

**LANSING
12+ METRO SHARE**

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
WFMK-F	6.9	10.2	5.4	12.1	11.8	14.6	11.6	13.2	11.3	8.3	8.5	7.4	6.6	6.6	8.2	6.6	7.0	6.4	7.9	7.4	9.8	11.6	12.0	11.4	9.5	8.6	9.7	8.0	8.0	WFMK-F, 99.1 (AC)
WUNN	-	-	6.3	3.1	3.2	3.2	1.7	2.5	1.9	0.9	1.7	-	-	-	-	-	-	0.2	-	-	-	-	-	-	-	-	-	-	-	WUNN, 1010 (REL)
WITL-F	14.1	14.9	7.1	9.5	9.7	10.7	12.0	11.4	10.9	9.7	9.7	13.1	15.3	14.4	17.4	17.5	17.0	17.8	17.1	6.8	13.5	14.5	14.2	11.5	11.6	10.7	9.7	10.7	9.4	WITL-F, 100.7 (C)
WILS	8.9	6.3	7.0	5.5	5.2	2.7	3.1	2.5	1.1	0.9	0.9	0.5	1.8	1.7	1.5	1.8	1.4	0.3	0.5	2.0	2.7	3.6	4.0	3.1	3.9	4.2	4.1	3.8	3.8	WILS, 1320 (ST)
WHZZ-F	1.9	3.0	6.8	8.7	9.5	12.8	7.4	6.9	7.8	4.5	4.7	3.5	4.2	2.3	2.5	2.6	1.6	2.9	3.9	3.6	4.1	5.5	7.3	8.1	8.7	9.8	8.7	7.2	6.9	WHZZ-F, 101.7 (CHR)
WMMQ-F	15.2	16.1	18.0	13.8	13.3	13.4	5.8	7.5	13.1	18.0	19.7	19.1	23.1	20.4	17.4	15.0	11.6	11.0	10.3	7.2	6.4	6.1	6.7	8.8	7.7	7.5	6.8	6.4	6.7	WMMQ-F, 94.9 (CL AOR)
WVFN	**	**	**	**	**	**	3.3	3.3	2.6	1.5	1.0	**	**	**	**	**	**	0.3	0.3	0.9	0.9	0.7	1.2	1.1	1.3	0.9	1.2	0.8	0.8	WVFN, 730 (S)
WJIM	5.8	7.7	8.2	5.3	4.0	3.8	3.0	2.1	2.0	2.3	1.9	1.1	0.6	1.6	1.0	0.8	1.5	2.5	3.0	3.9	3.2	3.7	4.1	3.2	3.8	3.5	4.1	3.2	4.5	WJIM, 1240 (T)
WJIM-F	-	3.5	4.5	4.4	6.6	8.9	7.1	7.0	6.0	6.4	7.2	7.4	7.0	7.8	8.0	8.0	6.4	6.8	6.3	5.2	5.9	7.6	7.8	8.2	8.3	8.2	7.2	8.6	8.2	WJIM-F, 97.5 (O)
WJXQ-F						10.6	11.0	7.2	10.2	7.5	6.4	4.1	5.7	3.9	5.8	9.9	11.3	8.1	9.1	8.0	5.3	4.4	6.4	6.5	6.5	7.1	7.6	6.4	WJXQ-F, 106.1 (AOR)	
WQTX-F								0.7	2.0	2.4	6.3	6.6	5.0	3.7	4.4	3.3	3.4	3.8	3.6	3.7	4.5	3.3	-	-	1.1	0.4	0.9	1.3	1.8	WQTX-F, 92.7 (S)
WVIC-F								0.3	1.4	2.7	4.0	5.4	5.5	6.0	5.6	4.3	5.0	5.0	4.6	5.7	4.7	4.2	4.3	2.9	2.4	2.3	3.4	3.7	3.7	WVIC-F, 94.1 (CH)
WQHH-F									0.6	1.7	3.2	4.0	1.8	0.9	1.3	0.7	2.1	2.8	5.1	5.3	4.5	4.3	3.6	4.2	3.6	5.0	3.7	4.7	5.2	WQHH-F, 96.5 (B)
WKMY-F									1.3	3.0	1.1	4.2	3.5	5.2	4.1	5.5	4.5	1.7	2.8	3.7	4.6	2.8	3.1	4.0	4.5	4.3	4.6	3.9	3.7	WKMY-F, 92.1 (AC)

DETROIT AND GRAND RAPIDS STATIONS

WJR	10.5	6.4	5.4	4.9	3.4	2.6	1.8	WJR
WOOD-F	6.1	4.4	1.6	2.2	0.6	0.8	1.1	WOOD-F

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
WFMK-F	26.3	32.6	24.9	28.1	28.7	22.2	21.6	17.2	18.7	13.7	19.6	21.0	14.6	17.6	17.9	17.4	22.7	25.5	23.3	24.5	21.5	20.3	18.9	18.6	13.7	
WUNN	8.8	9.0	7.9	7.4	5.4	4.2	4.3	4.8	3.0	3.7	-	3.3	2.7	1.9	-	-	-	-	-	-	-	-	-	-	-	
WITL-F	18.7	20.6	22.0	22.3	19.1	19.4	19.3	21.2	21.3	26.1	24.6	23.4	29.7	29.8	29.1	32.2	24.7	26.1	27.0	21.0	22.7	17.0	18.3	20.6	20.9	
WILS	17.9	13.0	12.2	10.2	7.8	4.5	4.1	3.0	3.4	4.4	2.7	3.9	5.2	1.5*	1.2	4.3	5.4	7.5	6.8	5.8	6.1	7.6	6.3	6.8	7.3	
WHZZ-F	22.8	21.3	16.1	18.8	17.1	12.8	14.2	10.9	12.0	8.4	7.5	9.3	6.1	9.3	10.7	8.8	13.3	18.9	22.7	22.0	30.2	24.0	24.8	20.4	18.3	
WMMQ-F	32.0	29.6	22.0	21.5	29.6	38.3	36.7	34.5	48.0	36.6	37.5	39.0	31.7	25.8	25.9	22.6	20.5	16.5	17.8	17.1	15.7	17.0	16.8	11.9	15.3	
WVFN	-	-	7.8	6.7	-	4.3	4.1	2.2	**	**	**	**	**	1.2	3.4	3.4	3.1	2.6	3.3	4.2	5.1	5.0	3.3	3.7	3.1	
WJIM	14.3	13.5	11.1	9.1	10.4	6.8	6.9	4.8	3.6	3.1	3.9	3.4	5.5	8.5	9.8	10.7	11.6	9.3	8.7	11.3	9.7	9.0	9.9	7.3	6.7	
WJIM-F	9.5	15.4	14.4	13.8	12.6	10.6	11.9	13.0	13.1	12.9	13.7	15.4	16.5	19.3	16.5	15.4	24.3	19.3	22.7	22.9	23.1	22.1	22.8	20.0	19.9	
WJXQ-F	-	-	20.8	26.2	19.3	22.7	20.3	18.6	15.9	12.1	11.2	14.5	17.1	20.6	17.2	19.5	14.1	14.9	14.7	16.0	16.0	16.8	17.8	14.9	16.8	
WQTX-F						10.6	11.7	19.0	17.7	11.2	15.3	15.6	11.3	14.0	11.8	10.2	10.2	12.8	-	-	2.5	1.1	3.3	6.6	8.1	
WVIC-F						2.0	6.4	8.4	15.1	15.0	14.4	14.3	15.1	17.3	15.4	14.1	15.8	11.9	11.6	11.3	9.5	5.7	8.0	11.8	10.8	12.2
WQHH-F						1.6	-	3.4	2.1	2.0	2.3	2.6	3.1	7.6	14.8	10.2	6.5	7.9	8.8	9.9	9.6	10.2	10.4	10.0	11.9	
WKMY-F						4.4	-	1.3	14.7	12.3	12.7	14.8	18.1	16.0	5.6	9.5	13.0	14.2	11.5	13.6	19.5	18.5	16.4	15.7	12.7	8.2
WJR	19.6	16.2	12.4	12.3	10.4	6.7	4.5																			
WOOD-F	5.6	3.6	2.7	2.6	6.0																					

* WITL simulcasted with WITL-F
 ** WVIC and WVIC-F simulcasted

LANSING

	<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	3.4	--	--	--	--	--	--	--	--	14.5 %	57.9 %	--	--	--	1976
1977	3.6	5.9 %	--	--	--	--	--	--	--	16.0	55.9	20	--	--	1977
1978	4.9	36.1	--	--	--	--	--	--	--	16.5	68.3	18	--	--	1978
1979	5.4	10.2	--	--	--	--	--	--	--	15.2	70.6	19	--	--	1979
1980	5.1	-5.6	--	--	--	--	--	--	--	16.9	79.4	19	--	--	1980
1981	6.2	21.6	.414	14.97	1.8	.0041	--	--	--	15.8	76.7	25	--	--	1981
1982	7.0	12.9	.418	16.75	2.0	.0042	--	--	--	17.9	75.0	23	--	--	1982
1983	8.4	20.0	.421	19.95	2.1	.0048	.125	--	--	15.7	84.4	23	11	--	1983
1984	9.4	11.9	.425	22.11	2.3	.0048	.131	WVIC-F	1.9	17.0	82.1	27	10	--	1984
1985	10.5	11.7	.428	24.65	2.6	.0046	.139	WVIC-F	2.4	17.3	85.0	22	10	--	1985
1986	12.5	19.0	.429	29.07	2.8	.0045	.162	WVIC-F	3.1	17.4	86.6	24	11	--	1986
1987	12.0	-4.0	.435	27.59	2.9	.0042	.151	WVIC-F	3.2	16.9	90.1	22	9.5	9.9	1987
1988	11.5	-4.2	.438	26.26	3.0	.0038	.148	WVIC-F	3.0	15.9	88.1	20	10	13.4	1988
1989	12.1	5.2	.435	27.82	3.3	.0037	.166	WVIC-F	3.1	17.1	90.3	17	9	18.9	1989
1990	13.0	7.4	.435	29.82	3.4	.0037	.179	WITL-F	3.4	17.1	87.6	19	9	17.4	1990
1991	11.4	-12.3	.437	26.09	3.5	.0033	.160	WITL A/F	3.1	17.2	87.0	21	10	18.6	1991
1992	12.3	7.9	.439	28.01	3.5	.0035	.166	WITL A/F	3.3	15.8	89.5	20	10	16.2	1992
1993	13.1	6.2	.443	29.57	3.8	.0034	.171	WITL A/F	3.5	17.1	88.3	18	11	18.3	1993
1994	14.0	7.3	.443	31.60	4.2	.0032	.186	WITL A/F	3.7	16.6	87.1	18	11.5	20.1	1994
1995	14.8	5.8	.437	33.87	4.5	.0033	.199	WITL A/F	4.0	16.2	84.9	22	11.5	20.3	1995
1996	15.7	6.1	.439	35.76	4.7	.0033	.211	WITL A/F	3.9	16.0	83.7	22	12	18.4	1996
1997	16.5	4.9	.449	36.75	5.0	.0033	.221	WFMK-F	4.2	16.3	85.8	21	11	18.4	1997
1998	19.0	15.5	.451	42.32	5.3	.0036	.253	WFMK-F	4.9	15.8	86.4	20	11	20.6	1998
1999	20.0	5.0	.450	44.44	5.7	.0035	.275	WFMK-F	4.7	14.8	85.5	22	11	21.6	1999
2000	21.4	7.0	.452	47.35	5.3	.0040	.297	WFMK-F	4.9	14.3	88.0	21	10.5	21.6	2000
2001	21.6	0.9	.449	48.11	5.4	.0040	.294	WFMK-F	4.6	14.1	86.6	20	11	20.0	2001
2002	23.7	NM	.450	52.67	5.6	.0042	.339	WFMK-F	4.8	13.7	87.7	19	--	24.7	2002
2003	23.3	-1.5	.452	51.55	5.8	.0040	.332	WFMK-F	4.9	13.5	87.4	24	11.5	22.9	2003

MAJOR STATIONS - JANUARY 2004

WILS	1320	5KW/1KW (DA-N)	Standards	MacDonald	WFMK-F	99.1	28KW@599	AC	Citadel
WJIM	1240	0.9KW	Talk	Citadel	WHZZ-F	101.7	4KW@397	CHR	MacDonald
WVFN	730	500W/50W (DA)	Sports	Citadel	WITL-F	100.7	27KW@628	Country	Citadel
					WJIM-F	97.5	45KW@512	Oldies	Citadel
					WJXQ-F	106.1	50KW@490	AOR	Rubber City
					WKMY-F	92.1	4KW@400	AC/CHR	Rubber City
					WMMQ-F	94.9	50KW@492 (DA)	Classic AOR	Citadel
					WQHH-F	96.5	6KW@322	Black	
					WQTX-F	92.7	1.5KW@466	Sports	Rubber City
					WVIC-F	94.1	40KW@550	Classic Hits	Rubber City

LANSING

FORMAT SHARES (%)

	77	80	82		84	87	90		92		95	98	2000
CHR/AOR	48	44	48	CHR	23	35	28		11		7	13	13
				AOR/CL	14	13	12		20		24	24	25
MOR/AC	24	16	19	MOR/FS	11	6	7		7		5	2	See Talk
				AC/OLD	19	19	17		14	AC	12	15	16
										OLDIES	8	11	10
COUNTRY	16	17	19		21	20	23		26		25	18	11
BTFL/EZ/SAC	13	13	9		10	8	12			SOFT AC	11	7	1
													1
NEWS/TALK					1	--	1		3		4	5	7
SPORTS											1	1	2
BLACK/URBAN					--	2	3		7		7	5	9
SMOOTH JAZZ									2				
STANDARDS	--	--	5		1	--	--				4	5	7
HISPANIC													
RELIG/GOSPEL					2	--	--						
CLASSICAL													

STATION NOTES

(Major call letter and format changes)

WHZZ-F	WILS-F until 89; WKKP until 91; WLYY until 92; AOR until 84; AC until 92; Country until 95; WILS again until 95
WMMQ-F	WVIC-F until 97; AC until 85; CHR until 97
WKMY-F	WLNZ until 89; WGOR until 91; WXXM until 93; WWDX until 03; AOR until 88; CHR until 93; AOR until 03
WVFN	WVIC until 81; WVGO until 84; Briefly WAAP and WVIV during late 80's; WVIC again until 93; CHR until 80; Black until 81; Standards until 84; CHR again until 93
WUNN	WITL until ---; Country until ---
WQTX-F	WMMQ until 97; Classic AOR until 97; WVIC until 01; Classical until 00
WVIC-F	WIBM until 95; WBHR until 97; WXIK until 01; Oldies until 95; Country until 00
WJIM-F	EZ to Soft AC by mid-80's; Soft AC until 95
WILS	AC until 87; Black until 94
WJIM	MOR/FS until 87; EZ until 89

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 WFMK-F	Sold to Liggett	\$ 170,000
1974 WVIC, WVIC-F	Sold to Jim Morse	450,000
1981 WVIC, WVIC-F		2,000,000
1983 WILS AF	Sold to Sentry	1,400,000
1984 WKHM/WJXQ-F (Jackson)		2,965,000
1985 WXXM/WIBM-F (Jackson)	From Casciani to Van Wagner	3,150,000
1985 WJIM AF		1,800,000
1985 WJXQ-F	Sold to Jack Alix	3,200,000
1986 WILS, WKKP-F	From Sentry to North Star	1,620,000
1987 WIBM AF (Jackson)	Sold to CR	4,075,000
1987 WLNZ-F	50% sold	1,500,000
1987 WJIM AF	Sold to Leicinger	3,500,000
1988 WITL AF	Sold by Midwest Family	10,220,000
1989 WLNZ-F (St. Johns)		690,000
1992 WMMQ-F (Charlotte)	Sold to Goodrich	900,000
1992 WIBM A/F	Sold to WJXQ-F owner	2,500,000
1993 WXXM-F (St. Johns)		550,000
1993 WJIM A/F	From Double L to Liggett	3,500,000
1995 WVFN, WVIC-F, WMMQ-F	From Goodrich to WITL owner	4,500,000
1995 WJIM A/F	From Liggett to Jim Jenson	2,000,000
1995 WXXM	Sold to WQHH-F owner	225,000
1995 WWDX-F	Sold to Patten	1,400,000
1996 WITL-F	Sold to Liggett	16,200,000
1996 WJIM A/F	From Jim Jenson to Liggett	2,200,000
1996 WBHR-F, WJXQ-F, WWDX-F	From Patten to 62nd St.	14,000,000
1999 WFMK-F, WITL-F, WVFN	From Liggett to Citadel	N/A
WJIM A/F, WMMQ-F		
2000	All 62nd St stations sold to Rubber City	N/A

LANSING

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WVIC-F	1.9	WVIC-F	2.4	WVIC-F	3.1	WVIC-F	3.2	WVIC-F	3.0	WVIC-F	3.1
2 WITL-F	1.9	WITL AF	2.0	WITL-F	2.1	WITL-F	2.3	WITL-F	2.3	WITL-F	2.6
3 WFMK-F	1.5	WFMK-F	1.9	WFMK-F	2.0	WFMK-F	2.0	WFMK-F	1.4	WFMK-F	1.7
4 WJXQ-F	1.1	WJXQ-F	1.0	WIBM-F	1.3	WIBM-F	1.1	WIBM-F	1.2	WIBM-F	1.1
5 WILS-F	0.8	WIBM-F	1.0	WMMQ-F	1.0	WMMQ-F	0.9	WJIM AF	0.9	WJIM-F	0.8
6		WJIM AF	0.9	WJIM AF	0.9	WJIM AF	0.8			WMMQ-F	0.6
7				WJXQ-F	0.8	WJXQ-F	0.6				
8				WILS AF	0.6						
9											
10											
1990		1991		1992		1993		1994		1995	
1 WITL-F	3.4	WITL AF	3.1	WITL AF	3.3	WITL AF	3.5	WITL AF	3.7	WITL AF	4.0
2 WVIC-F	3.1	WVIC AF	2.5	WVIC AF	2.0	WFMK-F	2.0	WFMK-F	2.4	WFMK-F	2.7
3 WFMK-F	2.2	WFMK-F	1.7	WFMK	1.9	WVIC-F	1.9	WJXQ-F	2.1	WJXQ-F	2.5
4 WIBM-F	0.9	WJXQ-F	0.9	WJXQ-F	1.7	WJXQ-F	1.8	WVIC-F	1.6	WJIM-F	1.3
5 WJIM-F	0.7	WIBM-F	0.87	WIBM-F	1.0	WIBM-F	1.0	WIBM-F	1.0	WBHR-F	1.1
6 WMMQ-F	0.6	WJIM AF	0.82	WJIM AF	0.9	WJIM-F	0.9	WJIM-F	1.0	WVIC-F	1.0
7 WJXQ-F	0.6	WMMQ-F	0.5			WILS-F	0.8	WJIM	0.7		
8		WGOR-F	0.4					WILS-F	0.6		
9		WLYY-F	0.3								
10											
11											
1996		1997		1998		1999		2000		2001	
1 WITL AF	3.9	WFMK-F	4.2	WFMK-F	4.9	WFMK-F	4.7	WFMK-F	4.9	WFMK-F	4.6
2 WFMK-F	3.7	WITL AF	3.5	WITL-F	4.0	WITL-F	3.6	WITL-F	4.0	WITL-F	3.4
3 WJXQ-F	2.2	WJIM-F	1.9	WJIM-F	2.4	WMMQ-F	2.7	WMMQ-F	2.8	WJIM-F	2.9
4 WJIM-F	1.8	WJXQ-F	1.4	WMMQ-F	2.3	WJIM-F	2.3	WJIM-F	2.6	WMMQ-F	2.9
5 WBHR-F	0.9	WXIK-F	1.3	WJXQ-F	1.1	WJXQ-F	1.7	WHZZ-F	1.8	WJXQ-F	2.0
6 WVIC-F	0.8	WMMQ-F	1.1	WHZZ-F	1.1	WHZZ-F	1.5	WJXQ-F	1.7	WHZZ-F	1.6
7 WJIM	0.6	WJIM	0.7	WXIK-F	1.0	WJIM	1.1	WJIM	1.2	WJIM	1.1
8		WHZZ-F	0.7	WJIM	0.9	WXIK-F	0.8	WWDX-F	0.7	WVIC-F	0.8
9						WWDX-F	0.6	WQHH-F	0.6	WWDX-F	0.7
10						WQHH-F	0.5	WXIK-F	0.5	WQHH-F	0.6
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Liggett	\$ 4.1 (28.9)	1 WVIC, WITL et.al.	\$ 5.4 (36.8)	1 Liggett	\$ 10.9 (69.1)
2 WITL A/F	3.7 (26.1)	2 Liggett	4.4 (29.7)	2 62nd St.	3.5 (22.4)
3 Patten	3.1 (21.8)	3 Patten	3.6 (24.3)		
4 Goodrich	2.1 (14.9)				
1997		1998		1999	
1 Liggett	\$ 11.6 (70.0)	1 Liggett	\$ 14.7 (77.1)	1 Citadel	\$ 14.4 (72.1)
2 62nd St.	3.2 (19.4)	2 62nd St.	2.5 (12.9)	2 62nd St.	3.0 (14.9)
3 MacDonald	0.9 (5.6)	3 MacDonald	1.3 (6.9)	3 MacDonald	1.8 (9.0)
2000		2001		2002	
1 Citadel	\$ 15.7 (73.2)	1 Citadel	\$ 15.3 (70.6)	1 Citadel	\$ 16.6
2 Rubber City	2.9 (13.6)	2 Rubber City	3.6 (16.8)	2 Rubber City	4.4
3 MacDonald	2.1 (9.9)	3 MacDonald	1.9 (8.9)	3 MacDonald	1.9
2003					
1 Citadel	\$ 16.1				
2 Rubber City	4.5				
3 MacDonald	1.8				
4					
5					

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

DUNCAN'S COMMENTS:

As a radio market Lansing has always been a disappointment. It is both a state capital and a university town. It should have grown revenues at a faster rate. Lansing is not a bad radio market...just a disappointing one.

One station I have always admired is WFMK. From its "Stereo Island" programming in the early 1970's to the present I have always thought it was a well programmed station.

2002		2003	
1 WFMK-F	4.8	WFMK-F	4.9
2 WITL-F	3.7	WITL-F	3.8
3 WMMQ-F	3.6	WJIM-F	3.1
4 WJIM-F	3.2	WMMQ-F	3.0
5 WJXQ-F	2.1	WJXQ-F	2.0
6 WHZZ-F	1.9	WHZZ-F	1.8
7 WJIM-F	1.3	WVIC-F	1.2
8 WVIC-F	1.2	WJIM	1.2
9		WQHH-F	0.7
10			
11			