

YOUNGSTOWN 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>		
WKBN	11.4	11.8	7.7	11.0	9.9	9.4	7.9	7.8	7.8	7.4	11.5	11.1	8.7	9.9	8.0	12.1	11.2	11.9	12.8	12.2	12.0	10.9	9.7	9.4	9.0	9.2	12.0	9.3	12.0	WKBN, 570 (T)	
WMXY-F	12.5	11.1	16.3	13.8	15.0	13.9	11.1	11.9	11.4	10.8	10.9	9.4	9.2	9.4	9.4	8.8	8.1	9.5	8.3	8.2	7.3	7.5	6.9	7.4	6.3	7.7	7.7	7.8	7.0	WMXY-F, 98.9 (AC)	
WBBW	15.5	11.8	16.4	11.7	14.8	13.3	12.6	11.1	11.1	9.8	8.0	6.2	5.4	5.4	3.9	3.5	2.8	2.8	1.8	2.0	1.1	1.1	1.0	0.9	0.7	1.0	0.9	0.9	1.1	WBBW, 1240 (S)	
WNIO	8.5	7.3	4.7	2.6	4.5	4.9	5.1	6.4	6.4	5.8	4.1	3.3	3.4	3.3	5.6	3.5	5.2	3.3	2.1	4.1	0.9	1.1	1.3	0.6	2.3	3.6	3.2	2.7	1.8	WNIO, 1390 (ST)	
WHOT-F	3.3	4.3	5.4	5.0	4.9	6.6	9.1	7.6	7.6	14.6	16.7	18.4	16.2	15.1	13.6	10.7	10.8	8.2	11.1	9.5	11.0	10.5	10.2	10.2	10.4	9.4	7.2	7.5	6.0	WHOT-F, 101.1 (CHR)	
WQXK-F					0.9	4.0	6.1	9.1	9.1	10.1	7.5	7.8	10.3	10.2	10.3	9.7	11.6	13.0	13.9	13.6	12.7	13.1	13.1	13.1	10.6	12.6	10.3	10.7	11.7	WQXK-F, 105.1 (C)	
WASN	10.6	8.6	7.7	11.4	10.3	10.0	8.2	6.5	6.5	4.4	3.5	2.1	1.2	-	-	-	0.2	-	0.8	-	-	-	-	-	-	0.6	0.8	-	0.1	WASN, 1330 (G)	
WHKW	3.5	4.9	3.9	3.8	3.0	2.2	3.1	2.6	2.6	2.6	2.4	1.9	2.7	1.7	1.5	1.4	0.7	-	0.7	0.6	0.7	0.4	0.4	1.1	1.9	1.0	-	-	-	WHKW, 1440 (T)	
WRTK	7.6	5.9	5.3	3.7	3.5	2.4	3.4	2.2	2.2	1.6	0.9	1.6	0.8	0.4	0.3	0.9	1.3	-	-	0.1	-	4.1	3.7	3.0	2.9	-	-	-	-	WRTK, 1540 (B)	
WYFM-F	10.6	10.7	10.1	10.7	10.6	10.1	8.5	9.9	9.9	7.0	6.1	7.8	8.6	9.2	6.0	6.5	5.0	6.3	4.1	4.8	4.3	6.3	7.9	7.9	7.7	7.3	7.1	7.9	7.4	WYFM-F, 102.9 (CL AOR)	
WBBG-F														4.5	5.2	8.5	7.7	7.8	6.5	6.8	6.5	5.9	6.1	6.9	6.4	5.9	5.3	5.4	6.4	WBBG-F, 106.1 (O)	
WICT-F													0.4	0.4	4.2	1.6	2.5	2.7	2.0	1.0	1.5	1.6	1.7	1.2	1.7	1.9	2.0	2.0	2.1	WICT-F, 95.1 (C)	
WSOM												0.7	-	-	1.1	1.9	2.5	2.8	2.9	3.2	3.2	2.1	2.3	2.4	2.5	2.7	2.4	2.6	4.2	WSOM, 600 (ST)	
WNCD-F												2.3	4.1	4.7	8.6	8.9	9.4	8.3	8.0	7.7	8.4	7.2	7.2	7.1	7.0	7.1	7.0	6.7	5.6	WNCD-F, 93.3 (AOR)	
WAKZ-F																			0.7	-	1.3	1.2	1.5	2.6	1.9	2.0	3.5	5.2	5.3	WAKZ-F, 95.9 (CHR)	
WGFT																			2.3	1.5	1.5	-	1.1	1.2	1.1	1.7	1.3	1.7	1.5	0.9	WGFT, 1500 (G)
WRBP-F																				4.4	6.6	5.0	5.1	4.4	3.6	3.5	3.0	4.0	3.6	4.5	WRBP-F, 101.9 (B)
WWIZ-F																			0.4	-	-	-	-	-	-	0.3	-	-	0.9	WWIZ-F, 103.9 (AOR)	

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>	
WKBN	22.7	25.9	26.6	24.4	20.8	17.3	24.7	22.5	21.3	20.4	17.3	21.5	18.2	23.6	23.1	19.8	19.8	19.6	18.0	18.9	18.9	17.7	24.5	19.6	22.9	
WMXY-F	26.9	27.7	25.5	22.7	22.6	22.9	21.3	24.1	19.5	19.8	22.4	22.2	21.0	23.4	19.4	20.5	19.1	19.0	16.9	16.9	15.3	17.1	16.5	17.1	16.6	
WBBW	23.9	25.2	17.6	21.2	21.3	18.7	15.2	16.6	13.1	12.3	13.3	11.5	10.8	12.9	8.8	9.3	4.7	4.4	4.0	5.5	3.0	2.2	4.6	3.5	4.1	
WNIO	14.4	13.3	13.4	15.3	16.0	16.1	11.3	11.8	9.8	9.8	1.4	7.9	10.4	8.8	6.8	9.2	5.9	5.0	6.4	3.5	7.1	NA	7.0	6.8	5.3	
WHOT-F	14.9	16.4	20.4	22.7	19.3	28.7	36.0	38.1	36.8	33.9	33.8	32.4	31.5	26.4	28.8	25.4	30.7	28.3	28.2	27.9	29.0	26.8	24.5	21.9	19.6	
WQXK-F	-	-	12.3	15.0	14.3	17.8	14.9	12.1	19.1	17.6	17.7	17.2	21.0	22.8	25.0	24.5	24.3	28.5	24.7	24.8	23.2	24.6	20.9	21.1	22.8	
WASN	32.2	28.6	24.3	25.9	24.5	13.7	10.2	10.1	6.1	4.5	-	-	-	-	1.2	-	-	-	-	-	-	1.7	1.8	-	0.9	
WHKW	9.2	-	-	10.6	8.1	7.8	8.6	5.4	8.7	4.1	5.3	5.1	3.6	4.8	3.5	3.0	-	2.4	2.9	4.7	4.8	1.8	-	-	-	
WRTK				6.0	4.0	4.2	4.1	2.8	2.1	1.9	1.4	-	3.8	-	-	1.1	4.4	4.4	4.7	5.1	3.3					
WYFM-F	28.4	26.2	31.0	26.3	28.4	24.3	21.6	21.6	22.6	22.1	15.1	15.3	15.4	16.2	16.7	15.8	13.3	16.2	19.2	16.0	17.1	16.0	15.5	16.0	15.7	
WBBG-F										7.4	14.1	15.8	18.9	16.1	18.3	16.7	16.0	14.0	16.1	14.8	16.3	13.8	10.6	14.4	14.5	
WICT-F											9.3	3.7	2.8	6.1	7.4	3.1	6.4	5.2	5.8	7.4	7.6	8.9	7.0	5.9	7.9	
WSOM											1.9	5.1	5.6	6.8	6.1	5.6	8.4	5.8	5.0	7.3	7.1	7.0	7.7	6.4	7.8	
WNCD-F									8.5	6.3	18.5	20.5	22.6	20.2	18.7	16.9	18.0	20.3	18.3	17.6	16.5	16.1	19.0	19.0	16.3	
WAKZ-F															2.7	5.1	3.8	5.4	5.6	7.8	6.4	12.3	14.2	15.9	15.1	
WGFT															4.3	2.7	2.6	-	1.7	1.7	1.6	3.0	2.3	2.0	1.6	
WRBP-F															-	7.7	11.3	10.3	9.2	7.8	11.4	12.7	7.3	8.4	7.5	
WWIZ-F															1.5	-	-	1.4	-	-	-	1.2	-	-	4.3	

YOUNGSTOWN

	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	3.5	--	--	--	--	--	--	--	15.9 %	34.8 %	--	--	--	1976
1977	4.1	14.6 %	--	--	--	--	--	--	14.8	42.6	23	--	--	1977
1978	4.9	19.5	--	--	--	--	--	--	15.5	39.3	22	--	--	1978
1979	5.1	4.1	--	--	--	--	--	--	14.9	46.5	22	--	--	1979
1980	4.9	-3.9	--	--	--	--	--	--	15.5	48.5	23	--	--	1980
1981	5.5	12.2	.525	10.09	2.4	.0031	--	--	17.4	53.1	25	--	--	1981
1982	6.0	9.1	.524	11.26	2.4	.0033	--	--	18.3	52.1	21	--	--	1982
1983	6.7	11.7	.521	12.86	2.5	.0033	.085	--	18.1	57.0	25	11	--	1983
1984	7.6	13.4	.519	14.64	2.5	.0036	.092	WKBN 1.1	17.6	64.8	22	11	--	1984
1985	8.4	10.5	.516	16.31	2.8	.0030	.115	WHOT-F 2.5	18.1	67.1	23	11	--	1985
1986	8.6	2.4	.513	17.06	2.9	.0030	.151	WHOT-F 2.8	17.9	66.6	26	11	--	1986
1987	9.0	4.7	.500	18.04	2.9	.0031	.141	WHOT-F 2.7	18.0	74.7	27	10	5.9	1987
1988	9.2	2.2	.495	18.58	3.0	.0031	.146	WHOT-F 2.8	18.9	73.1	27	9	7.6	1988
1989	10.3	12.0	.494	20.85	3.3	.0031	.122	NA NA	19.6	75.8	26	10	8.2	1989
1990	11.0	6.8	.490	22.45	3.5	.0032	.140	WHOT-F 2.5	18.7	71.4	27	9.5	12.1	1990
1991	10.8	-1.8	.488	22.13	3.6	.0030	.132	WHOT-F 2.0	19.6	70.7	22	10	10.1	1991
1992	11.2	3.5	.488	22.95	3.8	.0029	.140	WQXK-F 2.4	17.8	72.0	24	10	12.2	1992
1993	12.3	9.8	.489	25.15	4.0	.0031	.155	WQXK-F 3.3	17.5	69.9	24	11	14.1	1993
1994	13.6	10.6	.491	27.70	4.3	.0032	.169	WQXK-F 3.5	18.1	75.0	23	11.5	13.8	1994
1995	14.0	2.7	.491	28.51	4.7	.0029	.172	WQXK-F 3.0	17.4	71.4	27	10	12.5	1995
1996	16.1	15.0	.490	32.85	4.9	.0033	.203	WQXK-F 3.1	17.3	74.1	30	10.5	10.6	1996
1997	16.6	2.9	.488	34.02	5.1	.0033	.209	WHOT-F 3.1	17.2	79.8	26	11	10.5	1997
1998	18.7	12.6	.591	31.64	6.0	.0031	.232	WHOT-F 3.4	17.1	79.4	29	11.5	10.1	1998
1999	20.8	10.1	.587	35.43	6.4	.0033	.268	WHOT-F 3.7	17.8	74.2	31	11	11.1	1999
2000	22.0	5.8	.583	37.74	7.1	.0031	.282	WHOT-F 4.2	15.8	78.1	38	11.5	8.5	2000
2001	23.0	4.5	.594	38.72	6.9	.0033	.292	WHOT-F 3.7	15.9	75.3	28	11.5	10.7	2001
2002	23.6	2.6	.589	40.06	7.1	.0033	.309	WQXK-F 4.1	15.6	78.8	29	--	11.8	2002
2003	22.4	-3.4	.584	38.36	7.3	.0031	.289	WQXK-F 3.9	14.6	71.3	28	11.5	12.7	2003

MAJOR STATIONS - JANUARY 2004

WASN	1330	0.5KW/1KW (DA-2)	Gospel		WAKZ-F	95.9	3KW@328	CHR/Dance	Clear Channel
WBBW	1240	1KW	Sports	Cumulus	WBBG-F	106.1	3KW@328	Oldies	Clear Channel
WGFT	1500	500W (DAYS)	Gospel		WHOT-F	101.1	25KW@795	CHR/Dance	Cumulus
WKBN	570	5KW (DA-N)	Talk	Clear Channel	WICT-F	95.1	19KW@804 (DA)	Country	Clear Channel
WNIO	1390	9.5KW/4.8KW (DA-N)	Standards	Clear Channel	WMXY-F	98.9	6KW@1370	AC/CHR	Clear Channel
WSOM	600	1KW/56W	Standards	Cumulus					
					WNCD-F	93.3	50KW@280	AOR	Clear Channel
					WQXK-F	105.1	88KW@430	Country	Cumulus
					WRBP-F	101.9	3KW@328	Black	
					WYFM-F	102.9	33KW@604	Classic AOR	Cumulus

NOTE: Counties added to the Metro in 1998.

YOUNGSTOWN

MAJOR STATION TRANSACTIONS: 1970 to 2003

	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	35	38	33	29	28	15	12	14	12	11
				5	7	14	12	13	22	18
MOR/AC	13	23	23	18	12	3	1	1		See Talk
				6	15	18	17	5	--	13
							AC	12	9	7
							OLDIES	16	16	15
COUNTRY	7	5	14	14	14	13	16	8	8	--
BTFL/EZ/SAC	18	17	12	12	11	11	SOFT AC	11		
NEWS/TALK	19	16	13	13	8	21	18	18	13	12
SPORTS								1	1	2
BLACK/URBAN	1	1	5	3	1	1	2	5	8	8
SMOOTH JAZZ									1	2
STANDARDS	2	--	--				8	7	9	8
HISPANIC				--	4	4				
RELIG/GOSPEL				1	--	2	4	1	2	3
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

- WNIO (1390) WFMJ until 89; WHOT until 95; WRTK until 99; CHR until 80; AC or MOR until 84; Standards until 89; CHR until 90; Standards until 95; Talk until 98; Standards again after 98
- WASN (1330) WHOT until 89; WFMJ until 90; WYWR until about 92; CHR or AC until 89; Standards until 90; News
- WNCD-F WQOD until 88; WBBG until 00; Soft AC until 88; Oldies until 00
- WBBG-F WNCD until 00; Classic AOR until 00
- WMXY-F WKBN until 99; EZ to Soft AC by late 80's; Soft AC until 98
- WRBP-F WRBP until 98; WBTJ until 01; Black until 98; CHR/Black until 01
- WHKW WHHH until 81; WRRO until 98; AC or Oldies until early 90's; Talk until 98; WRBP until 00; Black until around 00
- WYFM-F CHR until around 94; AC until about 97
- WHOT-F CHR until 78; AOR until 84
- WRTK (1540) WNIO until 89; WNRB until early 90's; Country until 89; WFNE until 94; WNIO until 99; Standards until 00
- WICT-F WRKU until 94; AOR until 94
- WAKZ - F WHTX until 94; WRKU until 96; WWSY until 98; WTNX until 01; Classic AOR until 96; EZ or Soft AC until 98; AC until 01
- WBBW Talk until 97

1986 WSOM, WQXK-F (Salem)	From Rust to Lincoln	\$ 2,800,000
1988 WBBW, WBBG-F	Sold to Harstone-Dickstein	3,000,000
1989 WGFT		280,000
1989 WSOM, WQXK-F (Salem)	From Lincoln to Legend	5,500,000
1990 WHOT	Sold by Myron Jones	290,000
1991 WSOM, WQXK-F	From Legend to Lincoln	6,000,000
1995 WGFT		250,000
1996 WPIC, WYFM-F	From Regional to Connoisseur	---
1996 WSOM, WQXK-F	From Lincoln to Connoisseur	13,500,000
1997 WKBN A/F	Sold to Jacor	11,000,000
1997 WNIO, WNCD-F	Sold to Jacor	3,400,000
1997 WRTK, WBBG-F	Sold by Connoisseur	7,000,000
1997 WPAO, WICT-F, WWSY-F	From Zapis to WBBG-F owner	2,600,000
1998 WRBP-F	Sold to Jacor	2,700,000
1998 WRRO	Sold to WGFT owner	1,700,000
1998	All Jacor stations sold to Clear Channel	---
1998 WLLF-F, WWIZ-F	Sold to Connoisseur	1,200,000
1999 WBBG-F, WICT-F, WRTK, WTNX-F	Sold to Clear Channel	6,100,000
1999	All Connoisseur stations sold to Cumutus	---
2000 WRBP	Sold to Salem	675,000
2001 WRTK	Sold by Clear Channel	---
2003 WICT-F (Grove City)	Sold to Clear Channel	2,280,000

YOUNGSTOWN

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WKBN	1.1	WHOT-F	2.5	WHOT-F	2.8	WHOT-F	2.7	WHOT-F	2.8	NA	
2 WHOT-F	1.0	WKBN A/F	2.1	WKBN A/F	2.7	WKBN-F	1.6	WYFM-F	1.8		
3 WYFM-F	0.9	WYFM-F	1.2	WYFM-F	1.5	WYFM-F	1.6	WQXK-F	1.6		
4 WQXK-F	0.8	WQXK-F	1.1	WQXK-F	1.1	WQXK-F	1.2	WKBN	1.5		
5 WKBN-F	0.8	BBW/QOD	0.7			WKBN	1.0	WKBN-F	1.2		
6		WFMJ	0.5								
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WHOT-F	2.5	WHOT-F	2.0	WQXK-F	2.4	WQXK-F	3.3	WQXK-F	3.5	WQXK-F	3.0
2 WQXK-F	2.0	WQXK-F	2.0	WKBN	1.8	WKBN	2.3	WKBN	2.5	WKBN	2.4
3 WKBN	1.5	WBBG-F	1.6	WBBG-F	1.7	WBBG-F	2.2	WHOT-F	2.4	WHOT-F	2.2
4 WBBG-F	1.3	WKBN	1.4	WHOT-F	1.7	WHOT-F	2.0	WBBG-F	1.9	WBBG-F	2.0
5 WYFM-F	1.2	WKBN-F	1.1	WKBN-F	1.0	WKBN-F	1.5	WKBN-F	1.7	WKBN-F	1.8
6 WKBN-F	1.1	WYFM-F	0.9	WNCD-F	0.8	WNCD-F	0.9	WYFM-F	1.4	WYFM-F	1.4
7 WNCB-F	0.8	WNCD-F	0.8	WYFM-F	0.7	WYFM-F	0.8	WNCD-F	1.1	WNCD-F	1.0
8 WBBW	0.6	WBBW	0.4	WBBW	0.4	WBBW	0.5				
9		WHOT	0.2								
10											
11											
1996		1997		1998		1999		2000		2001	
1 WQXK-F	3.1	WHOT-F	3.1	WHOT-F	3.4	WHOT-F	3.7	WHOT-F	4.2	WHOT-F	3.7
2 WKBN	2.5	WQXK-F	2.4	WYFM-F	3.0	WYFM-F	3.5	WYFM-F	3.8	WQXK-F	3.1
3 WHOT-F	2.3	WYFM-F	2.0	WQXK-F	3.0	WQXK-F	2.6	WQXK-F	3.2	WYFM-F	3.0
4 WBBG-F	2.1	WBBG-F	1.8	WNCD-F	1.8	WNCD-F	2.1	WNCD A/F	2.3	WNCD-F	2.3
5 WKBN-F	1.8	WKBN	1.6	WKBN	1.8	WKBN	2.0	WKBN	2.1	WMXY-F	2.1
6 WNCD-F	1.4	WNCD-F	1.5	WKBN-F	1.6	WMXY-F	1.5	WMXY-F	1.8	WKBN	2.1
7 WYFM-F	1.1	WKBN-F	1.5	WBBJ-F	1.5	WBBG-F	1.4	WBBG-F	1.5	WBBG-F	1.0
8 WRBP-F	0.7	WRBP-F	0.7	WBTJ-F	0.6	WICT-F	0.6	WICT-F	0.8	WICT-F	0.8
9						WBTJ-F	0.5	WNIO	0.7	WNIO	0.5
10								WBTJ-F	0.5	WRBP-F	0.5
11											
2002		2003									
1 WQXK-F	4.1	WQXK-F	3.9								
2 WYFM-F	3.4	WYFM-F	3.3								
3 WHOT-F	3.1	WHOT-F	2.4								
4 WKBN	3.0	WKBN	2.3								
5 WNCD-F	2.2	WBBG-F	2.1								
6 WMXY-F	2.0	WMXY-F	2.1								
7 WBBG-F	1.5	WNCD-F	2.0								
8 WAKZ-F	1.1	WYFM-F	0.9								
9 WYGY-F	0.8	WAKZ-F	0.9								
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Connoisseur	\$ 5.3 (NA)	1 Connoisseur	\$ 4.4 (34.4)	1 Connoisseur	\$ 7.9 (49.1)
2 WKBN A/F	4.2 (NA)	2 WKBN A/F	4.2 (30.0)	2 WKBN A/F	4.3 (26.7)
3 WQYK-F	3.5 (NA)	3 Lincoln	3.0 (NA)	3 WNIO,WNCD	1.7 (10.2)
		4 Regional: WYFM	1.4 (10.0)	4 WRBP-F	0.7 (4.3)
		5 WNRB,WNCD-F	1.4 (10.0)		
1997		(10.0)		1999	
1 Connoisseur	\$ 8.0 (47.9)	1 Connoisseur	\$ 9.8 (52.6)	1 Cumulus	\$ 10.2 (48.9)
2 Jacor	4.9 (29.6)	2 Clear Channel	6.0 (32.2)	2 Clear Channel	8.8 (42.5)
3 WBBG,WICT et.al.	2.9 (17.2)	3 WBBG,WICT et.al.	2.3 (12.5)		
2000		2001		2002	
1 Cumulus	\$ 11.7 (53.1)	1 Cumulus	\$ 10.5 (51.1)	1 Cumulus	\$ 11.7
2 Clear Channel	7.8 (35.4)	2 Clear Channel	8.5 (41.3)	2 Clear Channel	10.2
2003					
1 Cumulus	\$ 10.9				
2 Clear Channel	9.6				
3					
4					
5					

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

DUNCAN'S COMMENTS:

Youngstown has been a better market than most people would have thought. I consider it to be about an average radio market. True, the population is not growing.. although in 1998 some counties were added to the metro. However, radio revenues have still grown at a decent rate and the number of viable stations has remained constant for over 20 years.

WKBN has never been the highest billing station in Youngstown. It has been the most consistent station in audience share. WKBN remains one of the few AM stations in the top 150 markets with an audience share in double figures.