

KNOXVILLE

	<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	5.2	--	--	--	--	--	--	--	14.8 %	46.6 %	--	--	--	1976
1977	5.7	9.6 %	--	--	--	--	--	--	15.9	41.5	19	--	--	1977
1978	7.0	22.8	--	--	--	--	--	--	15.5	45.2	19	--	--	1978
1979	6.8	-2.9	--	--	--	--	--	--	15.4	49.1	16	--	--	1979
1980	8.2	20.6	--	--	--	--	--	--	15.3	59.1	18	--	--	1980
1981	8.4	2.4	.577	14.56	2.7	.0026	--	--	17.4	66.9	18	--	--	1981
1982	8.8	4.8	.584	15.07	3.0	.0023	--	--	17.6	70.6	17	--	--	1982
1983	9.4	6.8	.588	15.99	3.4	.0022	.113	--	18.1	70.6	17	13	--	1983
1984	9.9	5.3	.591	16.75	3.8	.0023	.110	WIVK A/F 2.5	16.2	81.2	15	12	--	1984
1985	11.0	11.1	.599	18.48	4.2	.0026	.120	WIVK A/F 3.7	17.9	79.0	21	10	--	1985
1986	11.9	8.1	.604	19.87	4.6	.0027	.119	WIVK A/F 4.6	17.5	79.5	19	10	--	1986
1987	12.7	6.7	.602	21.10	4.6	.0028	.137	WIVK A/F 4.6	17.7	82.8	20	8	6.4	1987
1988	13.7	7.9	.606	22.61	4.7	.0029	.146	WIVK A/F 5.2	17.1	84.6	17	6.5	6.5	1988
1989	14.3	4.4	.607	23.44	4.7	.0031	.159	WIVK A/F 5.5	16.8	88.2	18	5	9.0	1989
1990	14.6	2.1	.608	23.86	4.8	.0030	.162	WIVK-F 6.2	18.0	88.8	18	5.5	9.7	1990
1991	13.8	-5.5	.611	22.59	4.9	.0028	.152	WIVK-F 7.0	16.4	89.1	20	6	9.0	1991
1992	16.3	18.1	.619	26.33	5.2	.0031	.183	WIVK-F 6.9	16.5	90.1	19	8	10.4	1992
1993	16.9	3.6	.609	27.75	5.9	.0029	.189	WIVK-F 6.2	16.2	91.4	17	8	10.8	1993
1994	18.0	6.5	.624	29.28	6.7	.0027	.201	WIVK-F 6.6	16.3	89.8	22	9	10.0	1994
1995	21.5	19.4	.655	33.39	8.0	.0029	.246	WIVK-F 8.0	16.4	88.5	21	9.5	12.5	1995
1996	23.5	9.3	.656	35.82	8.4	.0028	.265	WIVK-F 8.3	15.6	89.0	20	10	11.3	1996
1997	26.5	12.8	.666	39.78	9.1	.0029	.300	WIVK-F 9.3	15.1	90.0	23	8.5	11.1	1997
1998	28.6	6.5	.666	42.94	9.3	.0031	.339	WIVK-F 10.0	15.7	90.8	21	10	15.2	1998
1999	32.7	12.5	.669	48.88	10.0	.0033	.377	WIVK-F 10.9	14.1	86.7	26	11	12.9	1999
2000	35.6	8.9	.680	52.35	11.7	.0030	.415	WIVK-F 11.0	14.0	87.2	26	12.5	13.7	2000
2001	32.9	-7.6	.695	47.34	12.5	.0026	.400	WIVK-F 10.1	13.9	89.6	25	12.5	16.0	2001
2002	36.7	NM	.703	52.20	13.1	.0028	.460	WIVK-F 11.4	14.2	90.2	23	--	20.3	2002
2003	38.6	5.2	.709	54.44	13.9	.0028	.497	WIVK-F 12.6	13.6	90.0	21	12.5	22.4	2003

MAJOR STATIONS - JANUARY 2004

WKGN	1340	1KW	Black	WMYU-F	93.1	1.8KW@584	Classic Hits	Journal
WKVL	850	5KW (DAYS, DA)	Talk/Sports	WNFZ-F	94.3	2.6KW@505	AOR-Modern	
WNOX	990	10KW (DA-2)	Talk/Sports	WNOX-F	99.1	6KW@328	Talk/Sports	Citadel
WQBB	1040	10KW (DAYS)	Sports	WOKI-F	100.3	100KW@2000	AOR-Prog	
WRJZ	620	5KW (DA-N)	Religion	WRMX-F	106.7	1.5KW@666 (DA)	Oldies	South Central
WIMZ-F	103.5	100KW@1723	Classic AOR	WTXM-F	95.7	6KW@322	Oldies	South Central
WIVK-F	107.7	96KW@2053	Country	WVST-F	102.1	15KW@1978	CHR	Journal
WJBZ-F	96.3	2.9KW@477	Gospel	WYIL-F	98.7	8KW@571	CHR/Dance	Citadel
WJXB-F	97.5	100KW@1296	Soft AC					
WKHT-F	104.5	2.3KW@528	CHR/Dance					

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FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	37	34	29	CHR	12	10	14		9	9	9	13
				AOR/CL	21	17	14		8	11	24	16
MOR/AC	7	4	11	MOR/FS	--	--	1					See Talk
				AC/OLD	10	9	18		12	6	11	2
									AC	1	9	9
									OLDIES	39	33	26
COUNTRY	36	36	37		34	45	37		42			
BTF/LEZ/SAC	15	21	15		18	11	9					
								SOFT AC	10	12		11
NEWS/TALK					--	--	1		6	7	9	9
SPORTS											1	2
BLACK/URBAN	2	2	3		2	3	--			3	1	3
SMOOTH JAZZ									1			2
STANDARDS	--	--	2		--	1	2		6	7	--	2
HISPANIC												
RELIG/GOSPEL	1	1	2		3	3	4		6	5	5	7
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

WIMZ-F	WBIR-F until 80; Country until 79; AOR to Classic AOR by 94
WRJZ	WETE until 77; CHR until 81; Country until 83; Oldies until 84
WKVL	CHR until 82; WNOX until about 90; WUTK until 97; WIOL until late 90's
WNOX	WIVK until 97; Country until 92
WOKI-F	CHR Until 93; Country until 98
WWST-F	WMYU until 00; AC until 96; Oldies until 00
WMYU-F	WWZZ-F until 00; AOR until 91; Country until 93; CHR until 00
WNOX-F	Black/AC until 97
WRMX-F	WXVO until 01; AC/CHR until 03
WJXB	WBIR until 80; WHEL until 82; WIMZ until 98; Full Service until 82; WTXM briefly around 2000
WJXB-F	WEZK until 94; EZ evolving to Soft AC by early 80's; AC by mid-90's
WTXM-F	WGAP until 99; Country until 99; CHR until 01; Sports until 03
WKHT-F	WEMQ until 92; WQBB until 98; WQIX until 00; Standards until 98; Country until 00; WBON until 03; Classic AOR until 03
WYIL-F	WXVO until 99; Jazz from 99-02; WSMJ until 02
WNFZ-F	CHR until 94; WKNF until 94

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WRJZ	From Nationwide to Hall	\$	700,000
1975 WKGN	Sold to Mooney		600,000
1976 WITA			290,000
1976 WRJZ	Sold to Basic Media		800,000
1978 WKGN			718,000
1979 WBMK			150,000
1979 WIMZ, WIMZ-F	From Multimedia to Stoner		N/A
1980 WITA			410,000
1981 WKGN			300,000
1982 WNOX	From Scripps-Howard to M Sanders		1,200,000
1983 WITA			675,000
1984 WKGN			475,000
1984 WRJZ			905,000
1984 WSEV, WMYU-F			2,700,000 (cancelled)
1984 WNOX, WNKX-F	From Sanders to ELF		2,100,000
1985 WSEV, WMYU-F	Sold to Republic		3,400,000
1986 WNOX, WNKX-F	From ELF to REBS		3,000,000
1986 WMYU-F	From Republic to Jacor		5,200,000
1986 WBMK			215,000
1986 WRJZ	Sold by Salem		300,000
1988 WTNZ-F (Clinton)			800,000
1988 WNOK	From REBS TO Dick		450,000
1988 WIVK AM	Donated by Dick		---
1988 WKGN			150,000
1989 WMYU-F			12,000,000 (cancelled)
1989 WINZ (Clinton)			400,000
1989 WMYU-F	From Jacor to Dalton		11,200,000 (cancelled)
1989 WMRE			135,000
1991 WKNF-F (Oak Ridge)			950,000
1992 WIMZ A/F	From Stoner to South Central		3,500,000
1993 WKNF-F (Oak Ridge)	Sold to WOKI-F owner		533,000 (cancelled)
1994 WWZZ-F (Karns)	Sold to Jacor		1,800,000
1995 WMYU-F, WWST-F	From Jacor to Heritage		7,100,000
1996 WUTK	From Univ. of Tenn to Dick		200,000
1996 WXVO-F (98.7)	Sold to Dick		1,500,000
1996 WXST-F (Loudon)			550,000
1997 WMYU-F, WWST-F	Trade between Heritage and Journal	KQRC in Kansas City	
1997 WNOX-F	Sold to Dick		400,000
1998 WQBB A/F	Sold to Journal		7,000,000
1998 WGAP A/F	Sold to South Central		3,000,000
2000	All Dick Stations sold to Citadel		---
2001 WRMX-F	Sold to South Central		2,500,000
2004 WJXB			550,000

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HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WIVK-F	2.5	WIVK-F	3.7	WIVK AF	4.6	WIVK AF	4.6	WIVK AF	5.2	WIVK AF	5.5
2 WIMZ-F	1.5	WIMZ AF	2.8	WIMZ AF	2.8	WIMZ AF	3.0	WIMZ-F	3.2	WMYU-F	3.6
3 WOKI-F	1.2	WEZK-F	1.2	WMYU-F	1.6	WMYU-F	2.8	WMYU-F	3.0	WIMZ AF	3.0
4 WEZK-F	1.1	WOKI-F	1.1	WEZK-F	1.2	WEZK-F	1.2	WEZK-F	1.2	WOKI-F	1.0
5 WMYU-F	1.0	WMYU-F	1.0	WOKI-F	0.9			WOKI-F	0.7	WEZK-F	1.0
6								WTNZ-F	0.3		
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WIVK AF	6.2	WIVK AF	7.0	WIVK AF	6.9	WIVK-F	6.2	WIVK-F	6.6	WIVK-F	8.0
2 WMYU-F	3.5	WMYU-F	3.1	WEZK-F	2.9	WMYU-F	3.0	WJXB-F	2.6	WJXB-F	3.5
3 WIMZ AF	1.9	WEZK-F	1.6	WMYU-F	2.7	WEZK-F	2.7	WIMZ-F	2.5	WIMZ-F	2.8
4 WEZK-F	1.5	WIMZ AF	1.5	WOKI-F	1.8	WIMZ-F	1.6	WMYU-F	2.4	WMYU-F	2.0
5 WOKI-F	1.1	WOKI-F	1.0	WIMZ-F	1.7	WOKI-F	1.4	WOKI-F	1.5	WOKI-F	1.8
6						WIVK	0.9	WIVK	1.5	WIVK	1.6
7											
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1 WIVK-F	8.3	WIVK-F	9.3	WIVK-F	10.0	WIVK-F	10.9	WIVK-F	11.0	WIVK-F	10.1
2 WJXB-F	3.8	WJXB-F	4.2	WJXB-F	4.7	WJXB-F	5.2	WJXB-F	5.5	WJXB-F	4.9
3 WIMZ-F	2.9	WIMZ-F	3.7	WIMX-F	4.2	WIMZ-F	4.3	WIMZ-F	4.5	WWST-F	3.6
4 WOKI-F	2.0	WMYU-F	2.7	WMYU-F	2.9	WNOX AF	2.8	WMYU-F	3.3	WIMZ-F	3.5
5 WMYU-F	1.9	WNOX AF	2.5	WNOX AF	2.1	WMYU-F	2.5	WNOX AF	3.2	WMYU-F	3.0
6 WIVK AA	1.9	WWST-F	1.7	WWST-F	1.8	WWST-F	2.5	WWST-F	3.2	WNOX AF	2.9
7 WWST-F	1.0	WOKI-F	1.6	WOKI-F	1.1	WOKI-F	1.6	WOKI-F	1.7	WOKI-F	1.1
8								WNFZ-F	0.8	WNFZ-F	0.7
9								WSMJ-F	0.7	WBON-F	0.6
10										WSMJ-F	0.6
11											
2002		2003		DUNCAN'S COMMENTS: Knoxville is a below average medium-sized radio market. Revenues have grown at an average rate but are concentrated in the top five or six stations, so there is not much left for anyone else. The number of viable stations has still increased dramatically since 1990. WIVK is one of the greatest stations in the country...no matter what the format. It generally commands about a third of the markets' revenues. I believe WIVK had the highest 12+ share of any top 100 market station in the early 90's.							
1 WIVK-F	11.4	WIVK-F	12.6								
2 WJXB-F	5.7	WJXB-F	5.7								
3 WNOX A/F	2.9	WNOX A/F	3.0								
4 WMYU-F	2.8	WIMZ-F	2.9								
5 WIMZ-F	2.8	WWST-F	2.6								
6 WWST-F	2.7	WOKI-F	2.1								
7 WOKI-F	1.9	WYIL-F	2.0								
8 WYIL-F	1.3	WMIY-F	1.8								
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994			1995			1996		
1 Dick	\$	8.1 (14.0)	1 Dick	\$	9.6 (44.7)	1 Dick	\$	10.2 (43.4)
2 South Central		5.1 (28.3)	2 South Central		6.3 (29.3)	2 South Central		6.7 (28.5)
3 Jacor		2.8 (15.6)	3 Heritage		2.7 (12.5)	3 Journal		2.9 (12.3)
			4 WOKI, WNFZ		2.2 (10.2)	4 WOKI, WNFZ		2.4 (10.1)
1997			1998			1999		
1 Dick	\$	11.9 (44.4)	1 Dick	\$	12.6 (43.8)	1 Citadel	\$	14.3 (43.6)
2 South Central		7.9 (29.6)	2 South Central		8.9 (30.9)	2 South Central		9.9 (30.2)
3 Journal		4.9 (18.4)	3 Journal		5.1 (17.5)	3 Journal		5.5 (16.9)
4 WOKI, WNFZ		2.0 (7.4)	4 WOKI, WNFZ		1.5 (5.3)	4 WOKI, WNFZ		2.4 (7.3)
2000			2001			2002		
1 Citadel	\$	14.9 (41.8)	1 Citadel	\$	13.6 (41.3)	1 Citadel	\$	15.6
2 South Central		10.5 (29.5)	2 South Central		8.9 (26.9)	2 South Central		9.1
3 Journal		7.3 (20.5)	3 Journal		7.4 (22.5)	3 Journal		5.8
4 WOKI, WNFZ		2.5 (6.9)	4 WOKI, WNFZ		1.8 (5.4)	4 WOKI et.al.		2.7
2003			All 2002 and 2003 financial data is provided by BIA Financial.					
1 Citadel	\$	17.5						
2 South Central		9.5						
3 Journal		4.9						
4 WOKI et.al.		2.8						
5								