

**EVANSVILLE
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>		
WIKY-F	-	25.7	36.4	25.6	19.9	26.3	20.1	20.8	23.9	25.6	31.4	25.7	28.5	24.8	19.3	17.6	17.2	17.4	16.2	16.7	18.9	21.4	17.8	18.9	20.2	19.7	19.4	19.2	17.7	WIKY-F, 104.1 (AC)	
WGBF	-	24.1	26.1	24.0	22.8	21.3	17.6	16.7	8.7	8.1	4.7	5.0	2.7	*	*	7.6	5.6	4.5	4.3	3.6	1.1	1.3	1.6	3.6	3.3	4.2	3.6	3.9	3.6	WGBF, 1280 (T)	
WKDQ-F	-	9.7	7.2	9.9	15.3	7.7	17.3	15.9	9.6	9.4	8.5	8.3	8.3	13.7	11.9	13.5	10.5	7.8	13.4	16.7	16.8	14.1	11.0	12.5	10.0	10.6	10.6	9.5	14.5	WKDQ-F, 99.5 (C)	
WEOA	-	12.2	8.3	11.0	10.4	9.6	9.5	8.5	13.5	8.8	4.2	9.6	-	2.1	2.4	2.2	1.8	-	-	-	0.5	-	1.8	2.7	3.6	1.9	2.4	3.0	2.6	WEOA, 1400 (B)	
WVHI	-	6.6	0.8	4.2	2.0	3.7	5.4	6.8	1.1	2.0	2.4	-	0.8	1.6	1.4	1.5	1.1	-	-	-	0.8	0.5	0.5	-	-	0.8	-	0.3	0.3	WVHI, 1330 (REL)	
WBKR-F	-	1.7	1.7	2.3	4.0	3.2	5.1	4.8	6.5	2.0	2.9	5.5	5.4	6.7	6.0	3.8	6.8	7.6	6.4	5.0	5.4	3.8	2.9	3.0	2.6	1.9	1.5	1.3	2.1	WBKR-F, 92.5 (C)	
WSTO-F	-	1.7	1.7	1.6	4.1	2.7	1.4	1.7	9.8	14.2	13.1	20.7	31.5	19.9	22.1	18.7	13.6	11.3	11.5	10.1	9.5	12.9	12.8	8.9	9.6	10.1	6.9	5.9	8.1	WSTO-F, 96.1 (CHR)	
WSON	-	4.7	3.1	3.4	5.8	1.9	3.3	3.1	3.0	0.7	1.8	1.5	1.1	1.3	2.6	1.8	1.4	1.4	0.6	1.3	1.1	2.2	3.0	3.7	1.9	2.3	2.3	2.3	1.8	WSON, 860 (ST)	
WJLT-F	-	0.6	1.7	2.1	1.2	3.2	0.5	1.2	5.4	11.4	17.6	11.8	12.9	14.5	16.2	12.8	15.4	16.3	15.7	13.8	9.9	8.0	7.3	5.6	7.2	5.8	6.4	-	3.9	WJLT-F, 105.3 (AC)	
WGBF-F				0.5	0.6	3.5	5.7	3.9	4.1	5.3	4.2	2.8	0.5	8.8	7.4	4.7	4.4	7.0	6.4	5.6	9.9	9.4	7.5	7.2	7.5	6.7	5.8	7.1	5.9	WGBF-F, 103.1 (AOR)	
WYNG-F																5.0	5.1	3.6	2.5	1.9	2.1	2.8	4.1	2.8	1.9	2.7	1.9	6.6	2.3	WYNG-F, 94.9 (C)	
WDKS-F																-	2.6	5.1	5.3	6.0	5.1	1.3	1.4	4.3	3.3	3.4	8.5	8.2	6.4	WDKS-F, 106.1 (CHR)	
WABX-F																							7.9	5.8	7.0	6.3	6.5	6.2	6.1	WABX-F, 107.5 (CL AOR)	
WYXY-F																								0.5	-	-	-	2.0	3.9	2.8	WYXY-F, 107.1 (CH)
WJPS-F																										7.2	5.4	4.9	5.7	WJPS-F, 93.5 (O)	

* Simulcasted with WGBF-F

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>	
WIKY-F	28.7	33.8	27.0	29.5	36.8	28.7	39.1	33.9	34.3	34.5	37.6	29.5	28.1	32.6	31.7	29.6	29.3	36.3	31.2	33.5	36.0	38.7	30.8	31.5	30.2	
WGBF	42.9	42.7	2.3	35.4	26.3	18.5	17.3	12.1	-	-	3.7	12.8	9.3	8.8	8.0	10.3	5.7	4.5	7.2	9.2	9.1	9.6	9.1	10.4	8.7	
WKDQ-F	28.5	22.6	33.0	35.7	29.8	25.5	25.6	24.1	22.8	25.8	26.8	26.0	23.3	22.3	27.6	32.0	32.2	25.2	23.7	24.3	23.7	19.9	17.3	23.2	22.7	
WEOA	22.9	18.5	18.9	19.5	23.2	14.2	16.5	17.2	7.6	6.9	7.0	9.1	5.7	-	-	-	2.1	-	4.4	5.6	4.9	2.7	3.0	4.8	2.2	
WVHI	8.5	12.3	16.1	13.9	4.0	-	5.7	-	5.0	3.2	4.1	2.1	3.0	-	-	-	3.1	2.4	1.7	-	-	1.7	-	1.3	2.1	
WBKR-F	8.4	6.8	10.5	10.0	11.8	6.2	6.9	9.8	10.5	14.2	16.3	12.8	16.2	18.7	19.1	18.0	13.9	12.6	8.6	8.6	8.4	6.4	7.0	6.5	7.4	
WSTO-F	5.8	5.5	4.2	6.6	24.2	27.0	32.8	37.1	44.7	40.7	40.0	39.1	34.9	29.3	29.4	24.5	25.8	29.1	27.5	26.4	27.3	29.8	23.5	21.6	25.6	
WSON	6.1	-	7.6	7.1	-	4.0	3.2	2.3	-	4.4	6.2	4.4	4.3	4.4	3.6	4.6	5.7	6.3	6.4	6.4	5.1	5.6	3.3	4.7	4.8	
WJLT-F	-	-	-	4.6	14.3	17.4	21.9	21.5	21.0	25.5	26.4	20.1	26.8	25.9	27.0	25.6	19.9	19.7	13.0	15.6	15.6	13.3	6.4	5.2	9.4	
WGBF-F	-	7.1	10.7	9.6	12.1	13.7	15.9	11.5	11.4	17.2	12.2	10.9	10.8	14.6	11.9	14.6	24.3	23.2	19.7	22.5	18.2	17.5	18.9	18.8	17.3	
WYNG-F												12.9	15.2	8.8	7.6	7.7	6.1	9.5	10.0	7.4	8.1	7.2	11.1	16.4	4.9	
WDKS-F												-	9.2	14.9	15.7	13.9	12.9	3.6	7.9	14.0	10.7	15.6	22.4	23.2	21.0	
WABX-F																				14.2	13.1	12.7	11.1	12.8	10.4	11.5
WYXY-F																					2.4	-	-	10.5	9.9	10.6
WJPS-F																2.7	3.1	16.0	14.7	14.6	12.5	16.0	13.3	14.6	14.3	

EVANSVILLE

	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	--	--	--	--	--	--	--	15.2 %	47.0 %	--	--	--	1976
1977	4.0	14.3 %	--	--	--	--	--	--	15.3	47.3	14	--	--	1977
1978	4.9	22.5	--	--	--	--	--	--	16.3	50.9	15	--	--	1978
1979	5.5	12.2	--	--	--	--	--	--	14.6	52.3	13	--	--	1979
1980	5.8	5.4	--	--	--	--	--	--	15.5	57.5	13	--	--	1980
1981	6.3	8.6	.281	22.42	1.4	.0054	--	--	14.5	59.5	16	--	--	1981
1982	6.5	3.2	.282	23.05	1.5	.0052	--	--	15.9	70.4	15	--	--	1982
1983	6.9	6.2	.283	24.38	1.6	.0052	.095	--	17.5	77.4	14	11	--	1983
1984	7.7	11.6	.284	27.11	1.8	.0053	.081	WIKY A/F 2.3	17.3	84.7	15	11	--	1984
1985	8.4	9.1	.285	29.47	1.9	.0053	.094	WIKY A/F 2.4	19.0	81.3	11	10	--	1985
1986	8.9	6.0	.287	31.33	2.0	.0054	.103	WIKY A/F 2.5	16.8	91.8	12	9	--	1986
1987	9.3	4.5	.277	32.86	1.8	.0053	.108	WIKY A/F 2.9	15.7	93.2	10	7.5	8.3	1987
1988	9.9	6.5	.278	34.86	1.8	.0054	.114	WIKY A/F 2.5	16.4	91.6	12	5.5	5.7	1988
1989	10.5	6.1	.279	36.84	1.9	.0055	.126	WIKY A/F 2.6	17.9	84.5	11	6	9.8	1989
1990	10.9	3.8	.279	38.24	2.0	.0055	.127	WIKY A/F 2.4	17.4	88.7	13	7	8.6	1990
1991	10.2	-6.4	.279	36.56	2.1	.0049	.127	WIKY A/F 2.0	17.8	87.4	15	9	13.2	1991
1992	10.0	-2.0	.281	35.59	2.2	.0045	.128	WIKY A/F 2.5	16.1	89.6	14	9	11.9	1992
1993	10.7	7.0	.284	37.68	2.4	.0045	.130	WIKY A/F 2.6	16.7	89.9	15	10	10.9	1993
1994	12.4	15.9	.288	43.05	2.6	.0048	.156	WIKY A/F 3.0	15.6	88.5	13	10	14.5	1994
1995	13.5	8.9	.289	46.71	2.7	.0050	.167	WIKY A/F 3.3	15.2	93.2	13	9.5	13.9	1995
1996	14.2	5.2	.291	48.80	3.0	.0047	.181	WIKY A/F 3.7	14.7	92.8	15	9.5	13.7	1996
1997	14.8	4.2	.291	50.86	2.9	.0051	.180	WIKY A/F 3.5	14.9	94.2	18	9.5	13.1	1997
1998	16.0	8.1	.290	55.17	2.9	.0055	.190	WIKY A/F 3.8	15.2	87.8	19	10	10.1	1998
1999	17.6	10.0	.292	60.27	3.1	.0057	.213	WIKY A/F 4.4	15.3	87.6	18	10.5	14.6	1999
2000	19.1	8.5	.292	65.41	4.3	.0044	.230	WIKY A/F 4.5	14.8	87.9	19	11	12.0	2000
2001	17.3	-9.4	.297	58.25	4.6	.0038	.204	WIKY A/F 4.3	14.6	85.9	16	11	13.0	2001
2002	17.2	-0.6	.298	57.72	4.8	.0036	.203	WIKY-F 4.4	13.9	86.1	18	--	11.4	2002
2003	17.2	0	.299	57.53	4.9	.0035	.210	WIKY-F 4.5	12.9	90.4	19	12	13.5	2003

MAJOR STATIONS - JANUARY 2004

WEOA	1400 1KW	Black AC	South Central	WABX-F	107.5 2KW@561 (DA)	Classic AOR	South Central
WGBF	1280 5KW/1KW (DA-N)	Talk	Regent	WDKS-F	106.1 6KW@328	CHR	Regent
WSON	860 377W/500W (DA-N)	Standards		WGBF-F	103.1 3KW@443	AOR	Regent
WVHI	1330 5KW/1KW (DA-N)	Religion		WIKY-F	104.1 39KW@571	AC	South Central
				WJLT-F	105.3 50KW@492	AC	Regent
				WJPS-F	93.5 3.2KW@446 (DA)	Oldies	South Central
				WKDQ-F	99.5 100KW@985	Country	Regent
				WSTO-F	96.1 100KW@1000	CHR	South Central
				WYNG-F	94.9 50KW@425	Country	Regent
				WYXY-F	107.1 1.6KW@640 (DA)	Classic Hits	South Central
				WBKR-F	92.5 100KW@1050	Country	Regent

EVANSVILLE

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	36	40	45	AOR/CL	30	34	20	15	13	10	17
					3	--	5	11	15	14	15
MOR/AC	46	31	39	MOR/FS	30	31	23	19	23	28	See Talk
				AC/OLD	9	4	20	18	AC	1	--
									OLDIES	7	12
COUNTRY	14	20	15		24	29	20	26		35	24
BTFL/EZ/SAC	2	--	2		1	--	--			24	20
									SOFT AC	--	--
											23
NEWS/TALK								6	3	4	6
SPORTS										1	
BLACK/URBAN									--	3	2
SMOOTH JAZZ											
STANDARDS					--	1	11	6	4	4	6
HISPANIC											
RELIG/GOSPEL	2	3	--		--	1	1		--	1	1
CLASSICAL											

STATION NOTES

(Major call letter and format changes)

WGBF	WGBF until 90; WWOK until about 95; CHR to AC by 82; AC until 89; AOR until 90; Standards until about 95; Sports until 99
WJLT-F	WVHI until 82; WYNG until 01; Religion until 82; Country until 01
WEOA	WROZ until 87; WIKY until 97; Country until 87; FS until 97
WKDQ-F	AC until 93
WDKS-F	WSYZ until 91; WJPS until 96; CHR until 92; Oldies until 96; WGAB-F until 98; Talk until 98
WSTO-F	EZ until 82
WVHI	WJPS until 80; WKKR until 83; MOR until 80; Country until 83
WSON	AC/Oldies until 84
WGBF-F	WHKC until 86; CHR or AC until about 88
WIKY-F	Full Service evolving to AC/FS by early 90's
WYNG-F	WRBT-F until 96; WTRI until 01; Classic AOR until 96; Oldies-70's until 01; WKRI until 01
WJPS-F	WNTC until 96
WYXY-F	WBNL until 01; Country until 01

MAJOR STATION TRANSACTIONS: 1970 to 2003

1975 WGBF	Sold to Bloomington	\$	750,000
1979 WSON, WKDQ-F (84%)			1,344,000
1979 WGBF-F	Sold to Vern Nolte		250,000
1981 WROZ	From Fuqua to South Central		1,000,000
1984 WVJS/WSTO-F (Owensboro)			3,000,000
1984 WSON/WKDQ-F (Henderson)	Sold to Nininger		2,625,000
1985 WGBF, WSBF-F	Sold by Vern Nolte		1,250,000
1987 WGBF AF			750,000
1987 WYNG-F (never closed)			5,600,000
1989 WYNG-F	From Beasley to Pinnacle		6,000,000
1993 WOMI, WBKR-F (Owensboro)	Sold to Brill		2,700,000
1995 WNTC-F (Chandler)	Sold to So. Central		1,260,000
1996 WGBF A/F	Sold to Connoisseur		2,300,000
1996 WRBT-F	Sold to Connoisseur		1,300,000
1996 WVJS, WSTO-F	Sold to Brill		6,600,000
1997 WKDQ-F	From Nininger to Brill		8,000,000
1998 WYNG-F	From Pinnacle to Connoisseur		6,000,000
1998 WVHI			440,000
1999 WGBF A/F, WYNG-F, WTRI-F	From Connoisseur to Cumulus		---
2002 WKDQ-F, WOMI, WBKR-F	From Brill to Regent		NA
2002 WSTO-F (Owensboro)	From Brill to South Central		13,000,000

EVANSVILLE

HIGHEST BILLING STATIONS

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 WIKY-F	2.3	WIKY-F	2.4	WIKY-F	2.5	WIKY-F	2.9	WIKY AF	2.5	WIKY AF	2.6
2 WSTO-F	1.4	WSTO-F	1.3	WSTO-F	1.8	WSTO-F	2.2	WSTO-F	1.9	WSTO-F	1.0
3 WKDQ-F	1.2	WYNG-F	1.1	WYNG-F	1.6	WYNG-F	1.7	WYNG-F	1.5	WKDQ-F	1.8
4 WGBF	1.0	WKDQ-F	1.0	WKDQ-F	0.9	WKDQ-F	1.1	WKDQ-F	1.2	WYNG-F	1.7
5 WYNG-F	0.9			WGBF AF	0.7			WBKR-F	1.2	WGBF AF	1.3
6 WROZ	0.7							WGBF AF	0.7		
7											
8											
9											
10											
<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 WIKY AF	2.4	WIKY AF	2.0	WIKY-F	2.5	WIKY-F	2.6	WIKY-F	3.0	WIKY-F	3.3
2 WSTO-F	2.1	WSTO-F	2.0	WYNG-F	2.0	WYNG-F	1.0	WYNG-F	1.8	WKDQ-F	2.3
3 WKDQ-F	1.9	WYNG-F	1.9	WSTO-F	1.7	WKDQ-F	1.9	WKDQ-F	1.8	WYNG-F	1.6
4 WYNG-F	1.8	WKDQ-F	1.8	WBKR-F	1.3	WSTO-F	1.6	WBKR-F	1.5	WSTO-F	1.6
5				WKDQ-F	1.2	WBKR-F	1.1	WSTO-F	1.5	WGBF-F	1.5
6				WGBF-F	1.0	WGBF-F	1.1	WGBF-F	1.1	WBKR-F	1.4
7						WJPS AF	0.7	WJPS AF	0.7	WJPS AF	0.8
8											
9											
10											
11											
<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 WIKY-F	3.7	WIKY-F	3.5	WIKY-F	3.8	WIKY-F	4.4	WIKY-F	4.5	WIKY-F	4.3
2 WKDQ-F	2.1	WKDQ-F	2.2	WKDQ-F	2.4	WKDQ-F	3.0	WKDQ-F	3.1	WKDQ-F	2.8
3 WSTO-F	1.9	WSTO-F	2.0	WSTO-F	2.2	WBKR-F	2.3	WSTO-F	2.2	WSTO-F	2.0
4 WGBF-F	1.7	WBKR-F	2.0	WBKR-F	2.1	WSTO-F	2.2	WBKR-F	2.0	WBKR-F	1.9
5 WBKR-F	1.5	WGBF-F	1.5	WGBF-F	1.6	WJPS-F	1.5	WJPS-F	1.6	WABX-F	1.3
6 WYNG-F	1.0	WJPS-F	0.9	WJPS-F	1.0	WGBF-F	1.3	WGBF-F	1.3	WJPS-F	1.2
7 WJPS AF	1.0	WYNG-F	0.8	WYNG-F	0.8	WABX-F	0.9	WABX-F	1.1	WGBF-F	1.1
8				WABX-F	0.6	WYNG-F	0.7	WYNG-F	1.0		
9											
10											
11											
<u>2002</u>		<u>2003</u>									
1 WIKY-F	4.4	WIKY-F	4.5								
2 WKDQ-F	2.2	WKDQ-F	2.7								
3 WSTO-F	1.7	WSTO-F	1.7								
4 WGBF-F	1.7	WGBF-F	1.5								
5 WABX-F	1.4	WJPS-F	1.3								
6 WJPS-F	1.3	WDKS-F	1.0								
7 WYNG-F	1.0	WYNG-F	0.9								
8 WDKS-F	0.9	WABX-F	0.9								
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 WIKY-F +LMA	\$ 3.7 (29.8)	1 South Central	\$ 4.1 (30.4)	1 South Central	\$ 4.7 (32.9)
2 WYNG-F	1.8 (14.5)	2 Bristol	2.3 (17.0)	2 Brill	4.0 (28.2)
3 WKDQ-F	1.8 (14.5)	3 WWOK, WGBF	1.8 (13.3)	3 Connorsseur	1.8 (12.7)
		4 Pinnacle	1.6 (11.9)	4 Pinnacle	1.0 (7.0)
		5 WSTO-F	1.6 (11.9)		
		6 Brill	1.4 (10.4)		
<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 Brill	\$ 6.2 (41.9)	1 Brill	\$ 6.7 (41.8)	1 Brill	\$ 7.5 (42.6)
2 South Central	4.9 (33.1)	2 South Central	5.6 (34.8)	2 South Central	7.0 (39.5)
3 Connorsseur	2.8 (19.1)	3 Connorsseur	3.0 (18.4)	3 Cumulus	2.6 (14.6)
<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Brill	\$ 7.4 (38.5)	1 Brill	\$ 7.0 (40.6)	1 South Central	\$ 9.2
2 South Central	7.3 (38.2)	2 South Central	6.7 (38.8)	2 Regent	6.5
3 Clear Channel	3.5 (18.4)	3 Clear Channel	2.9 (16.7)		
<u>2003</u>					
1 South Central	\$ 8.8				
2 Regent	6.8				
3					
4					
5					

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

DUNCAN'S COMMENTS

Evansville is really a fairly decent market. Part of the reason for this is some revenue dollars coming in from Owensboro. I suspect that WIKY has been a strong rate leader and that has allowed the lower-rated stations to price their inventory at a higher level.

WIKY is an outstanding station. It is well managed and well programmed. I have always thought of WIKY as a Full Service AM station that just happened to be on the FM band. Most certainly WIKY is one of the finest small market stations in the country.