

**TALLAHASSEE  
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>		
<b>WFRF</b>	13.4	15.3	19.2	14.2	14.6	20.5	16.5	21.3	20.3	18.8	19.9	19.9	25.0	14.2	13.4	11.4	6.5	2.2	-	-	1.4	0.7	-	0.7	1.4	1.8	0.7	1.6	0.8	<b>WFRF, 1070 (REL)</b>	
<b>WGLF-F</b>	19.7	16.6	21.0	22.8	10.5	14.0	16.5	11.9	13.7	18.4	13.9	9.6	8.8	18.1	16.0	12.5	10.6	12.5	6.9	9.1	4.1	5.6	5.2	5.3	7.4	6.2	6.0	6.4	3.3	<b>WGLF-F, 104.1 (CL AOR)</b>	
<b>WBZE-F</b>	14.0	13.4	14.4	8.6	25.1	17.5	7.8	12.3	7.2	9.6	10.5	14.0	13.5	7.1	10.4	7.7	7.4	3.7	4.2	6.3	7.8	8.1	9.8	6.3	7.7	5.8	6.0	5.4	6.1	<b>WBZE-F, 98.9 (AC)</b>	
<b>WTAL</b>	10.8	11.5	7.2	3.7	4.1	4.1	4.4	3.4	4.6	4.6	2.6	3.7	3.1	2.0	1.5	1.8	2.6	3.3	0.7	1.4	3.4	2.9	1.0	2.1	2.4	2.9	0.4	0.5	1.0	<b>WTAL, 1450 (T)</b>	
<b>WNLS</b>	10.8	12.7	12.0	14.2	8.2	8.2	9.7	7.5	7.6	4.2	5.2	4.0	-	-	-	-	0.6	0.7	0.3	0.7	1.4	1.4	1.3	2.4	2.5	2.1	2.8	3.4	3.2	<b>WNLS, 1270 (T)</b>	
<b>WAIB-F</b>	-	-	3.0	7.4	8.2	7.0	16.0	10.8	8.7	5.4	7.9	9.6	13.1	14.2	11.5	8.1	3.9	5.9	4.5	3.8	7.8	5.4	6.8	3.8	4.4	4.6	3.1	5.9	4.6	<b>WAIB-F, 103.1 (C)</b>	
<b>WTNT-F</b>	7.0	8.3	3.6	5.6	13.5	11.7	6.8	7.1	3.4	8.0	6.4	5.5	10.0	10.2	12.3	14.3	12.9	11.7	11.8	15.0	9.5	8.5	5.9	7.6	7.1	5.0	5.9	4.4	6.4	<b>WTNT-F, 94.9 (C)</b>	
<b>WHBT</b>	4.5	4.5	4.2	6.2	0.6	0.6	1.5	2.2	1.5	-	6.7	3.7	-	-	-	-	-	-	-	-	-	-	-	-	2.8	2.8	2.4	2.4	0.8	<b>WHBT, 1410 (G)</b>	
<b>WCVC</b>	3.2	4.5	2.4	3.1	1.8	-	1.0	1.5	1.5	1.1	1.9	0.7	1.2	1.2	0.7	-	1.6	1.1	-	-	0.3	0.7	-	-	-	-	1.2	-	-	<b>WCVC, 1330 (REL)</b>	
<b>WPAP-F</b>	1.3	3.2	3.0	2.5	2.9	5.3	8.3	5.2	2.3	1.5	-	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	<b>WPAP-F, 92.5 (-)</b>	
<b>WHTF-F</b>											3.4	4.8	2.3	4.3	6.7	3.7	4.8	5.5	3.8	4.5	5.1	4.5	2.3	3.1	5.4	6.7	6.5	4.8	4.9	<b>WHTF-F, 104.9 (CHR)</b>	
<b>WXSR-F</b>											3.0	3.8	2.6	-	2.7	11.0	8.7	6.6	6.3	3.5	6.8	6.4	5.7	6.1	4.5	4.6	4.5	5.6	3.9	<b>WXSR-F, 101.5 (AOR)</b>	
<b>WHBX-F</b>											10.3	12.6	5.2	10.7	6.2	4.8	8.7	12.5	13.5	13.3	14.6	15.8	14.2	15.4	12.9	11.6	12.5	11.0	11.9	<b>WHBX-F, 86.1 (B)</b>	
<b>WEGT-F</b>																2.9	6.1	5.9	5.9	4.2	4.7	5.7	5.6	4.1	4.9	3.8	3.1	3.0	2.8	<b>WEGT-F, 99.9 (CH)</b>	
<b>WAKU-F</b>																						1.8	0.7	0.7	1.4	1.7	1.6	1.0	1.1	<b>WAKU-F, 94.1 (REL)</b>	
<b>WBWT-F</b>																						2.9	6.5	7.6	4.6	4.7	3.6	7.6	6.3	<b>WBWT-F, 100.7 (B)</b>	
<b>WJZT-F</b>																														<b>WJZT-F, 97.9 (J)</b>	
<b>WTLY-F</b>																1.9	5.1	9.4	9.1	3.7	5.2	4.1	6.4	4.6	4.2	5.0	4.6	6.1		<b>WTLY-F, 107.1 (AC)</b>	
<b>WUTL-F</b>																2.9	8.7	6.3	4.1	4.9	4.9	6.7	4.1	3.9	4.8	4.1	1.0	2.1		<b>WUTL-F, 106.1 (CL AOR)</b>	
<b>WVHT-F</b>																							1.3	-	2.1	2.6	2.6	1.1	0.8		<b>WVHT-F, 105.7 (B)</b>
<b>WWLD-F</b>																													3.5	6.1	<b>WWLD-F, 102.3 (B)</b>
<b>WGWD-F</b>																			0.3	-	1.1	1.0	1.7	2.1	1.6	2.2	3.0	4.4		<b>WGWD-F, 93.3 (C)</b>	

**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>				
<b>WFRF</b>	18.2	21.7	17.6	21.0	20.9	19.5	20.3	21.7	19.8	15.5	14.7	18.6	12.5	3.5	-	-	4.6	3.5	-	1.6	3.8	2.0	3.4	3.0	2.7				
<b>WGLF-F</b>	30.3	34.1	32.3	40.5	40.1	40.7	40.7	34.3	32.8	33.3	32.3	24.4	25.0	25.9	19.7	20.3	13.4	16.7	13.5	15.0	14.4	15.5	13.6	13.0	11.2				
<b>WBZE-F</b>	43.0	37.9	28.6	37.9	28.4	27.8	26.9	32.0	31.3	21.2	26.2	21.6	21.1	15.2	16.2	19.8	21.3	19.5	18.6	18.1	18.4	16.5	17.9	14.9	16.3				
<b>WTAL</b>	16.7	14.7	9.1	11.0	10.0	8.2	8.5	6.0	7.4	8.3	3.4	6.1	5.0	6.7	4.7	4.1	7.0	6.5	2.0	6.1	5.4	5.7	3.5	3.1	2.9				
<b>WNLS</b>	21.4	20.4	21.1	18.1	19.7	14.4	15.5	14.2	-	-	-	-	3.7	2.3	2.9	6.2	6.3	5.5	4.7	5.5	6.4	5.3	6.3	7.8	5.8				
<b>WAIB-F</b>	14.0	17.9	21.3	21.0	21.7	17.8	25.1	29.5	36.9	34.5	29.9	28.0	19.7	18.6	19.4	18.7	17.9	14.2	14.5	11.9	10.9	12.7	10.2	12.8	12.6				
<b>WTNT-F</b>	17.2	15.7	12.8	15.8	9.0	19.7	14.7	17.5	18.5	17.6	23.6	25.9	24.9	26.2	25.6	26.4	21.7	19.4	16.5	17.8	17.2	16.9	19.1	12.6	16.5				
<b>WHBT</b>	7.7	-	4.8	5.0	5.8	6.4	9.7	7.3	-	-	-	-	-	-	-	-	-	-	-	-	5.1	5.6	5.1	5.8	3.1				
<b>WCVC</b>	4.4	-	-	4.8	5.4	3.0	6.7	3.4	3.6	3.4	3.4	-	2.4	2.7	-	-	2.4	1.7	-	-	-	-	1.6	-	-				
<b>WPAP-F</b>	9.5	11.2	15.8	12.9	8.2	8.0	-	-	4.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
<b>WHTF-F</b>							7.0	7.6	6.3	10.8	13.5	11.0	11.1	10.7	10.2	10.6	11.6	12.4	11.4	13.2	17.9	21.8	19.5	15.0	14.9				
<b>WXSR-F</b>					8.7	10.5	8.5	9.4	11.9	12.4	13.0	22.0	22.6	18.9	23.4	14.5	21.7	16.3	17.3	18.7	14.8	15.6	15.5	14.3	13.2				
<b>WHBX-F</b>					17.3	24.3	12.9	18.2	13.0	10.8	11.3	13.3	13.1	17.3	20.1	20.8	22.0	20.5	22.9	23.4	21.7	19.8	22.3	20.1	20.9				
<b>WEGT-F</b>												9.5	11.1	14.3	15.1	14.2	17.5	14.7	12.1	12.6	14.1	11.9	10.2	13.2	9.7				
<b>WAKU-F</b>																		2.0	1.5	2.2	3.0	2.9	5.5	2.6	3.3				
<b>WBWT-F</b>																		8.5	11.5	13.8	10.5	10.2	9.7	20.9	16.5				
<b>WJZT-F</b>																										2.2			
<b>WTLY-F</b>												7.3	16.2	18.4	22.2	15.0	17.4	13.2	14.8	13.9	15.0	15.3	12.3	13.3					
<b>WUTL-F</b>														6.8	15.0	14.5	12.9	18.7	16.4	17.0	10.5	8.1	9.7	5.3	7.0				
<b>WVHT-F</b>																			2.2	-	7.8	7.5	9.2	5.3	3.2				
<b>WWLD-F</b>																										5.6	18.1		
<b>WGWD-F</b>																1.8	-	3.5	4.0	5.1	5.7	4.3	6.1	6.9	6.8				

## TALLAHASSEE

	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	1.7	--	--	--	--	--	--	--	14.1 %	46.9 %	--	--	--	1976
1977	1.6	-5.9 %	--	--	--	--	--	--	14.8	50.7	11	--	--	1977
1978	1.9	18.8	--	--	--	--	--	--	13.5	53.8	11	--	--	1978
1979	2.4	26.3	--	--	--	--	--	--	13.9	67.3	10	--	--	1979
1980	2.9	20.8	--	--	--	--	--	--	14.1	63.0	11	--	--	1980
1981	3.3	13.8	.164	20.12	0.9	.0037	--	--	15.5	63.0	11	--	--	1981
1982	3.5	6.1	.185	18.91	1.0	.0035	--	--	19.1	57.9	13	--	--	1982
1983	3.9	11.4	.205	19.02	1.1	.0035	.057	--	18.1	58.5	14	9	--	1983
1984	4.4	12.8	.208	21.15	1.1	.0039	.054	WGLF-F 0.9	17.6	67.5	12	8	--	1984
1985	4.8	9.1	.212	22.54	1.2	.0040	.058	WGLF-F 0.9	17.8	57.8	12	11	--	1985
1986	5.3	10.4	.217	24.42	1.3	.0043	.060	WGLF-F 1.0	17.9	64.3	14	10	--	1986
1987	5.8	9.4	.223	26.01	1.4	.0043	.068	WBG M A/F 1.2	16.8	64.9	13	9	13.5	1987
1988	6.4	10.3	.230	27.82	1.5	.0043	.075	WBG M A/F 1.1	16.1	79.5	12	9	13.8	1988
1989	7.0	9.4	.236	29.66	1.6	.0044	.086	WTNT-F 1.3	16.6	80.9	10	9	18.2	1989
1990	7.3	4.3	.237	30.80	1.7	.0042	.096	WTNT-F 1.4	16.3	83.2	11	9	21.6	1990
1991	6.9	-5.5	.240	28.75	1.8	.0038	.090	WTNT-F 1.3	17.4	85.4	14	10	22.9	1991
1992	7.0	1.4	.244	28.69	1.9	.0037	.092	WTNT-F 1.6	15.1	89.6	15	11	19.4	1992
1993	7.5	6.8	.249	30.12	2.2	.0034	.099	WTNT-F 1.7	15.7	98.6	12	10	24.0	1993
1994	8.3	10.7	.255	32.55	2.5	.0033	.107	WTNT-F 2.2	15.3	97.3	14	10	22.0	1994
1995	9.1	8.8	.259	35.14	2.3	.0040	.122	WTNT-F 2.3	15.4	91.4	14	11	25.4	1995
1996	9.6	5.5	.265	36.23	2.6	.0037	.118	WTNT-F 1.9	16.2	90.2	17	12	16.7	1996
1997	10.5	9.2	.278	37.76	2.9	.0036	.133	WBZE-F 1.8	15.7	95.0	17	11.5	17.2	1997
1998	11.0	4.8	.285	38.60	2.8	.0039	.155	WHBX-F 2.0	15.3	94.0	17	11.5	21.3	1998
1999	11.9	7.6	.291	40.86	3.0	.0040	.157	WHBX-F 2.1	14.5	94.6	17	11.5	18.9	1999
2000	14.5	21.8	.293	49.49	3.7	.0039	.190	WHBX-F 2.7	14.3	86.9	18	11.5	21.7	2000
2001	14.2	-2.1	.288	49.30	3.5	.0041	.191	WHBX-F 2.5	13.3	89.4	20	11.5	22.9	2001
2002	15.7	NA	.290	54.14	3.6	.0044	.216	WHBX-F 2.9	12.9	88.4	19	--	23.7	2002
2003	15.9	1.3	.292	54.45	3.8	.0041	.226	WHBX-F 2.8	12.1	93.7	20	13.5	24.7	2003

### MAJOR STATIONS - JANUARY 2004

WFRF	1070	10KW (DAYS)	Religion	WGLF-F	104.1	100KW@1394	Classic AOR	Cumulus
WHBT	1410	5KW/18W	Gospel	WHBX-F	96.1	37KW@479	Black	Cumulus
WNLS	1270	5KW (DA-N)	Talk	WHTF-F	104.9	47KW@505	CHR	Triad
WTAL	1450	1KW	Talk	WJZT-F	97.9	6KW@328	Jazz	
				WTLY-F	107.1	100KW@823	AC	Clear Channel
WAIB-F	103.1	42KW@541	Country	WTNT-F	94.9	98KW@840	Country	Clear Channel
WAKU-F	94.1	3KW@459	Religion	WUTL-F	106.1	6KW@328	Classic AOR	Triad
WBWT-F	100.7	11KW@489	Black	WVHT-F	105.7	2.9KW@479	Black	
WBZE-F	98.9	100KW@604	AC/CHR	WWLD-F	102.3	27KW@603	Black	Cumulus
WEGT-F	99.9	50KW@492	Classic Hits	WXSR-F	101.5	37KW@489	AOR	Clear Channel
				WGWD-F	93.3	9KW@499	Country	

TALLAHASSEE

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	36	48	42	21	26	11	--	9	6	9
				6	--	16	19	17	21	20
MOR/AC	3	--	3	5	--	--				See Talk
				11	16	20	18	10	12	13
							AC	5	8	7
							OLDIES	23	19	15
COUNTRY	17	16	15	29	19	18	22			
BTFLEZ/SAC	20	13	8	--	3	5				
							SOFT AC	7	7	--
NEWS/TALK				--	--	2	5	8	2	4
SPORTS									2	3
BLACK/URBAN	22	23	27	21	32	29	28	20	18	22
SMOOTH JAZZ									10	--
STANDARDS	--	--	4	5	4	--				
HISPANIC										
RELIG/GOSPEL	--	--	2	1	1	--	1	1	3	8
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

WTNT-F	WOMA until 78; WDSN until 84; Country until 77; EZ until 82
WBZE-F	WBGM until 92; EZ until 79; CHR until 84
WAIB-F	WOWD until 85; WTHZ until 91; WJMX until 95; CHR or Black until 81; CHR until 91; AC until 95
WHTF-F	WHFL until 87; WMLO until 97; WFLV until 99; Soft AC until 90-96; Then CHR/Urban
WXSR-F	WWSD until 87; WJQI until 90; WFHT until 94; Urban/CHR from 90-94; AC until 95
WHBX-F	WMNX until 88; WTMG until 91; Country until 88; Oldies until 91
WEGT-F	WHKX until 95; WWFO until 01; WYZR until 02; Country until 95; AOR or Classic AOR until late 90's; AOR until 02
WBWT-F	WJZT until 99; WOKL until 02; Jazz until 99; Oldies until 02
WVHT-F	WTAL until 98; Talk until 98
WHBT	WONS until 80; WKQE until 87; MOR until 84; Other format changes unknown
WCVC	WMEN until 77; News until 77
WTAL	CHR until 81; Standards until 89
WNLS	WTNT until 89; Usually simulcasted with WTNT-F until late 80's
WGLF-F	Elements of CHR until 87
WFRF	WAMN until mid 90's; Black until mid 90's; Talk until 97
WPAP-F	Country until 86; the 92.5 frequency disappeared from the market in the late 80's
WTLY-F	WSNI until 98; Oldies until 99
WUTL-F	WRZK until 96; WWLD until 02; AOR until 96; CHR until 98; Black Oldies until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1974 WTNT A/F	Sold to Walter-Weeks	\$ 775,000
1976 WTAL		659,000
1978 WKQE, WBGM-F	Sold to Forward	650,000
1979 WTNT A/F	From Walter-Weeks to Tom Ingstad	1,100,000
1979 WTHZ-F		500,000
1983 WTHZ-F	From Negrin to Kelly	1,470,000
1983 WKQE, WBGM-F	From Forward to Statewide	1,575,000
1983 WMNX-F		950,000
1985 WMNX-F	Sold to HVS	1,250,000
1985 WCVC		500,000
1985 WTHZ-F	From Kelly to Dolgoff	1,150,000
1985 WKQE, WBGM-F	From Statewide to Woolfson	2,340,000
1987 WANM (1070)		350,000
1987 WMLO-F (Havana)	Sold to Winton	475,000
1987 WGBM A/F	Sold to HVS	3,900,000
1987 WTNT	Sold by Palmer	600,000
1988 WMNX-F	Sold by HVS	1,500,000
1989 WWSD, WJQI-F (Quincy)		2,000,000
1990 WYYN, WTNT-F	Sold by Palmer	2,800,000
1991 WMLO-F (Havana)		725,000
1992 WXBX-F	Sold to HVS	N/A
1992 WNLS, WTNT-F	Sold to Park	N/A
1992 WHKX-F (Lafayette)		700,000
1993 WWSD, WFHT-F (Quincy)	Sold to Great South	775,000
1993 WHKX-F		1,175,000
1994 WNLS, WTNT-F	From Park to Tomlin/Knapp	2,900,000
1994 WMLO-F (Havana)	Sold to Partech	1,650,000
1995 WJMX-F	From Dolcom to WAIB owner	1,400,000
1996 WNLS, WTNT-F	From Tomlin/Knapp to Southern	3,500,000
1996 WTPS-F (Midway)	Sold to Southern	N/A
1996 WRZK-F	Sold to HVS/Timm	850,000
1996 WNLS	From Southern to Paxson	300,000
1996 WSNI-F	From Southern to Paxson	1,800,000
1996 WTNT-F	From Southern to Paxson	6,500,000
1996 WTPS-F	From Southern to Paxson	500,000
1996 WXSR-F	From Southern to Paxson	1,400,000
1997 WMLO-F	Sold by Ed Winton	1,900,000
1997 WXSR-F	From Paxson to Clear Channel	1,800,000
1997 WNLS	From Paxson to Clear Channel	270,000
1997 WJZT-F	From Paxson to Clear Channel	540,000
1997 WSNI-F	From Paxson to Clear Channel	2,300,000
1997 WTNT-F	From Paxson to Clear Channel	7,800,000
1997 WANM	Sold by Timm	150,000
1997 WHTB, WBZE-F, WHBX-F	From HVS to Cumulus	15,400,000
1998 WAIB-F, WWFO-F	Sold to Mike Schwartz	3,750,000
1998 WGLF-F	Sold to Cumulus	4,200,000
1999 WFLV-F	Sold to Mike Schwartz	3,500,000
2001 WWLD-F	From Cumulus to Triad	1,750,000
2001 WTAL		400,000
2001 WSLE-F	Sold to Cumulus	1,500,000

## TALLAHASSEE

### HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WGLF-F	0.9	WGLF-F	0.9	WGLF-F	1.0	WBGW A/F	1.2	WBGW A/F	1.1	WTNT A/F	1.3
2 WMNX-F	0.6	WBGW-F	0.6	WBGW-F	0.7	WGLF-F	0.8	WTNT A/F	1.0	WBGW A/F	1.3
3 WBGW-F	0.5	WANM	0.5	WANM	0.6	WTNT-F	0.7	WGLF-F	0.9	WGLF-F	1.0
4 WTNT-F	0.4	WMNX	0.5	WMNX-F	0.6	WTHZ-F	0.7	WTHZ-F	0.8	WTHZ-F	0.8
5 WANM	0.3	WTNT-F	0.5	WTHZ-F	0.5	WANM	0.6	WANM	0.7	WANM	0.7
6				WTNT-F	0.5	WMNX-F	0.6				
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WTNT-F	1.4	WTNT-F	1.3	WTNT-F	1.6	WTNT-F	1.7	WTNT-F	2.2	WTNT-F	2.3
2 WGLF-F	1.2	WGLF-F	1.2	WGLF-F	1.3	WSNI-F	1.1	WSNI-F	1.2	WBZE-F	1.0
3 WBGW-F	1.2	WBGW-F	1.1	WBGW-F	0.8	WGLF-F	1.0	WGLF-F	1.0	WGLF-F	0.9
4 WTHZ-F	0.9			WHBX-F	0.7	WBGW-F	0.8	WBZE-F	0.7	WHBX-F	0.8
5 WANM	0.7			WHBX-F	0.8	WHBX-F	0.8	WSNI-F	0.8		
6 WTMG-F	0.6			WUMX-F	0.7	WRZK-F	0.7	WMLO-F	0.7		
7 WFHT-F	0.5					WUMX-F	0.5	WXSR-F	0.6		
8								WAIB-F	0.5		
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1 WTNT-F	1.9	WBZE-F	1.8	WHBX-F	2.0	WHBX-F	2.1	WHBX-F	2.7	NA	
2 WBZE-F	1.2	WTNT-F	1.6	WBZE-F	1.7	WBZE-F	1.9	WTNT-F	2.1		
3 WGLF-F	0.9	WHBX-F	1.3	WTNT-F	1.6	WTNT-F	1.7	WBZE-F	1.6		
4 WHBX-F	0.9	WGLF-F	0.9	WAIB-F	0.9	WXSR-F	1.0	WGLF-F	1.4		
5 WSNI-F	0.8	WAIB-F	0.8	WWFO-F	0.8	WWFO-F	0.9	WHTF-F	1.2		
6 WMLO-F	0.7	WWFO-F	0.7	WGLF-F	0.8	WGLF-F	0.9	WAIB-F	1.1		
7 WWFO-F	0.6	WXSR-F	0.7	WJZT-F	0.7	WOKL-F	0.9	WWFO-F	1.0		
8 WAIB-F	0.6	WSNI-F	0.6	WXSR-F	0.7	WTLY-F	0.8	WXSR-F	0.9		
9 WXSR-F	0.6	WJZT-F	0.5	WOKL-F	0.6	WAIB-F	0.7	WOKL-F	0.8		
10		WWLD-F	0.5	WWLD-F	0.5	WWLD-F	0.4	WTLY-F	0.7		
11											
2002		2003									
1 WHBX-F	2.9	WHBX-F	2.8								
2 WTNT-F	1.9	WTNT-F	2.0								
3 WBZE-F	1.9	WBZE-F	1.9								
4 WGLF-F	1.9	WGLF-F	1.8								
5 WXSR-F	1.2	WXSR-F	1.2								
6 WTLY-F	0.9	WTLY-F	1.0								
7 WHTF-F	0.9	WHTF-F	0.9								
8 WBWT-F	0.7	WAIB-F	0.8								
9 WAIB-F	0.7										
10											
11											

### HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Park	\$ 2.3 (27.7)	1 Park	\$ 2.5 (27.5)	1 Paxson	\$ 3.8 (39.4)
2 Southern	1.6 (19.6)	2 HVS	1.9 (20.9)	2 HVS	2.4 (25.0)
3 HVS	1.5 (18.1)	3 Southern	1.4 (15.4)	3 WAIB,WWFO	1.3 (13.2)
		4 WRIB,WWFO-F	1.0 (11.0)	4 Timm	1.0 (10.0)
		5 WANM,WGLF-F	1.0 (11.0)	5 WMLO et.al.	0.8 (8.3)
		6 Patrick	0.8 (8.7)		
1997		1998		1999	
1 Clear Channel	\$ 3.7 (35.5)	1 Cumulus	\$ 5.0 (45.2)	1 Cumulus	\$ 5.3 (44.6)
2 Cumulus	3.1 (29.5)	2 Clear Channel	3.8 (34.9)	2 Clear Channel	4.6 (39.3)
3 WAIB,WWFO	1.5 (14.5)	3 WAIB,WWFO	1.6 (14.7)	3 WAIB et.al	2.0 (16.6)
4 Timm	0.9 (8.4)				
2000		2001		2002	
1 Cumulus	\$ 6.3 (43.3)	1 Cumulus	\$ (NA)	1 Cumulus	\$ 7.4
2 Clear Channel	4.9 (33.7)	2 Clear Channel	(NA)	2 Clear Channel	5.1
3 Triad	3.2 (22.1)	3 Triad	(NA)	3 Triad	2.4
2003					
1 Cumulus	\$ 7.0				
2 Clear Channel	5.4				
3 Triad	2.7				
4					
5					

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

#### DUNCAN'S COMMENTS:

Tallahassee is an above average small market. As a state capital and a college town it should be a good market. Radio revenue has grown at a good rate. The market does have some concerns, however. Listening to unlisted stations is very high. Total radio listening is down nearly 33% since 1991. Finally the number of viable stations is steadily growing.