

**COLUMBUS, GA.  
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>		
WDAK	23.7	15.1	15.7	14.6	12.1	8.9	12.5	8.8	6.2	4.8	2.8	0.7	2.6	1.6	-	-	-	-	1.4	0.9	-	0.9	1.3	1.0	0.7	1.1	1.5	1.4	2.6	WDAK, 540 (NT)	
WOKS	12.9	18.7	18.8	10.1	11.4	15.6	18.2	16.2	13.8	12.6	11.9	8.6	13.6	12.3	10.7	10.1	8.1	7.2	6.1	6.6	4.1	5.8	4.4	3.8	4.7	5.1	4.7	5.0	5.8	WOKS, 1340 (B/G)	
WFXE-F	5.8	6.0	5.6	8.1	12.5	9.9	15.0	19.7	18.5	22.8	15.9	21.3	16.6	16.4	11.0	8.2	9.5	9.9	11.7	15.0	19.4	16.4	18.2	17.0	18.7	19.6	20.3	19.5	18.8	WFXE-F, 104.9 (B)	
WCGQ-F	9.4	17.1	16.7	21.1	14.3	21.3	11.9	14.5	17.4	18.0	18.1	18.3	14.2	14.8	11.9	11.1	13.5	7.8	4.7	6.3	4.1	6.4	8.2	8.3	6.1	6.9	3.8	6.4	6.4	WCGQ-F, 107.3 (CHR)	
WGSY-F	5.8	7.5	8.7	12.1	9.6	11.3	11.9	10.3	10.9	6.8	10.6	7.3	8.6	7.5	15.3	11.4	15.9	12.7	11.7	12.0	8.3	9.7	8.9	8.0	5.7	5.4	6.4	7.0	7.5	WGSY-F, 100.1 (AC)	
WHAL	11.2	9.9	9.1	7.7	12.1	11.3	11.0	8.8	7.6	5.8	6.6	5.6	4.6	3.8	-	0.5	2.0	0.9	-	1.5	0.6	0.9	1.9	0.7	2.0	0.9	-	1.4	3.0	WHAL, 1460 (G)	
WVRK-F	5.8	4.0	4.2	7.7	12.9	11.3	8.8	7.7	11.2	11.6	10.6	9.0	11.9	11.3	6.1	11.7	6.9	10.8	10.3	8.7	12.4	10.1	9.9	9.0	6.8	6.7	6.1	6.4	7.3	WVRK-F, 102.9 (AOR)	
WRCG	8.5	7.9	4.5	2.4	4.6	2.5	3.8	2.6	6.2	6.5	9.4	7.0	5.0	7.5	4.9	3.5	5.8	3.3	8.9	6.0	5.4	4.9	5.3	6.4	5.7	5.7	4.2	2.4	2.1	WRCG, 1420 (T)	
WEAM	4.9	4.4	4.9	2.0	-	0.4	1.6	1.7	1.8	0.7	1.6	0.7	-	-	-	0.8	2.9	6.0	2.5	2.4	2.5	5.0	3.2	4.7	4.7	4.8	4.9	4.9	2.3	WEAM, 1480 (G)	
WMLF	6.7	3.6	4.9	7.7	3.2	2.5	4.1	1.1	2.1	0.7	0.9	1.3	0.3	-	-	-	-	0.3	-	-	-	-	-	4.4	2.7	2.6	0.9	-	-	WMLF, 1270 (G)	
WSTH-F												6.0	9.9	11.9	13.8	14.9	12.4	15.7	11.7	7.5	4.5	6.1	4.5	2.0	3.5	3.6	3.4	3.1	4.7	WSTH-F, 106.1 (C)	
WAGH-F															7.6	10.9	11.0	13.6	11.4	8.7	11.5	8.7	10.8	8.5	8.5	6.1	7.3	7.6	5.8	WAGH-F, 98.3 (B/AC)	
WVFJ-F													1.3	1.3	1.5	2.4	1.7	1.2	1.1	1.2	1.3	2.8	2.3	1.3	-	1.5	0.9	0.7	0.8	WVFJ-F, 93.3 (REL)	
WEAM-F																												1.5	1.2	3.0	WEAM-F, 100.7 (G)
WIOL-F																												4.7	2.9	1.9	WIOL-F, 92.7 (CL.AOR)
WKCN-F																			9.2	11.1	11.8	9.0	9.9	9.0	6.2	6.6	4.5	5.4	4.3	WKCN-F, 99.3 (C)	
WKZJ-F																						1.5	1.0	2.3	2.8	2.4	2.2	3.8	3.2	WKZJ-F, 95.7 (B/AC)	
WRLD-F																										2.9	4.9	2.8	3.2	WRLD-F, 95.3 (O)	
WBFA-F																										7.0	5.8	5.0	5.2	WBFA-F, 101.3 (CHR)	

**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>
WDAK	33.8	25.1	28.3	19.4	16.8	14.0	8.2	5.2	7.7	5.9	-	-	-	-	4.1	2.9	-	2.9	4.4	2.7	3.4	3.5	5.0	4.1	5.7
WOKS	22.5	23.0	24.1	30.7	24.7	21.7	21.7	19.1	19.8	17.4	17.2	13.7	14.6	13.7	13.4	11.7	10.2	11.9	10.3	10.1	10.0	9.5	10.3	8.4	10.6
WFXE-F	21.6	19.3	23.7	42.6	30.2	31.4	25.2	33.1	25.7	28.9	24.9	21.8	24.7	24.9	25.3	27.4	31.4	29.7	29.1	30.3	30.5	31.1	30.9	29.3	26.7
WCGQ-F	29.7	31.1	23.1	28.1	28.0	32.0	33.4	31.0	27.9	31.6	25.5	22.5	24.6	19.2	18.3	18.4	13.0	17.5	18.7	17.1	15.4	14.4	11.1	15.7	17.0
WGSY-F	18.6	18.3	15.7	24.3	24.3	17.8	22.2	19.6	20.3	16.9	24.6	22.9	26.0	25.5	28.0	25.0	22.9	20.7	19.8	16.2	16.4	13.2	13.6	15.8	15.3
WHAL	21.8	20.9	18.1	16.5	13.2	10.7	11.8	9.4	9.7	6.4	-	2.7	2.9	4.2	-	3.4	3.4	2.4	4.5	2.5	3.7	2.5	1.5	3.2	3.4
WVRK-F	25.4	24.9	22.1	19.2	24.4	20.3	26.8	20.4	21.6	23.3	20.1	18.5	14.4	13.0	18.3	16.7	18.4	17.0	19.6	16.0	14.9	14.6	12.6	12.2	15.5
WRCG	12.8	9.6	12.6	9.5	12.7	13.9	13.3	11.9	10.1	9.4	10.8	7.5	10.7	9.6	16.1	12.9	9.3	12.0	9.0	11.4	10.1	10.1	8.8	7.2	6.2
WEAM	-	-	6.4	5.4	-	-	2.8	1.7	-	-	-	4.5	4.2	8.2	4.5	4.7	5.9	7.1	6.5	9.2	9.1	8.7	7.6	6.6	4.6
WMLF	9.2	6.3	8.6	4.6	-	2.3	4.1	2.5	2.0	-	-	-	-	2.0	-	-	-	-	-	5.9	5.2	4.9	1.4	-	3.2
WSTH-F								9.6	13.7	16.5	23.3	27.1	24.2	25.4	25.1	17.4	13.0	14.5	10.0	8.6	10.6	8.1	8.1	10.2	13.0
WAGH-F											17.5	22.5	23.2	23.7	22.7	22.4	18.6	18.8	20.8	17.7	17.1	16.0	18.5	18.0	12.6
WVFJ-F									4.4	3.0	3.8	5.3	4.6	5.1Q	4.5	4.3	5.0	4.7	5.3	3.8	-	3.1	2.8	2.8	3.2
WEAM-F																							2.7	2.2	6.7
WIOL-F																							9.0	6.0	4.3
WKCN-F															18.7	18.7	21.2	18.7	17.6	17.1	14.7	13.5	10.8	12.2	12.3
WKZJ-F																						6.9	6.5	9.9	7.1
WRLD-F																						8.5	7.0	7.6	8.2
WBFA-F																						15.6	13.9	12.9	13.7

**COLUMBUS, GA.**

	<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	2.3	--	--	--	--	--	--	--	14.5 %	37.2 %	---	---	---	1976
1977	2.5	8.7 %	--	--	--	--	--	--	16.3	40.1	11	---	---	1977
1978	2.8	12.0	--	--	--	--	--	--	13.5	51.5	12	---	---	1978
1979	3.3	17.9	--	--	--	--	--	--	15.3	54.1	10	---	---	1979
1980	3.7	12.1	--	--	--	--	--	--	15.2	58.0	11	---	---	1980
1981	4.2	13.5	.236	17.80	.94	.0045	--	--	16.3	48.3	10	---	---	1981
1982	4.5	7.1	.237	18.99	.98	.0045	--	--	17.8	57.3	13	---	---	1982
1983	5.1	13.3	.238	21.52	1.1	.0046	.047	--	17.4	60.2	13	8	---	1983
1984	5.6	9.8	.241	23.24	1.1	.0050	.060	WCGQ-F 1.3	15.0	66.9	12	8	---	1984
1985	6.2	10.7	.243	25.73	1.2	.0052	.069	WCGQ-F 1.5	16.5	64.4	13	8	---	1985
1986	6.5	4.8	.243	26.21	1.3	.0050	.077	WCGQ-F 1.6	15.3	73.5	16	9	---	1986
1987	6.8	4.6	.242	26.77	1.4	.0050	.078	--	15.2	71.8	15	9	6.0	1987
1988	7.4	8.8	.244	28.91	1.4	.0052	.085	WNKS-F 1.5	15.7	72.7	11	7.5	7.9	1988
1989	7.9	6.8	.244	30.86	1.5	.0051	.097	WCGQ-F 1.4	15.7	82.0	12	7	13.5	1989
1990	7.4	-6.3	.245	28.79	1.7	.0046	.089	WSTH-F 1.4	17.6	81.9	13	7.5	12.8	1990
1991	7.2	-2.7	.247	29.15	1.8	.0042	.080	WSTH-F 1.3	16.6	79.5	13	8	8.6	1991
1992	7.3	1.4	.249	29.32	1.8	.0042	.082	WSTH-F 1.5	16.6	80.1	12	9	10.5	1992
1993	7.7	5.3	.273	28.21	1.9	.0039	.085	WSTH-F 1.5	17.8	79.3	13	9	8.6	1993
1994	8.1	5.2	.279	29.03	2.1	.0039	.092	WGSY-F 1.3	16.1	80.5	14	9	10.8	1994
1995	8.5	4.9	.278	30.57	2.3	.0037	.099	WVVR-F 1.4	14.9	85.4	13	9	12.7	1995
1996	9.0	5.9	.279	32.26	2.5	.0036	.101	WFXE-F 1.5	16.2	79.4	15	9	9.7	1996
1997	9.6	6.5	.272	35.29	2.7	.0036	.107	WFXE-F 1.6	14.4	83.5	16	9	7.9	1997
1998	10.5	9.4	.269	38.29	2.8	.0037	.120	WFXE-F 1.8	15.2	78.5	17	9	8.7	1998
1999	11.3	7.1	.271	41.77	3.0	.0038	.147	WFXE-F 1.8	15.4	79.3	18	10.5	10.7	1999
2000	11.8	4.4	.269	43.87	3.0	.0038	.141	WFXE-F 1.7	13.5	77.8	20	12.5	8.8	2000
2001	12.0	1.7	.276	43.47	3.3	.0036	.145	WFXE-F 1.7	14.5	81.0	20	13	7.2	2001
2002	12.5	4.2	.276	45.29	3.4	.0037	.149	WFXE-F 2.1	13.9	84.0	20	--	10.4	2002
2003	13.2	5.6	.275	48.00	3.5	.0038	.149	WFXE-F 2.2	13.0	80.8	20	14.5	8.4	2003

**MAJOR STATIONS - JANUARY 2004**

<b>WDAK</b>	540 5KW/500W (DA-N)	News/Talk	Clear Channel	<b>WGSY-F</b>	100.1 6KW@300	AC	Clear Channel
<b>WEAM</b>	1580 2.3KW/1KW (DA-N)	Gospel	Davis	<b>WJOL-F</b>	92.7 39KW@538	Classic AOR	Davis
<b>WHAL</b>	1460 4KW/140W	Gospel	Clear Channel	<b>WKCN-F</b>	99.3 50KW@492	Country	
<b>WOKS</b>	1340 1KW	Black/Gospel	Davis	<b>WKZJ-F</b>	95.7 5.3KW@876	Black AC	Davis
<b>WRCG</b>	1420 5KW (DA-N)	Talk		<b>WRLD-F</b>	95.3 25KW@328	Oldies	
<b>WAGH-F</b>	98.3 6KW@328	Black AC	Clear Channel	<b>WSTH-F</b>	106.1 85KW@1047	Country	Clear Channel
<b>WBFA-F</b>	101.3 6KW@328	CHR	Clear Channel	<b>WVJF-F</b>	93.3 27KW@1611	Religion	
<b>WCGQ-F</b>	107.3 100KW@1011 (DA)	CHR		<b>WVVR-F</b>	102.9 100KW@1521	AOR	Clear Channel
<b>WEAM-F</b>	100.7 2.6KW@502	Gospel	Davis				
<b>WFXE-F</b>	104.9 6KW@289	Black	Davis				

**COLUMBUS, GA.**

**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	44	33	16	CHR AOR/CL	19	28	13	9	--	7
				--	--	13	12	14	11	8
MOR/AC	5	9	--	MOR/FS AC/OLD	12	12	13	14	AC	See Talk
								14	19	14
								1	--	4
								15	12	10
COUNTRY	14	14	28		20	15	17	19		
BTFL/EZ/SAC	13	12	11		--	--	--			
										SOFT AC
NEWS/TALK							5	4	6	7
SPORTS									7	7
BLACK/URBAN	23	29	40		38	36	35	34	42	36
SMOOTH JAZZ									38	38
									1	1
STANDARDS			3		9	5	--		5	3
HISPANIC										
RELIG/GOSPEL	--	3	3		2	2	4	8	4	7
CLASSICAL									8	8

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1971 WOKS		\$	507,000
1974 WOKS	To Associated FM		595,000
1978 WNKS-F	Sold to Bluegrass		452,000
1979 WFXE-F	Sold to Associated FM		475,000
1982 WOKS, WFXE-F	Sold by Associated FM		2,300,000
1983 WNKS-F	From Bluegrass to Coleman		2,000,000
1984 WPNX			300,000
1986 WNKS-F	Sold by Coleman		3,250,000
1986 WOKS, WFXE-F	From Woodfin to Davis		3,750,000
1996 WGSY-F	From Woodfin to WPNX, WVRK-F owner		2,000,000
1997 WAGH-F	Sold to WVRK et al owner		---
1997 WKZJ-F	Sold to Davis		450,000
1997 WPNX, WVRK-F, WGSY-F, WAGH-F, WMLF	Sold to Cumulus		14,500,000
1998 WDAK, WSTH-F	From Solar to Cumulus		4,500,000
2002 WDAK, WSTH-F	Sold to Clear Channel		2,730,000
2004 WOL-F (Eufala)	Sold to Davis		2,700,000

**STATION NOTES**

(Major call letter and format changes)

WFXE-F	WWRH until 78; Contemp. Until 78
WVRK-F	WRBL until 79; WVOC until 85; WNKS until 89; EZ until 79; CHR until 81; Country until 84
WGSY-F	EZ until 82; WEIZ until 87
WEAM	WCLS until 82; WIZY until 85
WMLF	WHLD until about 96
WRCG	WRBL until 77; MOR until 79; Country until 81; Standards until 90
WDAK	WDAK until 85; WEIZ until 87; Back to WDAK until 88; WSTH until 94; Contemp until 81; Oldies until 86; AC until 87; Oldies until 88; Country until 94; Gospel until 96
WHAL	WPNX until 03; Country until about 95
WEAM-F	WMRZ until 03

COLUMBUS, GA

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 WCGQ-F 1.3	WCGQ-F 1.5	WCGQ-F 1.6	Not Available	WNKS-F 1.5	WCGQ-F 1.4
2 WFXE-F 1.2	OKS/FXE 1.3	OKS/FXE 1.4		WCGQ-F 1.4	WSTH-F 1.4
3 WVOC-F 0.9	WNKS-F 0.9	WNKS-F 1.0		WFXE-F 1.3	WFXE-F 1.2
4 WEIZ-F 0.7	DAK/EIZ 0.8	DAK/EIZ 0.9		WSTH-F 1.2	WGSY-F 1.0
5 WOKS 0.6				WGSY-F 0.8	WVRK-F 0.9
6				WOKS 0.5	WAGH-F 0.4
7					WOKS 0.3
8					
9					
10					
1990	1991	1992	1993	1994	1995
1 WSTH-F 1.4	WSTH AF 1.3	WSTH AF 1.5	WSTH AF 1.5	WGSY-F 1.3	WVRK-F 1.4
2 WCGQ-F 1.2	WGSY-F 1.1	WGSY-F 1.3	WGSY-F 1.2	WVRK-F 1.1	WFXE-F 1.3
3 OKS/FXE 1.1	WCGQ-F 1.1	WVRK-F 1.1	WVRK-F 1.2	WSTH-F 1.1	WKCN-F 1.2
4 WGSY-F 1.1	WVRK-F 0.8	WCGQ-F 1.0	WFXE AF 1.0	WKCN-F 1.0	WGSY-F 1.2
5 WVRK-F 0.8	OKS/FXE-F 0.7	WFXE AF 0.8	WAGH-F 0.7	WFXE-F 1.0	WAGH-F 1.0
6 WAGH-F 0.6	WAGH-F 0.65	WAGH-F 0.7	WCGQ-F 0.7	WAGH-F 0.7	WSTH-F 0.9
7	WRCG 0.3			WCGQ-F 0.7	WCGQ-F 0.7
8					
9					
10					
11					
1996	1997	1998	1999	2000	2001
1 WFXE-F 1.5	WFXE-F 1.6	WFXE-F 1.8	WFXE/OKS 1.8	WFXE-F 1.7	WFXE-F 1.7
2 WVRK-F 1.4	WVRK-F 1.5	WVRK-F 1.6	WKCN-F 1.6	WVRK-F 1.7	WVRK-F 1.6
3 WKCN-F 1.3	WGSY-F 1.3	WKCN-F 1.5	WVRK-F 1.5	WKCN-F 1.2	WKCN-F 1.3
4 WGSY-F 1.2	WKCN-F 1.2	WGSY-F 1.4	WGSY-F 1.4	WCGQ-F 1.1	WSTH-F 1.2
5 WAGH-F 1.0	WAGH-F 1.0	WAGH-F 1.2	WAGH-F 1.3	WAGH-F 1.1	WAGH-F 1.2
6 WCGQ-F 0.8	WCGQ-F 0.9	WCGQ-F 0.9	WCGQ-F 1.0	WSTH-F 1.1	WGSY-F 1.0
7 WSTH-F 0.8	WSTH-F 0.9	WSTH-F 0.7	WRCG 0.6	WGSY-F 0.9	WCGQ-F 1.0
8		WRCG 0.6	WSTH-F 0.6	WBFA-F 0.8	WBFA-F 0.9
9				WRCG 0.7	WRCG 0.7
10					
11					
2002	2003				
1 WFXE-F 2.1	WFXE-F 2.2				
2 WVRK-F 1.6	WCGQ-F 1.6				
3 WCGQ-F 1.3	WVRK-F 1.6				
4 WGSY-F 1.2	WGSY-F 1.5				
5 WAGH-F 1.1	WAGH-F 1.2				
6 WSTH-F 0.9	WSTH-F 1.1				
7 WKCN-F 0.8	WKCN-F 0.9				
8					
9					
10					
11					

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 WGSY-F \$ 1.3 (15.4)	1 Davis \$ 1.5 (17.6)	1 McClure \$ 2.6 (28.9)
2 WRCG/WCGQ-F 1.2 (14.9)	2 WPNX/WVRK-F 1.4 (16.5)	2 WPNX, WVRK, WGSY 2.6 (28.8)
3 WOKS/WFXE-F 1.2 (14.8)	3 WRCG/WCGQ-F 1.3 (14.8)	3 Davis 1.8 (20.0)
4 WPNX/WVRK-F 1.2 (14.8)	4 WKCN-F 1.2 (14.4)	4 WAGH-F 1.0 (11.1)
	5 Woodfin 1.2 (14.1)	
1997	1998	1999
1 Cumulus \$ 4.0 (41.5)	1 Cumulus \$ 5.9 (55.8)	1 Cumulus \$ 5.6 (49.7)
2 McClure 2.6 (27.4)	2 Davis 2.1 (20.3)	2 McClure 3.1 (27.7)
3 Davis 1.9 (19.5)	3 McClure 2.0 (19.5)	3 Davis 2.2 (19.0)
4 WDAK, WSTH 1.0 (10.4)		
2000	2001	2002
1 Cumulus \$ 5.9 (49.7)	1 Cumulus \$ 4.9 (40.4)	1 Clear Channel \$ 6.0
2 McClure 3.3 (28.0)	2 McClure 2.9 (24.4)	2 Davis 3.6
3 Davis 2.8 (23.3)	3 Davis 2.7 (22.5)	3 WCGQ et.al. 2.9
	4 WDAK, WSTH-F 1.4 (11.5)	
2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1 Clear Channel \$ 6.4		
2 Davis 3.7		
3 WCGQ et.al. 3.2		
4		
5		

DUNCAN'S COMMENTS:

Columbus is a slowly growing small radio market. It has been hurt by a 73% increase in viable stations since 1990. Revenues have not grown enough to support all of those new entrants and all stations ended up suffering. It was not until 2002 that any station billed over \$2 million.

WFXE is one standout station in Columbus. It usually managed to achieve high double digit audience share despite all of the new entrants into the market.