



## JOHNSON CITY-KINGSPORT

	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	3.7	--	--	--	--	--	--	--	15.0 %	20.6 %	--	--	--	1976
1977	4.0	8.1 %	--	--	--	--	--	--	13.1	23.2	22	--	--	1977
1978	5.0	25.0	--	--	--	--	--	--	15.2	23.8	28	--	--	1978
1979	5.1	2.0	--	--	--	--	--	--	14.7	34.2	25	--	--	1979
1980	6.2	21.6	--	--	--	--	--	--	15.2	38.1	25	--	--	1980
1981	6.5	4.8	.435	14.94	1.9	.0034	--	--	15.6	39.7	25	--	--	1981
1982	6.9	6.2	.440	15.68	2.0	.0035	--	--	15.8	59.1	25	--	--	1982
1983	7.6	10.1	.444	17.12	2.1	.0036	.083	--	15.9	60.9	27	15	--	1983
1984	8.1	6.6	.447	18.12	2.2	.0038	.093	WQUT-F 1.8	16.2	69.4	26	14	--	1984
1985	8.7	7.4	.449	19.33	2.4	.0036	.100	WQUT-F 1.7	15.7	67.2	30	14	--	1985
1986	9.0	3.4	.452	20.83	2.6	.0036	.104	WQUT-F 1.9	15.3	72.8	26	15	--	1986
1987	9.1	1.1	.434	20.97	2.6	.0036	.099	WQUT-F 1.8	15.4	74.1	28	12	6.0	1987
1988	9.5	4.4	.433	21.94	2.6	.0037	.107	WQUT-F 2.1	14.4	77.2	21	8.5	8.3	1988
1989	9.9	4.2	.434	22.81	2.5	.0039	.120	WQUT-F 2.1	15.9	77.7	25	8.5	12.6	1989
1990	10.1	2.0	.436	23.17	2.6	.0039	.123	WQUT-F 2.0	15.2	78.7	27	9	11.8	1990
1991	9.6	5.0	.436	22.02	2.6	.0037	.121	WXBQ-F 2.0	15.3	82.7	26	10	12.8	1991
1992	10.0	4.1	.439	22.78	2.8	.0036	.118	WXBQ-F 2.0	15.5	80.3	26	10	9.5	1992
1993	10.4	4.0	.444	23.42	3.2	.0033	.131	WXBQ-F 2.6	16.5	85.2	25	10	12.9	1993
1994	11.1	6.7	.453	24.50	3.6	.0031	.138	WXBQ-F 3.4	16.4	82.7	20	10	12.5	1994
1995	11.9	7.2	.454	26.21	3.9	.0030	.143	WXBQ-F 3.7	15.0	82.8	23	7.5	11.9	1995
1996	12.9	8.2	.458	28.17	4.2	.0031	.157	WXBQ-F 4.5	14.1	80.6	24	9	10.7	1996
1997	14.0	8.3	.460	30.44	4.3	.0033	.173	WXBQ-F 4.7	14.1	80.7	30	9	13.2	1997
1998	15.0	7.0	.464	32.33	4.3	.0035	.187	WXBQ-F 5.0	13.7	81.9	30	8.5	14.5	1998
1999	15.7	4.5	.467	33.61	4.6	.0034	.198	WXBQ-F 5.3	14.4	81.2	29	8.5	15.4	1999
2000	17.0	8.3	.467	36.40	5.6	.0030	.210	WXBQ-F 5.5	14.0	81.3	23	8.5	16.2	2000
2001	15.8	-7.1	.483	32.71	5.8	.0027	.200	WXBQ-F 5.1	14.7	87.0	24	8.5	18.0	2001
2002	18.9	NM	.487	38.81	6.0	.0032	.230	WXBQ-F 4.9	13.1	83.7	24	--	19.2	2002
2003	19.2	1.6	.489	39.26	6.2	.0031	.248	WXBQ-F 5.3	12.6	84.6	23	10	20.3	2003

### MAJOR STATIONS - JANUARY 2004

WETB	790	5KW/72W	Gospel		WAEZ-F	94.9	100KW@1089 (DA)	CHR	Bristol
WGOC	640	10KW/0.8KW (DA-N)	Country	Citadel	WEYE-F	104.3	4KW@397	Gospel	
WJCW	910	5KW/1KW (DA-N)	Talk	Citadel	WFHG-F	92.7	1.6KW@627	Talk	Bristol
WKPT	1400	1KW	Standards		WKOS-F	104.9	2.7KW@492 (DA)	Oldies	Citadel
WKTP	1590	1.6KW/5KW (DA-2)	Standards		WMEV-F	93.9	100KW@1459 (DA)	Country	
WZAP	690	10KW/14W	Religion		WPJO-F	99.3	3.6KW@810	AC/CHR	
					WQUT-F	101.5	100KW@1500	Classic AOR	Citadel
					WRZK-F	95.9	6.6KW@1309 (DA)	AOR	
					WTFM-F	98.5	74KW@2280 (DA)	AC	
					WXBQ-F	96.9	75KW@2240 (DA)	Country	Bristol
					WXIS-F	103.9	2.5KW@1200	Black	

**JOHNSON CITY-KINGSPORT-BRISTOL**

**FORMAT SHARES (%)**

	<u>77</u>	<u>80</u>	<u>92</u>		<u>84</u>	<u>87</u>	<u>90</u>		<u>92</u>	<u>95</u>	<u>98</u>	<u>2000</u>
CHR/AOR	40	40	34	CHR	32	31	31		16	--	14	13
				AOR/CL	4	1	4		4	18	21	18
MOR/AC	10	8	13	MOR/FS	4	1	--		5	--	--	See Talk
				AC/OLD	1	19	16		22	AC	15	9
										OLDIES	4	6
COUNTRY	42	40	38		42	39	39		49		43	39
BTFL/EZ/SAC	6	9	11		10	2	3				7	5
								SOFT AC	2		7	5
									2		7	5
NEWS/TALK												
SPORTS												
BLACK/URBAN												
SMOOTH JAZZ												
STANDARDS					1	1	1		--	3	3	2
HISPANIC												
RELIG/GOSPEL	1	4	5		6	5	6		4	4	4	3
CLASSICAL												

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1972 WOPI	\$	142,000
1977 WZAP		approx. 340,000
1981 WJCW, WQUT-F	Sold to Bloomington	3,400,000
1984 WETB		325,000
1985 WUSJ AF (Elizabethtown)		780,000
1986 WETB		350,000
1988 WETB		444,000
1992 WKIN, WKOS-F	From Bahakel to Bloomington	500,000
1993 WITM	Sold to Home News	N/A
1995 WOPI (1490)	Sold to Home News	140,000
1996 WAEZ-F	Sold to Bristol	3,000,000
1998	Bloomington stations sold to Bloomington Mangement	---
1998 WMEV A/F	Sold to WSTFM-F et al owner	1,650,000
1999 WMCH	Sold to Trent	130,000
1999 WABN A/F	Sold to Bristol	---
1999 WEZG-F	Sold to Bristol	300,000
1999 WEYE-F	Sold to Trent	403,000
2000 WGOC	Sold to Bloomington	850,000
2000	All Bloomington stations sold to Citadel	---
2001 WMCH, WEYE-F	Sold by Trent	---

**STATION NOTES**

(Major call letter and format changes)

WTFM-F	WKPT until 82; EZ until 85
WKOS-F	WZXY and AOR until 91
WKPT	EZ until 98; Standards/EZ after that
WQUT-F	CHR until about 93
WAEZ-F	WIKQ until 00; AC until 00
WPJO-F	WUSJ until 94; WAEZ until 00; Country until 94; Soft AC until 97; CHR until 00
WFHG-F	WABN until 01
WXBQ-F	WFHG until 79
WFHG	CHR to AC by 83; AC to Oldies by 88; Oldies until 93; WXBQ until 01
WKIN	CHR until 81; Country until mid-90's
WZAP	Country until 82
WKTP	CHR until 83; MOR until 86; EZ until 87; Country until ---; WJSO until 86; WUSJ until 87; WQLS until 88
WHGG	WGOC until ---; Religion until 85; Country until 86; Silent in early 90's
WJCW	Country until about 90
WETB	MOR until 87
WXIS-F	CHR until 99

## JOHNSON CITY - KINGSPORT

### HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1	WQUT-F 1.8	WQUT-F 1.7	WQUT-F 1.9	WQUT-F 1.8	WQUT-F 2.1	WQUT-F 2.1					
2	WXBQ-F 1.7	WXBQ-F 1.4	WXBQ-F 1.4	WXBQ-F 1.5	WXBQ-F 1.6	WXBQ-F 1.8					
3	WJCW 0.9	WTFM-F 1.0	WTFM-F 1.1	WTFM-F 1.3	WTFM-F 1.5	WTFM-F 1.6					
4	WTFM-F 0.7	WJCW 0.8	WJCW 0.8	WJCW 0.7	WJCW 0.6	WJCW 0.6					
5	WZXY-F 0.5										
6											
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1	WQUT-F 2.0	WXBQ-F 1.95	WXBQ-F 2.0	WXBQ-F 2.6	WXBQ AF 3.4	WXBQ-F 3.7					
2	WTFM-F 1.8	WQUT-F 1.9	WTFM-F 1.9	WTFM-F 2.0	WTFM-F 2.1	WQUT-F 3.1					
3	WXBQ-F 1.7	WTFM-F 1.7	WQUT-F 1.9	WQUT-F 1.8	WQUT-F 2.0	WTFM-F 2.0					
4	WJCW 0.47	KIN/JCW 0.44		WUSJ-F 0.5	WJCW 0.6	WREZ-F 0.6					
5	WUSJ-F 0.4					WJCW 0.5					
6											
7											
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1	WXBQ-F 4.5	WXBQ-F 4.7	WXBQ-F 5.0	WXBQ-F 5.3	WXBQ-F 5.5	WXBQ-F 5.1					
2	WQUT-F 2.2	WQUT-F 2.9	WQUT-F 2.7	WQUT-F 3.0	WQUT-F 3.3	WQUT-F 3.0					
3	WTFM-F 2.0	WTFM-F 2.2	WTFM-F 2.3	WTFM-F 2.4	WTFM-F 2.6	WTFM-F 2.4					
4	WJCW 0.6	WJCW AA 0.8	WJCW AA 0.7	WAEZ-F 0.8	WAEZ-F 1.0	WAEZ-F 1.0					
5	WKOS-F 0.5	WKOS-F 0.7	WAEZ-F 0.7	WJCW 0.8	WJCW 0.8	WJCW 0.7					
6						WRZK-F 0.6					
7						WKOS-F 0.5					
8											
9											
10											
11											
2002		2003									
1	WXBQ-F 4.9	WXBQ-F 5.3									
2	WQUT-F 3.8	WQUT-F 3.8									
3	WTFM-F 2.7	WTFM-F 2.5									
4	WMEV-F 1.1	WMEV-F 1.5									
5	WJCW 0.8	WJCW 0.8									
6	WKOS-F 0.8	WKOS-F 0.7									
7		WRZK 0.7									
8		WAEZ-F 0.7									
9											
10											
11											

### HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1	WXBQ A/F \$ 3.4 (30.6)	1	Bristol \$ 3.7 (31.1)	1	Bristol \$ 5.1 (39.5)
2	Bloomington 3.1 (27.9)	2	Bloomington 2.9 (24.4)	2	Bloomington 3.3 (25.6)
3	Home News 2.6 (22.5)	3	Home News 2.3 (19.3)	3	Home News 2.3 (17.8)
1997		1998		1999	
1	Bristol \$ 5.4 (37.9)	1	Bristol \$ 5.7 (38.1)	1	Bristol \$ 6.1 (38.8)
2	Bloomington 4.3 (30.5)	2	Bloomington 4.0 (26.7)	2	Citadel 4.7 (30.0)
3	Home News 2.5 (17.5)	3	WKPT, WTFM et.al. 2.7 (18.0)	3	WKPT, WTFM et.al. 2.4 (15.3)
2000		2001		2002	
1	Bristol \$ 6.9 (40.6)	1	Bristol \$ 6.6 (42.0)	1	Nininger \$ 6.5
2	Citadel 5.1 (29.8)	2	Citadel 4.7 (29.7)	2	Citadel 6.0
3	WKPT, WTFM et.al. 2.6 (15.3)	3	WKPT, WTFM et.al. 2.7 (17.0)	3	WTFM, et.al. 4.2
2003					
1	Nininger \$ 7.1				
2	Citadel 5.8				
3	WTFM et.al. 4.2				
4					
5					

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

#### DUNCAN'S COMMENTS:

An unbalanced, slowly growing small market with about 70% of revenues going to the top three stations. WXBQ earns about a third of the market's revenue.