

**ROANOKE-LYNCHBURG
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>		
WXLK-F	10.3	10.4	14.3	12.2	10.4	15.3	19.2	22.6	27.7	32.2	31.5	19.5	22.5	20.8	15.1	18.4	14.2	10.7	11.1	9.6	8.6	8.2	7.8	6.9	7.4	6.3	6.3	7.5	6.6	WXLK-F, 92.3 (CHR)	
WFIR	10.3	8.6	7.9	13.9	12.2	12.8	10.1	7.7	8.8	7.5	6.8	3.4	3.6	3.1	3.4	3.1	4.9	4.5	5.1	5.4	5.0	4.2	3.9	4.1	4.1	3.9	4.4	4.3	5.2	WFIR, 960 (T)	
WSLC-F	5.7	8.9	7.9	9.2	10.1	14.7	19.1	15.0	16.8	13.6	15.6	13.4	12.3	12.5	11.5	11.6	10.0	9.9	9.0	7.7	5.9	5.3	4.9	4.3	3.1	5.1	6.6	8.2	11.0	WSLC-F, 94.9 (C)	
WGMM	18.3	26.4	18.4	18.6	20.1	11.7	13.7	12.2	6.6	7.1	4.5	3.6	1.9	2.6	3.1	2.3	1.2	1.4	0.5	0.7	0.3	-	-	0.8	0.8	0.4	0.9	0.9	1.0	WGMM, 1240 (S)	
WVBE	29.0	19.0	19.5	19.7	13.2	16.8	15.3	12.2	9.8	13.6	8.3	4.5	5.5	5.1	4.3	3.8	3.5	3.8	2.9	3.7	4.5	3.3	3.9	2.3	2.8	-	-	0.7	0.8	WVBE, 610 (B/AC)	
WSLQ-F	8.0	8.2	14.7	11.5	10.1	6.2	7.9	7.3	5.7	5.0	8.8	7.7	7.4	8.4	4.8	7.9	8.9	7.8	7.3	6.3	6.7	7.3	7.8	9.3	8.8	10.6	9.6	11.1	11.8	WSLQ-F, 99.1 (AC)	
WTOY	7.3	6.3	6.4	8.5	11.1	7.3	4.1	8.5	8.7	7.3	6.4	2.7	3.3	4.3	1.8	1.3	1.6	0.3	-	1.6	0.5	0.5	0.8	-	0.8	0.6	2.1	1.0	0.6	WTOY, 1480 (B/G)	
WSNV-F				0.3	0.7	1.8	2.9	5.0	5.9	5.1	6.6	3.1	3.5	3.6	4.5	4.3	5.1	5.8	4.8	6.6	5.5	4.3	4.8	4.2	3.6	3.1	1.6	2.9	4.1	WSNV-F, 93.5 (AC)	
WROV-F																7.8	9.6	8.9	10.7	8.0	7.6	7.5	7.1	9.0	8.4	8.1	9.9	8.5	7.5	WROV-F, 96.3 (AOR)	
WYYD-F												9.8	11.6	11.4	12.6	12.1	12.6	16.8	18.5	16.3	15.0	13.0	12.3	11.0	10.1	12.8	7.5	7.1	7.3	WYYD-F, 107.9 (C)	
WVGM												4.2	3.3	3.1	6.3	2.9	2.8	-	-	-	-	0.3	0.7	-	-	-	0.2	0.4	0.3	WVGM, 1320 (S)	
WGOL-F												2.1	2.6	2.0	1.7	3.1	3.2	1.7	1.2	0.3	1.2	0.7	-	-	-	-	-	-	-	WGOL-F, 98.3 (-)	
WVBE-F												4.3	2.8	2.9	2.2	0.9	0.9	-	-	-	-	-	-	-	-	-	2.6	3.3	3.5	WVBE-F, 100.1 (B/AC)	
WJJS-F																											6.0	5.2	3.9	WJJS-F, 106.1 (CHR)	
WJXX-F																												1.4	1.7	1.4	WJXX-F, 101.7 (CHR)
WKDE-F																															WKDE-F, 105.5 (C)
WLLL																															WLLL, 930 (G)
WLNI-F																															WLNI-F, 105.9 (T)
WMGR-F																															WMGR-F, 104.9 (O-80)
WMJA-F																															WMJA-F, 102.7 (O-80)
WZZI-F																															WZZI-F, 101.5 (AOR)
WZZU-F																															WZZU-F, 97.9 (O)

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>	
WXLK-F	19.8	29.3	35.4	39.4	43.7	48.8	51.9	-	38.9	40.6	34.0	35.2	32.0	24.5	27.5	26.2	23.9	21.5	20.4	18.1	22.6	20.7	19.5	21.3	16.8	
WFIR	33.2	28.7	26.6	30.2	20.6	20.4	18.7	-	8.7	6.3	6.0	8.3	9.3	12.7	10.9	10.8	11.5	8.8	10.1	9.8	10.0	8.9	8.7	8.0	10.2	
WSLC-F	15.2	23.3	27.9	23.0	22.3	22.3	25.1	-	17.3	20.2	21.2	22.0	16.8	19.3	18.1	16.3	17.2	14.4	13.0	10.1	10.6	13.2	12.7	17.4	17.6	
WGMM	40.5	30.6	32.8	30.7	25.8	24.1	19.8	-	4.8	8.3	7.8	6.8	5.0	4.9	3.2	3.4	2.3	-	-	3.3	3.0	3.0	1.1	1.8	2.1	
WVBE	32.4	25.5	22.9	25.8	23.2	22.1	18.6	-	11.9	11.4	8.4	8.7	7.8	8.3	6.8	5.7	9.5	7.1	6.2	5.8	5.3	-	-	2.0	1.8	
WSLQ-F	24.1	11.0	13.1	13.5	15.6	14.7	19.9	-	21.6	21.6	16.3	16.9	18.3	17.7	16.4	14.4	15.9	15.4	15.4	16.5	16.9	17.8	18.6	19.8	19.9	
WTOY	9.8	9.8	9.4	11.2	12.5	13.5	11.3	-	6.5	4.6	4.0	4.4	4.0	2.2	-	3.2	1.8	1.3	1.9	-	1.5	1.2	1.7	2.0	1.4	
WSNV-F	3.4	6.9	6.5	12.0	15.3	12.0	13.1	-	7.6	9.6	9.5	8.1	12.1	12.6	12.1	11.7	10.8	9.3	9.0	8.3	7.7	6.9	4.8	7.7	10.1	
WROV-F												16.1	19.0	16.6	15.4	18.2	14.9	18.3	19.2	17.8	18.6	17.8	16.8	15.6	15.5	
WYYD-F												20.9	22.9	27.0	30.6	24.9	28.8	24.2	19.9	20.8	20.9	18.6	17.2	16.9	15.4	
WVGM												5.6	6.1	-	-	-	-	1.2	1.7	-	-	-	0.6	0.6	0.9	
WGOL-F												6.7	6.2	5.7	5.1	-	4.4	2.0	-	-	-	-	-	-	-	
WVBE-F												5.1	2.5	-	-	-	-	-	-	-	-	-	6.6	6.7	7.2	
WJJS-F																							13.8	14.8	10.7	
WJXX-F																							17.2	4.1	6.0	3.7
WKDE-F																										
WLLL																										
WLNI-F																										
WMGR-F																										
WMJA-F																										
WZZI-F																										
WZZU-F																										

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1981.

Prior to 1986 Roanoke and Lynchburg were rated separately. Comparisons with shares prior to 1986 should be used with caution.

* WJJS and WJXX simulcasted

** 104.9 and 102.7 simulcasted

ROANOKE-LYNCHBURG

	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	3.0	--	--	--	--	--	--	--	15.1 %	29.6 %	--	--	--	1976
1977	3.1	3.3 %	--	--	--	--	--	--	14.9	38.7	10	--	--	1977
1978	3.6	16.1	--	--	--	--	--	--	15.6	34.4	11	--	--	1978
1979	4.4	22.2	--	--	--	--	--	--	15.4	32.5	11	--	--	1979
1980	4.4	0	--	--	--	--	--	--	14.3	40.5	11	--	--	1980
1981	4.7	6.8	.360	21.76	1.8	.0041	--	--	14.6	53.9	10	--	--	1981
1982	5.1	8.5	.364	23.18	1.9	.0042	--	--	16.4	51.6	11	--	--	1982
1983	5.5	7.8	.368	24.66	1.9	.0044	.056	--	18.1	60.4	11	--	--	1983
1984	5.9	7.3	.369	26.34	2.0	.0045	.063	--	16.0	59.2	11	--	--	1984
1985	6.3	6.8	.372	28.00	2.2	.0043	.069	--	16.4	72.2	14	--	--	1985
1986	10.5	NM	.373	28.91	2.4	.0045	.115	WXLK-F 3.3	NA	NA	NA	15	--	1986
1987	11.3	7.6	.364	31.04	2.6	.0043	.126	WXLK-F 3.5	17.0	73.1	21	14	8.7	1987
1988	12.0	6.2	.365	32.88	2.8	.0043	.139	WXLK-F 3.6	16.5	73.6	20	12	11.4	1988
1989	12.8	6.7	.366	34.97	3.0	.0043	.152	WXLK-F 3.5	17.6	75.4	26	12.5	11.9	1989
1990	13.4	4.7	.367	36.51	3.3	.0042	.158	WXLK-F 3.3	17.4	82.5	22	12	11.1	1990
1991	12.7	-5.2	.367	34.60	3.4	.0040	.156	WXLK-F 2.9	16.6	82.2	22	12	14.1	1991
1992	12.5	-1.6	.367	34.06	3.3	.0038	.151	WYYD-F 2.6	17.3	84.4	20	12	14.3	1992
1993	13.1	5.0	.425	30.82	4.0	.0033	.161	WYYD-F 3.1	16.4	85.8	19	11	16.9	1993
1994	14.1	7.6	.428	32.94	4.5	.0031	.175	WYYD-F 3.4	16.1	82.7	21	11.5	16.8	1994
1995	15.0	6.5	.435	34.48	5.3	.0028	.196	WYYD-F 4.0	15.4	86.8	23	11	21.5	1995
1996	15.9	6.0	.437	36.38	5.5	.0029	.203	WYYD-F 4.1	16.2	87.7	27	12	17.3	1996
1997	17.7	11.1	.439	40.20	5.7	.0031	.218	WYYD-F 3.9	16.1	82.4	29	13	16.0	1997
1998	19.2	8.5	.438	43.84	5.9	.0033	.239	WYYD-F 4.0	16.1	84.6	29	12.5	14.9	1998
1999	20.7	7.3	.442	46.83	6.2	.0033	.268	WYYD-F 4.2	15.7	82.4	28	12.5	17.4	1999
2000	21.4	8.2	.444	48.20	6.4	.0033	.279	WYYD-F 3.5	14.4	88.0	28	13.5	15.8	2000
2001	20.4	-4.7	.453	45.03	6.8	.0030	.265	WYYD-F 3.3	15.4	87.8	25	13.5	15.2	2001
2002	21.2	3.9	.454	46.70	7.1	.0030	.290	WSLQ-F 3.9	14.1	89.2	26	--	22.6	2002
2003	22.7	7.1	.455	49.89	7.3	.0031	.291	WSLQ-F 4.0	14.0	84.9	27	15	19.9	2003

NOTE: Roanoke and Lynchburg markets were combined into one market by Arbitron in 1986.

MAJOR STATIONS - JANUARY 2004

WFIR	960 5KW (DA-n0)	Talk	Mel Wheeler	WMJA-F	102.7 22KW@744	Oldies-80's	Clear Channel
WGMM	1240 1KW	Sports	Clear Channel	WROV-F	96.3 14KW@2076	AOR	Clear Channel
WLLL	930 9KW/42W	Gospel		WSLC-F	94.9 100KW@1979	Country	Mel Wheeler
WTOY	1480 5KW/20W	Black/Gospel		WSLQ-F	99.1 200KW@19990	AC	Mel Wheeler
WVBE	610 5KW/1KW (DA-2)	Black AC	Mel Wheeler	WSNV-F	93.5 6KW@-83	AC	Clear Channel
WVGM	1320 1KW/24W (DA-1)	Sports	Clear Channel				
WJJS-F	106.1 6KW@95	CHR	Clear Channel	WVBE-F	100.1 20KW@328	Black AC	Mel Wheeler
WJJX-F	101.7 3.4KW@289	CHR	Clear Channel	WXLK-F	92.3 93KW@2040 (DA)	CHR	Mel Wheeler
WKDE-F	105.5 6KW@328	Country		WYYD-F	107.9 21KW@1767	Country	Clear Channel
WLNI-F	105.9 6KW@266	Talk		WZZI-F	101.5 0.5KW@784	AOR	
WMGR-F	104.9 3KW@925	Oldies-80's	Clear Channel	WZZU-F	97.9 0.6KW@1925	Oldies	

	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	38	35	30	CHR AOR/CL	--	--	9	11	12	8	8
MOR/AC	10	20	23	MOR/FS AC/OLD	7	7	1	8	5	8	See Talk
COUNTRY	22	20	19		21	25	25	13	9	12	14
BTFL/EZ/SAC	23	16	15		14	12	14	AC OLDIES	6	8	4
							SOFT AC	11	6	--	--
NEWS/TALK					--	--	3	1	2	1	8
SPORTS											1
BLACK/URBAN	7	8	11		6	11	9	12	14	15	17
SMOOTH JAZZ											
STANDARDS					--	2	1		3	8	3
HISPANIC											
RELIG/GOSPEL	--	1	3		2	1	2	2		4	4
CLASSICAL											

STATION NOTES

(Major call letter and format changes)

WSLQ	AOR until 83
WGMN	WROV until 98; CHR to AC by 82; AC until 89; Oldies until 98
WXLK-F	WLRG until 80; EZ until 80
WVBE-F	WKZZ until 91; WLYK until 01; CHR until 01; Simulcasted with WXLK for much of the 90's
WMGR-F	WRDJ until 01
WFIR	Full Service evolving to Talk
WSLC-F	WPVR until 00; EZ or Soft AC until 96; Oldies until 97; Class AOR until 00
WVBE	WSLC until 02; Country until 02
WSNV-F	WJLM until 02; Country until 02
WVGM	WJJS until 99; Black until 99
WGOL-F	98.3 disappeared in 97
WMJA-F	WVLR until 93; WLDJ until 01
WZZI-F	Country until 99
WZZU-F	WRVX until 00; AC until 00; AOR until 01

ROANOKE

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WXLK-F		\$	125,000
1976 WSLC, WSLQ-F	Sold by Bass to Mel Wheeler		N/A
1977 WFIR	From Beaverkettle to Jim Gibbons		840,000
1979 WTOY			180,000
1985 WSAY (Salem)	Sold to Willis		325,000
1986 WTOY			200,000
1987 WSAY	Sold by Willis		375,000
1988 WLLL, WGOL-F (Lynchburg)	Sold to George Douglas		1,450,000
1988 WROV	Sold to Joyner		250,000
1991 WLLL, WGOL-F	Sold for Liabilities		
1991 WKZZ-F	From Bahakel to Coleman		450,000
1993 WXYU, WJJS-F (Lynchburg)	Sold to Bruce Houston		350,000
1993 WVLR-F (Appomatox)	Sold to Bruce Houston		1,060,000
1993 WYMY-F (Bedford)			300,000
1994 WYYD-F	From Winfas to Benchmark		8,500,000
1995 WLLL, WGOL-F			600,000
1995 WROV A/F	From Atlantic to Benchmark		5,800,000
1995 WVLR, WJXX-F, WJJS-F, WRDJ-F, WLDJ-F	From Houston to Cavalier		5,000,000
1996 WROV A/F	From Benchmark to Capstar		9,300,000
1986 WYYD	From Benchmark to Capstar		19,400,000
1997 WJLM-F	Sold to Capstar		3,100,000
1997 WLNI-F	Sold to Gary Burns		700,000
1998 WFIR, WPVR-F	From Gibbons to Capstar		8,500,000 (cancelled)
1999	Capstar sold to AM/Fm sold to Clear Channel		---
1999 WFIR, WPVR-F	Sold to Mel Wheeler		6,500,000
1999 WRVX-F	Sold to Travis		950,000
2000 WZZI-F	Sold to Travis		1,300,000
2004 WBWR-F (Bedford)			6,700,000

ROANOKE

HIGHEST BILLING STATIONS

HIGHEST BILLING RADIO ENTITIES

	1984	1985	1986	1987	1988	1989
1			WXLK-F 3.3	WXLK-F 3.5	WXLK-F 3.6	WXLK-F 3.5
2	Not Available	Not Available	WPVR-F 1.0	WSLQ-F 1.2	WSLQ-F 1.4	WYYD-F 1.4
3				WPVR-F 1.1	WPVR-F 1.2	WPVR-F 1.2
4					WYYD-F 1.1	WSLQ-F 1.1
5					WSLC 0.8	WROV-F 1.0
6						WSCL 0.8
7						
8						
9						
10						

	1990	1991	1992	1993	1994	1995
1	WXLK-F 3.3	WXLK-F 2.9	WYYD-F 2.6	WYYD-F 3.1	WYYD-F 3.4	WYYD-F 4.0
2	WYYD-F 1.9	WYYD-F 2.0	WXLK-F 2.5	WROV-F 2.1	WROV-F 2.2	WROV-F 2.5
3	WROV-F 1.7	WROV-F 1.7	WROV-F 1.6	WXLK FF 2.0	WXLK FF 2.1	WXLK FF 2.4
4	WSLQ-F 1.3	WSLQ-F 1.2	WSLQ-F 1.4	WSLQ-F 1.6	WPVR-F 1.6	WSLQ-F 1.5
5	WPVR-F 1.2	WPVR-F 1.1	WPVR-F 1.2	WPVR-F 1.2	WSLQ-F 1.4	WPVR-F 1.4
6				WFIR 0.6		WJLM-F 0.8
7						WJJS FF 0.7
8						
9						
10						
11						

	1996	1997	1998	1999	2000	2001
1	WYYD-F 4.1	WYYD-F 3.9	WYYD-F 4.0	WYYD-F 4.2	WYYD-F 3.5	WYYD-F 3.3
2	WXLK FF 2.2	WSLQ-F 2.5	WSLQ-F 2.9	WSLQ-F 3.4	WSLQ-F 3.5	WROV-F 3.3
3	WSLQ-F 2.1	WROV AF 2.4	WROV AF 2.6	WROV AF 2.8	WROV AF 3.3	WSLQ-F 3.3
4	WROV-F 1.8	WXLK FF 2.2	WXLK FF 2.2	WXLK-F 2.4	WXLK-F 2.7	WXLK-F 2.5
5	WPVR-F 1.5	WJJS FF 1.4	WJJS FF 1.5	WJJS FF 1.5	WJJS FF 1.3	WSLC-F 1.3
6	WJJS FF 1.4	WPVR-F 1.3	WPVR-F 1.4	WLDJ FF 1.3	WMJA FF 1.3	WJJS-F 1.3
7		WFIR 0.9	WLDJ FF 1.1	WPVR-F 1.2	WSLC-F 1.0	WMJA-F 1.2
8			WFIR 1.0	WFIR 0.9	WFIR 1.0	WFIR 1.0
9					WJLM-F 0.9	WZZI-F 0.8
10						WJLM-F 0.7
11						

	2002	2003
1	WSLQ-F 3.9	WSLQ-F 4.0
2	WROV-F 3.2	WROV-F 3.3
3	WYYD-F 2.6	WYYD-F 2.6
4	WXLK-F 2.2	WXLK-F 2.3
5	WJJS-F 1.4	WSLC 1.9
6	WSNV-F 1.2	WJJS F/F 1.5
7	WSLC 1.1	WSNV-F 1.5
8		
9		
10		
11		

DUNCAN'S COMMENTS:
 This market is an average radio market. If anything, the 1986 addition of Lynchburg to the Roanoke market probably had a dilutive effect.
 WSLQ has been the most outstanding station in the market.

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
1	WYYD-F \$ 3.4 (24.1)	Benchmark \$ 6.7 (44.6)	Capstar \$ 7.9 (49.9)	Capstar \$ 10.4 (58.5)	Capstar \$ 11.6 (59.1)	Clear Channel \$ 10.7 (51.6)	Clear Channel \$ 10.4 (48.5)	Clear Channel \$ 10.1 (49.3)	Clear Channel \$ 10.3	Clear Channel \$ 10.6
2	WFIR,WPYR 2.6 (18.4)	Coleman: WXLK 2.4 (16.0)	Wheeler 2.3 (14.5)	Wheeler 5.9 (33.3)	Wheeler 6.2 (32.0)	Wheeler 8.2 (39.7)	Wheeler 8.5 (39.6)	Wheeler 8.4 (41.1)	Mel Wheeler 8.4	Mel Wheeler 9.4
3	WROV A/F 2.2 (15.6)	Gibbons: WFIR,WPYR 2.0 (13.3)	Coleman 2.2 (13.8)							
4	WXLK F/F 2.1 (14.9)	Wheeler: WSLQ A/F 1.9 (12.7)	Gibbons 2.2 (13.8)							
		5 Point: WJJS et.al. 1.2 (8.3)								

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