-	-	0.9	-	
WRNS		11.1	-	6.5	5.5	3.6	3.3	1.3	2.5	-	1.9	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	
WGPM-F			8.9	9.2	6.7	6.6	5.5	3.2	3.2	2.6	2.8	3.7	2.4	2.6	2.2	-	2.7	1.5	2.0	2.5	2.2	2.7	2.2	2.3	1.8	
WMGV-F						4.0	4.9	13.8	13.7	13.4	12.9	12.6	12.3	6.6	6.5	7.9	5.7	9.3	12.1	9.9	10.6	11.9	11.4	11.6	13.7	
WKOO-F									2.9	5.0	8.5	9.6	8.1	7.8	7.8	8.7	7.2	8.5	8.1	6.9	5.1	6.2	4.5	5.1	5.4	
WRHT-F											3.1	3.2	8.3	10.1	9.6	14.8	13.2	15.5	15.3	10.9	16.4	16.2	8.4	9.5	6.0	
WXQR-F									5.9	5.9	3.7	4.5	4.6	3.4	5.2	4.8	4.5	3.9	4.8	3.9	5.6	10.1	6.0	5.8	6.7	
WANG-F																		2.1	2.2	2.4	4.5	3.1	4.7	3.5	3.6	
WELS-F															1.1	-	2.1	3.6	5.6	5.6	6.8	5.5	6.3	5.4	6.7	
WNBR-F															2.9	3.9	3.7	-	3.9	3.7	2.8	1.4	-	3.9	4.2	
WQZL-F																					1.7	1.9	-	2.2	6.9	7.2
WTKF-F														1.7	1.6	3.5	3.1	3.5	3.7	3.4	2.9	2.7	3.3	3.5	3.3	
WXNR-F													5.8	7.6	8.4	7.0	-	8.7	12.7	13.1	11.4	11.5	10.2	10.8	8.3	
WQSL-F																5.4	4.8	7.1	6.1	7.2	6.7	10.0	12.5	9.9	7.9	

GREENVILLE, N.C.

	<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	--	--	--	--	--	--	--	--	-- %	-- %	--	--	--	1976
1977	--	-- %	--	--	--	--	--	--	--	--	--	--	--	1977
1978	--	--	--	--	--	--	--	--	13.1	67.4	21	--	--	1978
1979	--	--	--	--	--	--	--	--	12.9	78.0	24	--	--	1979
1980	--	--	--	--	--	--	--	--	13.0	77.5	19	--	--	1980
1981	--	--	--	--	--	--	--	--	13.7	85.6	22	--	--	1981
1982	--	--	--	--	--	--	--	--	15.9	83.7	26	--	--	1982
1983	--	--	--	--	--	--	--	--	17.8	82.7	22	--	--	1983
1984	--	--	--	--	--	--	--	--	15.6	86.9	22	--	--	1984
1985	--	--	--	--	--	--	--	--	16.9	88.1	22	--	--	1985
1986	--	--	--	--	--	--	--	--	16.0	90.0	32	--	--	1986
1987	--	--	--	--	--	--	--	--	17.1	88.1	24	--	3.2	1987
1988	--	--	--	--	--	--	--	--	16.0	95.0	25	--	11.0	1988
1989	--	--	--	--	--	--	--	--	17.3	89.4	29	--	12.1	1989
1990	--	--	--	--	--	--	--	--	17.1	94.0	21	--	15.5	1990
1991	--	--	--	--	--	--	--	--	16.5	91.1	23	--	16.9	1991
1992	--	--	--	--	--	--	--	--	17.1	92.1	25	--	--	1992
1993	9.4	--	.398	23.62	3.1	.0030	--	--	16.4	93.2	28	--	--	1993
1994	10.8	14.9	.401	26.93	3.3	.0033	.144	WRNS-F 3.0	17.1	92.2	31	11	12.8	1994
1995	13.0	20.4	.407	31.94	3.7	.0035	.196	WRNS-F 3.4	15.8	92.7	31	11.5	14.4	1995
1996	17.3	33.1	.412	41.99	3.9	.0044	.223	WRNS-F 3.9	16.1	91.7	33	10	12.0	1996
1997	18.8	8.6	.418	44.98	4.1	.0046	.242	WRNS-F 4.0	16.2	93.2	35	10.5	13.8	1997
1998	20.5	9.1	.423	48.46	4.4	.0047	.262	WRNS-F 4.4	15.8	96.0	38	11.5	11.4	1998
1999	22.5	8.9	.428	52.69	4.8	.0047	.300	WRNS-F 4.8	15.2	96.0	38	11	15.8	1999
2000	24.0	6.7	.432	55.56	5.3	.0045	.314	WRNS-F 5.0	14.2	97.9	32	12	14.9	2000
2001	22.2	-7.5	.436	50.92	5.5	.0040	.288	WRNS-F 4.5	15.0	97.4	33	12	14.0	2001
2002	22.1	0.5	.441	50.11	5.6	.0039	.287	WRNS-F 4.8	14.1	95.4	34	--	16.6	2002
2003	23.3	5.4	.445	52.36	5.8	.0040	.320	WRNS-F 5.2	13.5	98.0	32	13	18.0	2003

MAJOR STATIONS - JANUARY 2004

No AM Stations

WANG-F	105.1	19KW@384	Standards	Next Media	WRHT-F	96.3	100KW@492	CHR	
WELS-F	102.9	3KW@328	Gospel	Willis	WRNS-F	95.1	100KW@1506	Country	Next Media
WERO-F	93.3	100KW@1780	CHR	Next Media	WSFL-F	106.5	100KW@915	AOR	Beasley
WGPM-F	94.3	2KW@457	Country		WTKF-F	107.3	7KW@607	talk	
WIKS-F	101.9	100KW@982	Black/AC	Beasley	WXNR-F	99.5	17KW@843	AOR	Beasley
WKOQ-F	98.7	100KW@974	Oldies	Next Media	WXQR-F	105.5	19KW@794	AOR	Next Media
WGMV-F	103.3	100KW@981	AC	Beasley	WQSL-F	92.3	23KW@725	CHR/Dance	Next Media
WNBR-F	94.1	11KW@485	Country		WZBR-F	97.7	3KW@249	Country	
WNCT-F	107.9	100KW@1700	Oldies	Beasley					
WQZL-F	101.1	31KW@607	CHR/Dance						

GREENVILLE, N.C.

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	--	45	36	CHR AOR/CL	34 2	19 13	10 13		15 12	10 15	8 16	14 18
MOR/AC	--	2	4	MOR/FS AC/OLD	2 6	4 5	1 16		2 13			See Talk 7
COUNTRY	--	28	26		21	24	24		34			
BTFL/EZ/SAC	--	6	10		10	6	6					
								SOFT AC	5	5	--	--
NEWS/TALK					--	--	1		2	3	4	4
SPORTS												1
BLACK/URBAN	--	20	19		22	29	25		15	20	20	22
SMOOTH JAZZ							1		1	--	--	--
STANDARDS										3	3	3
HISPANIC												1
RELIG/GOSPEL	--	--	4		3	--	2		1	3	4	6
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

WIKS-F	WRBK until 80; WAZZ until 87; CHR until 80; Country until 87
WRNS	CHR or AC until 82; Country until 84; MOR until 89; WFTC until 89
WERO-F	WITN until 85; WDLX until 96; Shift from CHR to AC by 90; AC until 96; Oldies-70's until 00
WSFL-F	CHR until 87; AC until 91
WGPM	AOR until 88; WRQR until 96
WMGV-F	WZYC until 91; WKQT until 96; AOR until 91; CHR until 96
WKOO-F	WRCM until 89; Country until 89
WZBR-F	WQDW until 88; WKCP until 90; WQDW again until ---; Black until 88; County until 90; Disappeared after 91
WNCT-F	EZ until 94
WXNR-F	WVYV until 92; WTND until 96; AC until 96
WELS -F	WKGK until about 94
WQZL-F	WKJA-F until 98; WANJ until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1974 WBZQ		\$	132,000
1980 WRNB, WAZZ-F	Sold by Ted Gray to Interstate		790,000
1986 WAZZ-F	Sold by Interstate		1,500,000
1986 WWMG, WSFL-F	Sold to Caravelle		2,225,000
1986 WISP, WQDW-F	Sold by Caravelle		1,600,000
1986 WAZZ-F			1,500,000
1986 WWMG/WSFL-F	Sold to Caravelle		2,225,000
1986 WISP/WQDW-F	Sold by Caravelle		1,600,000
1986 WIKS-F	Sold by Joyner		4,500,000
1989 WFTC/WRNS-F	From Beasley to Pinnacle		N/A
1991 WSFL AF	Sold to Beasley partnership		500,000
1995 WCBZ-F	Sold to WRHT-F owner		725,000
1995 WRRF, WDLX-F	Sold to Pinnacle		3,750,000
1995 WKQT-F	Sold to Stephen Taylor		2,000,000
1995 WNCT A/F	From Tomlin/Knapp (Park) to Beasley		3,000,000
1996 WELS A/F	Sold to Willis		150,000
1996 WXNR-F	From S. Taylor to Beasley		2,000,000
1996 WIKS-F, WMGV-F	From S. Taylor to Beasley		14,000,000
1997 WKOO-F, WKJA-F	From Roger Ingram to Pinnacle		4,000,000
1997 WQSL-F	From HVS to Cumulus		1,200,000
1997 WXQR-F	From HVS to Cumulus		900,000
1997 WJNC			300,000
1998 WGPM-F	Sold to WCZI-F owner		750,000
1999 WNBR-F, WZBR-F	From Conner to Eastern Carolina		1,200,000
1999 WMBL	Sold to Jacor		226,000
2000	All Pinnacle stations sold to NextMedia		---
2000 WYND-F, WNHW-F	From Coastal to OBX		1,300,000
2000 WQSL-F, WXQR-F	From Cumulus to NextMedia		---
2001 WJNC	Sold to Conner		359,000

GREENVILLE, NC

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 Not Available	Not Available	Not Available	Not Available	Not Available	Not Available
2					
3					
4					
5					
6					
7					
8					
9					
10					
1990	1991	1992	1993	1994	1995
1 Not Available	Not Available	Not Available	Not Available	WRNS-F 3.0	WRNS A/F 3.4
2				WIKS-F 1.7	WIKS-F 2.0
3				WDLX-F 1.4	WSFL-F 1.7
4				WSFL-F 1.4	WDLX-F 1.6
5				WKOO-F 1.0	WRHT-F 1.1
6				WRHT-F 0.8	WKOO-F 1.0
7				WNCT-F 0.8	WNCT-F 0.9
8					
9					
10					
11					
1996	1997	1998	1999	2000	2001
1 WRNS A/F 3.9	WRNS A/F 4.0	WRNS A/F 4.4	WRNS A/F 4.8	WRNS A/F 5.0	WRNS-F 4.5
2 WIKS-F 2.6	WIKS-F 2.9	WSFL-F 2.7	WIKS-F 2.9	WSFL-F 3.3	WIKS-F 3.2
3 WSFL-F 2.4	WSFL-F 2.1	WIKS-F 2.5	WSFL-F 2.8	WIKS-F 3.3	WSFL-F 2.8
4 WRHT F/F 1.5	WNCT A/F 1.8	WNCT-F 1.9	WRHT F/F 1.8	WNCT-F 2.4	WNCT-F 2.3
5 WERO-F 1.3	WRHT F/F 1.6	WRHT-F 1.7	WNCT-F 1.7	WRHT F/F 1.9	WRHT F/F 1.5
6 WNCT A/F 1.1	WERO-F 1.1	WERO-F 0.9	WXNR-F 0.9	WXNR-F 1.4	WERO-F 1.2
7 WKOO-F 0.9	WKOO F/F 1.0	WXNR-F 0.9	WMGV-F 0.8	WMGV-F 1.2	WMGV-F 1.1
8			WERO-F 0.7	WERO-F 0.7	WXNR-F 1.1
9			WKOO-F 0.7	WXQR-F 0.6	WQSL-F 0.8
10				WKOO-F 0.6	WXQR-F 0.6
11					
2002	2003				
1 WRNS-F 4.8	WRNS-F 5.2				
2 WIKS-F 3.4	WIKS-F 3.1				
3 WSFL-F 2.8	WSFL-F 2.9				
4 WNCT-F 2.6	WNCT-F 2.5				
5 WERO-F 1.5	WERO-F 1.7				
6 WMGV-F 1.3	WMGV-F 1.6				
7 WXNR-F 1.1	WXNR-F 1.1				
8	WRHT-F 0.9				
9					
10					
11					

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 WRNS-F \$ 3.0 (27.8)	1 Pinnacle \$ 4.0 (30.8)	1 Beasley \$ 6.8 (39.3)
2 S. Taylor 1.8 (16.7)	2 Beasley 2.6 (20.0)	2 Pinnacle 5.1 (29.5)
	3 S. Taylor 2.2 (16.9)	3 WCBZ, WRHT 1.5 (8.7)
	4 WCBZ, WRHT 1.2 (9.2)	4 WKOO, WKJA 0.9 (5.2)
	5 WKOO, WKJA 1.0 (7.7)	
1997	1998	1999
1 Beasley \$ 7.7 (41.0)	1 Beasley \$ 8.6 (42.1)	1 Beasley \$ 9.1 (40.2)
2 Pinnacle 6.5 (34.6)	2 Pinnacle 6.0 (29.3)	2 Next Media 6.5 (28.7)
3 WCBZ, WRHT 1.6 (8.5)	3 WCBZ, WRHT et.al. 2.0 (9.7)	3 WRHT, WNBR et.al. 2.1 (9.2)
4 Cumulus 0.8 (4.3)	4 Cumulus 0.9 (4.4)	4 Cumulus 1.0 (4.6)
2000	2001	2002
1 Beasley \$ 11.8 (49.2)	1 Beasley \$ 10.6 (47.8)	1 Beasley \$ 11.2
2 Next Media 7.7 (31.9)	2 Next Media 8.3 (37.2)	2 NextMedia 8.2
3 WCBZ, WRHT et.al. 1.9 (7.9)	3 WCBZ, WRHT et.al. 1.5 (6.8)	
2003		
1 Beasley \$ 11.4	All 2002 and 2003 financial data is provided by BIA Financial.	
2 NextMedia 8.8		
3		
4		
5		

DUNCAN'S COMMENTS

A good small market (all of the North Carolina markets have done well) led by WRNS