

MEMPHIS

	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	10.0	--	--	--	--	--	--	--	15.7 %	26.9 %	--	--	--	1976
1977	11.7	17.0 %	--	--	--	--	--	--	12.0	34.6	16	--	--	1977
1978	13.2	12.8	--	--	--	--	--	--	13.8	37.8	16	--	--	1978
1979	14.7	11.4	--	--	--	--	--	--	15.1	45.9	18	--	--	1979
1980	14.4	-2.0	--	--	--	--	--	--	13.7	56.2	15	--	--	1980
1981	16.2	12.5	.913	17.74	4.5	.0036	--	--	12.6	56.7	17	--	--	1981
1982	17.1	5.6	.920	18.59	4.7	.0036	--	--	16.9	60.1	19	--	--	1982
1983	18.3	7.0	.926	19.76	5.0	.0037	.171	--	16.4	62.1	18	15	--	1983
1984	19.1	4.4	.927	20.60	5.5	.0035	.204	WMC-F 3.4	17.5	55.8	17	14	--	1984
1985	20.6	7.9	.933	22.17	6.1	.0036	.214	WMC-F 4.3	16.8	62.7	18	13	--	1985
1986	22.9	11.2	.935	23.80	6.6	.0037	.233	WMC-F 4.5	16.3	65.3	20	12	--	1986
1987	24.1	5.2	.971	24.82	6.4	.0039	.253	WMC-F 4.2	17.4	69.0	21	13.5	5.2	1987
1988	26.8	11.2	.981	27.32	6.5	.0041	.278	WGKX-F 5.0	16.9	69.2	22	12	7.1	1988
1989	29.0	8.2	.986	29.41	6.7	.0043	.301	WGKX-F 5.6	17.5	68.9	20	12	9.7	1989
1990	29.0	0	.991	29.26	7.1	.0041	.314	WGKX-F 5.9	16.7	72.3	20	12	9.7	1990
1991	27.0	-6.9	.993	27.19	7.2	.0038	.303	WGKX-F 5.7	16.8	70.3	24	12.5	10.3	1991
1992	28.5	5.6	1.01	28.22	7.2	.0039	.316	WGKX-F 6.7	17.0	71.4	20	13	9.2	1992
1993	31.1	9.0	1.04	29.90	8.0	.0039	.345	WGKX-F 7.1	17.9	69.7	22	13	9.1	1993
1994	36.9	19.2	1.08	34.17	8.9	.0041	.409	WGKX-F 7.2	16.9	70.2	24	14	9.2	1994
1995	39.2	6.1	1.08	36.30	9.9	.0040	.440	WGKX-F 6.3	16.3	68.9	27	14.5	10.4	1995
1996	43.0	9.6	1.10	39.09	10.6	.0041	.484	WRVR-F 6.4	16.1	69.7	28	14.5	10.3	1996
1997	46.0	7.0	1.09	42.20	10.9	.0042	.515	WMC-F 6.9	16.6	68.4	27	15.5	10.7	1997
1998	50.4	7.9	1.10	45.82	11.5	.0044	.572	WMC-F 7.5	16.9	67.4	29	17.5	11.9	1998
1999	56.8	11.3	1.10	51.64	12.3	.0046	.648	WMC-F 8.3	15.7	73.2	25	18.5	11.2	1999
2000	59.9	5.5	1.12	53.39	14.3	.0042	.665	WMC-F 8.4	15.8	73.5	28	19	9.4	2000
2001	56.7	-5.3	1.15	49.30	14.7	.0039	.648	WMC-F 6.5	15.9	67.8	26	19	12.0	2001
2002	56.8	0.2	1.16	48.96	15.2	.0037	.657	WMC-F 6.3	14.7	71.9	27	--	13.1	2002
2003	59.5	4.8	1.17	50.85	15.8	.0038	.689	WMC-F 6.5	14.0	72.2	25	19.5	12.6	2003

MAJOR STATIONS - JANUARY 2004

KWAM	990	10KW/450W (DA-2)	Religion/Talk	Concord	KJMS-F	101.1	100KW@450	Black/AC	Clear Channel
WCRV	640	50KW/0.5KW (DA-N)	Religion	Bott	KXHT-F	107.1	2.8KW@479 (DA)	Black	Flinn
WDIA	1070	50KW/5KW (DA-2)	Black	Clear Channel	WEGR-F	102.7	87KW@945	AOR	Clear Channel
WHBQ	560	5KW/1KW (DA-2)	Sports	Flinn	WGKX-F	105.9	100KW@993	Country	Citadel
WJCE	680	10KW/5KW (DA-N)	Standards	Entercom	WHAL-F	95.7	6KW@328	Gospel	Clear Channel
WLOK	1340	1KW	Gospel		WHRK-F	97.1	100KW@530	Black	Clear Channel
WMC	790	5KW (DA-N)	Sports	CBS	WJZN-F	98.9	40KW@1135	Jazz	Citadel
WREC	600	5KW (DA-N)	News/Talk	Clear Channel	WMBZ-F	94.1	50KW@472 (DA)	AC	Entercom
					WMC-F	99.7	300KW@908	CHR/AC	CBS
					WMFS-F	92.9	6KW@328 (DA)	AOR	CBS
					WMPS-F	107.5	4KW@407	AOR-Prog.	Flinn
					WRBO-F	103.5	100KW@587	Black Oldies	Citadel
					WRVR-F	104.5	100KW@751	AC	Entercom
					WSRR-F	98.1	100KW@869	Classic AOR	Citadel

MEMPHIS

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR AOR/CL	84	87	90	92	95	98	2000
	39	30	22		11	12	13	9	7	11	10
					10	7	9	9	14	10	8
MOR/AC	5	5	12	MOR/FS AC/OLD	1	--	--				See Talk
					7	10	11	10	AC	8	7
									OLDIES	3	4
								18		14	12
COUNTRY	14	14	15		17	13	13				
BTFL/EZ/SAC	12	11	8		5	6	5				
											SOFT AC
NEWS/TALK	3	3	2		5	4	4	5	6	6	6
SPORTS										1	2
BLACK/URBAN	25	29	32		36	42	33	34	41	36	39
SMOOTH JAZZ											
STANDARDS					5	2	3	3	2	1	2
HISPANIC											
RELIG/GOSPEL	3	5	6		4	4	10	11	5	13	12
CLASSICAL											

STATION NOTES

(Major call letter and format changes)

WHRK-F	WMPC until 77; Classical until 77
WHBQ	CHR changing to AC by about 80; Oldies until 86; Talk until 88; Oldies until mid-90's
KJMS-F	KWAM until 82; KRNB until 89; KHUL until 91
WMBZ-F	WLVS until 85; WEZI until 93; WOGY until 01; Country until 83; EZ until 93; Country until 01
WJCE	WMPS until 83, WKDJ until 85; WRVR until 89; WODZ until 92; WEZI until 92; WOGY until 93; Country until 83; Black until 85; AC until 88; Oldies until 93; Black/Oldies until 00
WSRR-F	KWLN until 88; KMPZ until 91; WPYR until 93; AOR until 88; CHR until 91; Oldies until 93; Oldies-70's until ---
WLOK	Black evolving to Gospel by 90's
WRVR-F	WQUO until ---
WEGR-F	WZXR until 86; EZ until 76; Country until 77
WREC	MOR/FS until 82; Standards until 95
WGKX-F	WEZI until 83; EZ until 83
KXHT-F	KFTH until 96; KMZN until 97; Religion until 96
WOWW	WNWZ until 94 or so; News/Talk until 94 or so; Gospel until 00
WHAL-F	WRXQ until 99; WOTO until 02; AOR until 99; Oldies until 02
WMPS-F	WKSL until 00; WYYL until 01; CHR until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WGKX-F	Sold by RKO to Southern	\$	450,000
1974 WREC, WEGR-F	From Cowles to Summit		3,100,000
1977 WLOK	From Starr to Gilliam		725,000
1977 WMQM			550,000
1983 WGKX-F	From Harto-Hanks to Firstcom		3,200,000
1984 WRVR, WHRK-F	From Plough to DKM		4,000,000
1985 WRVR	From Adams to Viacom		1,500,000
1985 WDIA	From BENI to Adams		2,500,000
1985 WGKX-F	From Firstcom to New Barnstable		7,250,000
1986 WMSO (Collierville)	Sold to Bott		600,000
1987 WREC, WEGR-F	From Summit to New Market		N/A
1987 WLVS, WEZI-F (Germantown)			3,000,000
1988 WDIA, WHRK-F	From Adams to Ragan Henry		13,000,000
1988 KMPZ-F (Osceola)	Sold to Dittman		5,200,000
1988 WRVR A/F	Traded to Keymarket for WLTJ-F in Detroit		
1988 WHBQ	Sold by RKO		750,000
1989 WKSS	Sold to Willis		780,000
1989 KMPZ-F (Osceola)	From Dittman to Diamond		6,000,000
1990 WWQM			420,000
1992 WPYR-F (Millington)	From Diamond to Barnstable		4,250,000
1993 WMC A/F	Sold by Scripps-Howard		8,100,000
1993 WRXQ-F (Olive)	Sold to NewMarket		1,275,000
1993 WOGY-F (Germantown)	From Ardman to Keymarket		3,000,000
1993 WREC	From NewMarket to Radio Equity		2,800,000
1993 WEGR-F	From NewMarket to Radio Equity		12,000,000
1993 WRXQ-F (Olive)	From NewMarket to Radio Equity		2,400,000
1994 KFTH-F (Marion)	Sold by Willis		1,650,000
1995 WJCE, WRVR-F, WOGY-F	From Keymarket to River City		24,000,000
1996 WJCE, WOGY-F, WRVR-F	From River City to Sinclair TV		
1996 WDIA	From Ragan Henry to Clear Channel		6,800,000
1996 WHRK-F	From Ragan Henry to Clear Channel		25,000,000
1996 KWAM, KJMS-F	From Rivers to Clear Channel		12,500,000
1996 WREC	From Radio Equity to Clear Channel		2,200,000
1996 WEGR-F	From Radio Equity to Clear Channel		22,000,000
1996 WRXQ-F	From Radio Equity to Clear Channel		4,500,000
1997 WJOI-F (107.5: Germantown)	Sold to Finn		4,500,000
1997 WWKZ-F (103.7: Cono, MS)	Sold to Barnstable		6,300,000
1997 WMPS (1380: Millington)			275,000
1998 WSFZ	Sold to Finn		1,070,000
1999 WOGY-F, WRVR-F, WJCE	From Sinclair to Entercom		---
2000 WMC A/F	Sold to CBS		---
2000 KWAM	From Clear Channel to Concord		---
2001 WMFS-F	Sold to CBS		7,200,000
2003 KWAM			1,080,000
2004 WSRR-F, WJZN-F, WGKX-F, WJBO-F	From Barnstable to Citadel		100,000,000

MEMPHIS

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WMC-F	3.4	WMC-F	4.3	WMC-F	4.5	WGKX-F	4.2	WGKX-F	5.0	WGKX-F	5.6
2 WRVR-F	2.6	WRVR-F	4.2	WRVR-F	3.6	WMC-F	4.2	WMC-F	4.8	WRVR-F	4.9
3 WMC	2.4	DIA/HRK	3.8	WHRK-F	3.3	WRVR-F	4.1	WRVR-F	4.8	WMC-F	4.5
4 WGKX-F	2.1	WMC	2.9	WGKX-F	3.1	DIA/HRK	4.0	DIA/HRK	4.0	DIA/HRK	4.1
5 WZXR-F	2.1	WGKX-F	2.7	EGR/REC	2.0	WEGR-F	2.0	WEGR-F	2.0	WEGR-F	2.5
6 WHRK-F	1.5	WZXR-F	2.0	WMC	1.4	KRNB-F	1.6	KRNB-F	1.7	KRNB-F	1.1
7				KRNB-F	1.1	WHBQ	1.2	WMC	1.0	WREC	1.0
8				WDIA	1.0	WMC	1.0	WEZI-F	1.0	WEZI-F	1.0
9				EZILVS	0.8	WREC	0.8	WREC	0.9	KMPZ-F	0.7
10				WHBQ	0.8	WHBQ	0.6	WHBQ	0.6	WMC	0.6
1990		1991		1992		1993		1994		1995	
1 WGKX-F	5.9	WGKX-F	5.7	WGKX-F	6.7	WGKX-F	7.1	WGKX-F	7.2	WGKX-F	6.3
2 WRVR AF	4.6	DIA/HRK	4.5	WHRK AF	4.9	WHRK-F	4.1	WHRK-F	5.1	WHRK-F	5.5
3 WMC-F	4.6	WMC-F	3.8	WRVR-F	3.8	WRVR AF	3.9	WEGR-F	4.9	WEGR-F	4.9
4 DIA/HRK	4.3	WEGR-F	3.3	WEGR-F	3.7	WMC-F	3.6	WRVR-F	4.9	WRVR-F	4.6
5 WEGR-F	3.3	WRVR AF	3.3	WMC-F	3.6	WHRK-F	3.0	WMC-F	3.6	WMC-F	3.8
6 WEZI-F	1.3	KPYR-F	1.3	KJMS-F	1.2	WDIA	1.8	WMC	2.5	WMC	2.8
7 WREC	0.8	KJMS-F	1.1	WMC	1.1	WMC	1.6	WDIA	2.0	WDIA	2.3
8 WLOK	0.7	KEZI AF	0.9	WPYR-F	1.0	KJMS-F	1.4	WOGY-F	1.5	WSRR-F	2.0
9 KPYP-F	0.7	WMC	0.75	WREC	0.8	WYKL-F	1.3	WYKL-F	1.3	WOGY-F	1.5
10 KHUL-F	0.6	WREC	0.7	WLOK	0.7	WLOK	1.0	KJMS-F	1.2	WJMS-F	1.5
11				WOGY-F	0.9	WLOK	1.1	WLOK	1.1	WLOK	1.2
1996		1997		1998		1999		2000		2001	
1 WRVR-F	6.4	WMC-F	6.9	WMC-F	7.5	WMC-F	8.3	WMC-F	8.4	WMC-F	6.5
2 WGKX-F	6.2	WRVR-F	6.7	WRVR-F	7.4	WRVR-F	7.9	WEGR-F	6.9	WEGR-F	6.4
3 WHRK-F	5.6	WHRK-F	6.2	WHRK-F	5.6	WHRK-F	5.7	WHRK-F	6.5	WRVR-F	5.4
4 WEGR-F	5.1	WGKS-F	5.4	WEGR-F	4.7	WHRK-F	5.4	WHRK-F	5.4	WRBO-F	5.2
5 WMC-F	4.1	WEGR-F	4.7	WGKX-F	4.5	WGKX-F	5.0	WGKX-F	4.9	WHRK-F	5.0
6 WMC	2.5	WDIA	3.2	KJMS-F	4.0	WSRR-F	3.7	KJMS-F	4.3	WGKX-F	4.5
7 WDIA	2.5	WSRR-F	2.9	WSRR-F	3.9	WRBO-F	3.7	WRBO-F	4.3	KJMS-F	4.4
8 KSRR-F	2.1	KJMS-F	2.0	WDIA	3.2	KJMS-F	3.5	WDIA	3.7	WDIA	3.2
9 KJMS-F	1.9	WOGY-F	1.1	WOGY-F	2.5	WDIA	3.2	WSRR-F	3.0	WSRR-F	2.7
10 WOGY-F	1.8	WMC	1.9	WMC	1.6	WOGY-F	2.8	WOGY-F	2.1	WREC	1.9
11 WLOK	1.3	WLOK	1.5	WLOK	1.5	WMC-F	1.6	WREC	1.8	WLOK	1.8
12 WRXQ-F	1.0	WRXQ-F	1.1	WREC	1.1	WREC	1.5	KXHT-F	1.8	KXHT-F	1.7
13						KXHT-F	1.2	WLOK	1.5	WMGZ-F	1.5
14						WLOK	1.2	WMC	1.4	WMC	1.1
15								WOTO-F	1.2	WMFS-F	1.0
2002		2003									
1 WMC-F	6.3	WMC-F	6.5								
2 WHRK-F	5.3	WHRK-F	5.6								
3 WRVR-F	5.2	WGKX-F	5.5								
4 WGKX-F	5.1	WRVR-F	5.3								
5 WEGR-F	4.5	WEGR-F	4.6								
6 KJMS-F	4.3	KJMS-F	4.1								
7 WRBO-F	4.2	WRBO-F	4.0								
8 WDIA	3.1	WDIA	3.3								
9 WMBZ-F	2.6	WMBZ-F	3.2								
10 WSRR-F	2.6	WSRR-F	2.7								
11 WREC	1.7	WREC	2.1								
12 KXHT-F	1.6	KXHT-F	1.5								
13 WMC	1.5	WMFS	1.4								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Barnstable	\$ 8.5 (23.0)	1 Barnstable	\$ 8.3 (21.2)	1 Clear Channel	\$ 16.6 (38.5)
2 Ragan Henry	7.1 (19.2)	2 Ragan Henry	7.7 (19.6)	2 Sinclair	8.5 (19.8)
3 Keymarket	6.6 (17.9)	3 Keymarket	6.7 (17.1)	3 Barnstable	8.3 (19.3)
4 Ellis: WMC A/F	6.1 (16.5)	4 Ellis: WMC A/F	6.6 (16.8)	4 Ellis	6.6 (15.3)
5 Radio Equity	6.0 (16.3)	5 Radio Equity	6.2 (15.7)	5 WLOK	1.3 (3.0)
		6 Rivers: KWAM,KJMS	1.7 (4.3)		
1997		1998		1999	
1 Clear Channel	\$ 17.6 (38.2)	1 Clear Channel	\$ 19.7 (39.1)	1 Clear Channel	\$ 20.1 (35.5)
2 Sinclair	8.9 (19.3)	2 Sinclair	10.2 (20.1)	2 Barnstable	12.4 (21.8)
3 WMC A/F	8.7 (18.9)	3 Barnstable	9.1 (18.1)	3 Entercom	11.0 (19.4)
4 Barnstable	8.3 (17.9)	4 WMC A/F	9.1 (18.1)	4 WMC A/F	9.9 (17.4)
5 WLOK	1.5 (3.3)	5 WLOK	1.5 (3.0)	5 Flinn	2.2 (3.9)
6 Flinn: KXHT et.al	NA			6 WLOK	1.2 (2.1)
2000		2001		2002	
1 Clear Channel	\$ 23.9 (39.8)	1 Clear Channel	\$ 21.8 (38.5)	1 Clear Channel	\$ 20.9
2 Barnstable	12.1 (20.3)	2 Barnstable	12.7 (22.5)	2 Citadel	12.7
3 CBS	9.8 (16.3)	3 CBS	8.7 (15.4)	3 CBS	8.7
4 Entercom	8.6 (14.4)	4 Entercom	7.0 (12.3)	4 Entercom	7.8
5 Flinn	3.1 (5.1)	5 Flinn	2.5 (4.4)	5 Flinn	
6 WLOK	1.5 (2.5)	6 WLOK	1.8 (3.2)		
2003					
1 Clear Channel	\$ 22.4				
2 Citadel	13.3				
3 CBS	9.2				
4 Entercom	8.5				
5 Flinn	3.7				

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

DUNCAN'S COMMENTS:
 A great music market but only a so-so medium-sized radio market. I wonder if any commercial station in Memphis specializes in Beale Street music? Probably not and that is too bad. There has been some talk of a renaissance of Memphis in the last five or six years. Perhaps that will help radio the rest of this decade.
 WDIA is the station I most admire in Memphis. I believe WDIA is one of the best performing and most consistent AM's in the nation that still plays a lot of music. They have achieved this success in spite of many FM's programming various types of Black or Gospel formats.