

### APPLETON-OSHKOSH 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>			
WHBY	11.5	9.7	12.7	10.6	11.9	10.2	10.2	9.7	11.0	8.3	7.8	6.7	7.4	6.5	4.5	7.7	7.5	8.0	6.7	7.3	8.8	6.1	8.5	6.9	7.2	4.5	5.0	4.5	4.5	WHBY, 1150 (N/T)		
WNAM	17.2	12.7	13.6	13.6	12.8	12.3	9.9	8.9	7.9	6.2	6.5	4.7	4.3	2.0	4.7	5.2	7.4	5.1	6.1	6.5	7.3	5.2	6.2	6.1	4.3	4.8	5.6	4.5	3.9	WNAM, 1280 (ST)		
WYNE	7.6	6.6	4.4	4.9	2.5	5.1	4.7	6.4	6.6	8.4	8.2	6.4	7.2	4.5	4.6	6.3	2.4	-	-	-	-	-	-	-	-	-	-	-	-	WYNE, --		
WOSH	9.1	7.7	9.8	8.4	7.8	9.6	9.4	8.5	5.6	4.5	3.6	4.0	3.8	4.5	3.1	2.7	2.7	3.4	4.2	3.4	2.4	3.7	2.4	1.6	2.8	1.7	1.9	1.8	2.1	WOSH, 1490 (T)		
WAPL-F	6.2	5.8	-	1.4	6.7	5.9	9.1	9.4	11.3	11.5	12.2	14.5	14.6	13.6	15.8	15.2	15.3	14.4	10.0	11.1	10.6	8.0	10.9	13.7	7.5	6.3	7.1	6.3	6.6	WAPL-F, 105.7 (AOR)		
WPCK-F	9.3	11.9	10.6	10.6	8.9	7.0	7.3	6.6	7.5	6.7	7.1	5.6	4.5	4.0	3.3	2.8	3.3	2.4	2.2	2.5	1.8	0.8	-	-	0.2	-	0.4	0.4	0.4	WPCK-F, 104.9 (C)		
WVBO-F	3.2	5.2	3.8	6.5	7.2	4.0	5.7	5.0	4.9	4.9	4.8	4.0	5.2	8.8	8.9	8.1	6.5	6.4	6.4	6.7	5.6	7.4	5.8	4.2	6.7	5.2	5.4	5.1	4.9	WVBO-F, 103.9 (O)		
WROE-F	7.9	12.4	11.5	11.9	8.9	10.2	9.6	9.1	10.4	10.1	7.9	8.4	9.6	8.1	6.2	4.8	6.9	6.8	7.0	6.7	6.0	5.7	5.6	6.0	6.0	6.8	7.3	6.7	6.0	WROE-F, 94.3 (SAC)		
WWWX-F	-	2.2	2.4	4.1	2.8	1.3	1.8	2.1	2.5	5.8	4.0	5.6	4.5	4.0	3.3	2.8	5.8	8.1	11.7	8.9	8.8	6.3	4.6	3.1	5.7	5.2	4.9	4.4	3.4	WWWX-F, 96.9 (AOR)		
WOZZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	2.9	3.5	4.3	4.3	5.5	5.1	6.3	7.2	4.7	5.2	5.4	7.0	6.9	5.4	WOZZ-F, 93.5 (CH)		
WJOK	-	-	-	-	-	-	-	-	-	-	-	4.5	5.3	3.1	1.8	2.1	1.5	1.5	-	-	-	-	-	-	-	1.0	-	-	-	WJOK, 1050 (REL)		
WNCY-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.5	7.5	7.7	8.1	7.7	9.1	9.7	11.9	13.9	WNCY-F, 100.3 (C)		
WPKR-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	0.7	3.2	3.9	3.4	3.8	3.5	3.6	3.1	4.7	5.4	4.6	3.6	3.9	WPKR-F, 99.5 (C)		
<b>GREEN BAY STATIONS</b>																																
WIXX-F	2.7	-	-	-	-	8.6	-	-	-	-	9.2	-	-	-	9.9	11.7	-	-	-	-	-	-	-	-	-	-	10.2	-	9.4	WIXX-F, 101.1 (CHR)		

### 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>
WHBY	24.2	23.5	22.1	21.2	23.2	20.9	16.1	14.7	16.8	15.2	14.2	19.5	15.9	21.6	16.4	19.8	18.2	17.9	22.8	16.8	19.9	12.0	14.2	11.4	10.2
WNAM	39.5	36.1	33.9	29.1	24.7	17.9	19.3	12.4	11.4	10.3	13.0	14.8	14.6	13.4	12.6	12.7	12.0	12.7	13.3	10.9	9.2	8.7	12.3	9.4	7.2
WYNE	-	-	-	14.8	12.7	14.8	15.8	11.1	15.1	10.5	10.4	10.9	6.4	-	-	-	-	-	-	-	-	-	-	-	-
WOSH	-	16.2	18.8	15.3	15.2	13.2	10.5	10.3	8.6	10.8	9.1	10.3	6.3	10.7	12.6	11.5	7.4	9.1	6.2	6.6	7.3	6.0	4.3	6.7	6.4
WAPL-F	-	13.6	17.4	19.7	25.9	22.5	28.2	27.5	27.6	28.7	28.7	29.5	28.9	30.2	23.2	25.6	23.1	20.6	25.3	23.2	17.8	15.4	15.4	15.3	14.8
WPCK-F	25.1	22.4	23.6	20.5	28.3	25.8	25.3	17.5	14.6	12.8	12.3	10.4	9.2	10.9	9.0	9.2	7.8	4.1	-	-	1.0	-	-	2.1	2.3
WVBO-F	16.5	19.4	19.6	17.4	20.7	15.8	16.8	12.0	14.2	18.6	24.0	23.9	19.2	20.7	20.7	19.8	19.6	16.2	15.5	13.0	15.4	11.0	12.3	11.7	13.0
WROE-F	20.1	21.7	20.6	19.0	21.4	17.1	17.5	16.0	18.8	15.0	16.4	17.8	12.7	15.2	18.9	13.7	14.0	12.7	15.2	13.7	14.5	16.0	16.1	16.1	16.4
WWWX-F	-	-	-	8.2	13.5	17.4	14.7	13.2	6.0	8.7	10.4	8.8	9.5	16.5	20.2	18.1	15.2	15.3	13.1	10.3	11.7	16.3	13.0	12.9	9.7
WOZZ-F	-	-	-	-	-	-	-	-	-	-	11.6	9.3	10.4	10.7	17.7	18.0	15.6	17.5	20.1	19.4	18.2	16.0	17.6	19.7	17.3
WJOK	-	-	-	-	-	-	-	-	13.4	10.9	6.3	6.3	4.5	5.7	-	-	-	-	-	-	-	3.6	-	-	-
WNCY-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13.8	17.1	15.2	15.9	15.4	16.8	17.4	21.3	26.3
WPKR-F	-	-	-	-	-	-	-	-	-	-	-	-	6.9	10.2	10.9	10.9	10.6	11.1	11.3	13.6	14.5	15.0	14.3	10.2	13.4
WIXX-F	25.1	26.5	-	-	-	-	28.7	-	-	-	29.9	32.1	-	-	-	-	31.7	-	-	-	-	28.9	-	-	21.8

## APPLETON-OSHKOSH

	<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	\$ 2.7	--	--	--	--	--	--	--	15.7 %	37.3 %	--	--	--	1976
1977	2.6	-3.7 %	--	--	--	--	--	--	14.5	35.7	18	--	--	1977
1978	3.4	30.8	--	--	--	--	--	--	15.5	45.0	21	--	--	1978
1979	3.8	11.8	--	--	--	--	--	--	15.1	46.6	22	--	--	1979
1980	3.9	2.6	--	--	--	--	--	--	15.3	45.4	23	--	--	1980
1981	4.5	15.4	.295	15.25	1.3	.0035	--	--	16.1	49.9	22	--	--	1981
1982	5.0	11.1	.293	17.06	1.3	.0038	--	--	16.9	48.7	22	--	--	1982
1983	5.7	14.0	.296	19.26	1.4	.0041	.068	--	17.6	55.1	24	9	--	1983
1984	6.0	5.3	.298	20.14	1.5	.0041	.089	WHBY	17.2	56.3	23	10	--	1984
1985	6.5	8.3	.301	21.74	1.5	.0042	.110	WHBY	16.8	56.1	21	10	--	1985
1986	6.8	4.6	.302	22.14	1.7	.0042	.107	WAPL-F	16.9	60.0	23	11	--	1986
1987	6.9	1.5	.311	22.19	1.7	.0041	.104	WAPL-F	15.2	60.2	21	10	10.3	1987
1988	7.3	5.8	.341	23.25	2.0	.0037	.107	WAPL-F	16.1	67.3	22	10	10.6	1988
1989	7.7	5.5	.315	24.44	2.3	.0033	.118	WAPL-F	19.3	65.4	22	10	14.6	1989
1990	8.1	5.2	.318	25.63	2.5	.0032	.117	WAPL-F	17.9	61.8	23	10	12.3	1990
1991	8.5	4.9	.321	26.56	2.6	.0033	.129	WAPL-F	16.6	66.0	24	10.5	15.5	1991
1992	9.0	5.8	.324	27.78	2.6	.0035	.135	WAPL-F	19.0	71.8	20	11	16.2	1992
1993	10.0	11.1	.330	30.30	3.0	.0033	.143	WAPL-F	17.1	70.5	23	12	14.2	1993
1994	10.6	6.0	.334	31.74	3.2	.0033	.164	WAPL-F	18.2	71.4	21	11.5	12.3	1994
1995	11.3	6.9	.338	33.43	3.6	.0031	.175	WAPL-F	16.5	74.7	20	11.5	15	1995
1996	12.0	6.2	.342	35.09	3.9	.0031	.190	WAPL-F	17.1	78.8	24	12	12.4	1996
1997	13.0	8.3	.346	37.57	4.1	.0032	.198	WAPL-F	17.1	74.5	22	12.5	13.3	1997
1998	14.2	9.2	.349	40.60	4.3	.0033	.230	WAPL-F	16.6	75.4	26	12	12.2	1998
1999	15.7	9.6	.355	44.22	4.6	.0034	.254	WAPL-F	17.0	81.5	27	12	10.1	1999
2000	17.1	8.9	.359	47.63	5.0	.0034	.289	WAPL-F	15.9	79.0	26	10.5	14.1	2000
2001	15.6	-8.8	.362	43.09	5.2	.0030	.250	WNCY-F	15.1	76.8	26	10.5	13.8	2001
2002	17.3	10.9	.366	47.26	5.4	.0032	.299	WAPL-F	13.5	80.4	25	--	16.2	2002
2003	18.0	4.0	.369	48.78	5.6	.0032	.310	WNCY-F	14.0	81.0	26	11	19.5	2003

### MAJOR STATIONS - JANUARY 2004

WHBY	1150 5KW (DA-2)	News/Talk	Woodward	WAPL-F	105.7 100KW@1175	AOR	Woodward
WNAM	1280 5KW (DA-2)	Standards	Cumulus	WNCY-F	100.3 45KW@489	Country	Midwest
WOSH	1490 1KW	Talk	Cumulus	WOZZ-F	93.5 50KW@492	Classic Hits	Midwest
				WPKR-F	99.5 50KW@420	Country	Cumulus
				WROE-F	94.3 13KW@459	Soft AC	Midwest
				WVBO-F	103.9 25KW@318 (DA)	Oldies	Cumulus
				WWWX-F	96.9 6KW@328	AOR	Cumulus

APPLETON-OSHKOSH

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	45	44	47	CHR AOR/CL	25 10	18 16	23 19		15 19	18 20	22 18	17 17
MOR/AC	21	14	17	MOR/FS AC/OLD	12 14	13 16	13 18		13 7	11 2	11 3	See Talk 3
COUNTRY BTFL/EZ/SAC	17 15	15 17	22 14		19 12	17 15	12 6		17 10	21 8	17 8	15 10
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ					1	--	1		5	3	4	12 1
STANDARDS HISPANIC	--	4	--		6	2	10		9	10	8	6
RELIG/GOSPEL CLASSICAL	1	1	1		2	2	1		3	1	--	1

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WNAM		\$	800,000
1975 WHBY	From Nobertine Fathers to Woodward		655,000
1975 WROE-F	Sold by Nobertine Fathers		245,000
1976 WRJQ, WAPL-F			462,000
1977 WYNE			347,000
1978 WRJQ, WAPL-F	Sold to Woodward		610,000
1978 WRJQ	Sold by Woodward		138,000
1986 WRJQ/WROE-F	Sold to Tom Bookey		2,115,000
1986 WKAU-F	From Forward to WinCom		1,000,000
1986 WKAU	Sold by Forward		500,000
1987 WYNE	Sold to Fox Valley		935,000
1987 WRJQ	Sold by Fox Valley		203,000
1988 WNAM, WUSW-F			1,200,000
1990 WLKE			325,000
1991 WRJQ			110,000
1991 WYNE	From Fox Valley to Woodward		965,000
1993 WOZZ-F	Sold to Midwest Communications		1,400,000
1994 WNFL, WKFX-F	From Wincom to Central States		1,400,000
1994 WKFX-F	Sold by Central States		1,900,000
1994 WEMI-F	Sold to Central States		2,000,000
1996 WOGB-F (103.1)	Sold to Midwest Family		500,000
1996 WNAM, WUSW-F	Sold to Midwest Family		1,200,000
1996 WNFL, WNCY-F, WROE-F	From Central States to Midwest Communications		10,700,000
1997 WNAM/WOSH/WOGB-F/ WUSW-F/WVBO-F	From Midwest Family to Cumulus		11,800,000
1998 WRJQ			140,000
2001 WRJQ	Sold to Woodward		450,000
2003 WPKR-F, WPCK-F	Sold to Cumulus		8,100,000

STATION NOTES

(Major call letter and format changes)

WHBY	Was at 1230 until it flipped to the old WYNE frequency at 1150. In this case, I let the ratings follow the call sign.
WYNE	See WHBY. Ratings shown are for WYNE; CHR until 80
WWWX-F	WMKC until 81; WAHC-F until 89; From AOR to CHR about 83; CHR until 87; WUSW and Country until 99; From 96.7 to 96.9 in about 97
WNAM	Changed to AC in 82; Standards in 89
WPCK-F	WKAU until 87, WKFX until 97; Oldies until 97
WVBO-F	WOSH until 84; CHR until 83; AC until 88; CHR until 93; WMGV until 93
WOSH	WOSH until 76; WYTL until 84; Country until 87; MOR/FS evolving to Talk

## APPLETON - OSHKOSH

### HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WHBY	0.82	WHBY	0.95	WAPL-F	1.3	WAPL-F	1.5	WAPL-F	2.0	WAPL-F	2.2
2 WKAU-F	0.74	WAPL-F	0.95	WHBY	1.1	WHBY	1.1	WHBY	1.0	WMGV-F	1.1
3 WAPL-F	0.7	WKAU-F	0.83	WYNE	1.0	WYNE	0.9	WMGV-F	0.77	WHBY	1.0
4 WNAM	0.65	WMGV-F	0.8	WKAU-F	0.85	WROE-F	0.7	WYNE	0.75	WROE-F	0.75
5 WROE-F	0.65	WOSH	0.75	WMGV-F	0.8	WMGV-F	0.63	WROE-F	0.7	WYNE	0.7
6 WOSH-F	0.63	WNAM	0.7	WHAM	0.7	WNAM	0.55	WQWM	0.6		
7		WROE-F	0.6	WROE-F	0.6	WQWM	0.5	WOSH	0.55		
8						WOSH	0.47	WKFX-F	0.5		
9								WNAM	0.43		
10											
1990		1991		1992		1993		1994		1995	
1 WAPL-F	2.4	WAPL-F	2.4	WAPL-F	2.4	WAPL-F	2.5	WAPL-F	2.4	WAPL-F	2.7
2 WMGV-F	1.1	WMGV-F	1.2	WROE-F	1.4	WUSW-F	1.5	WUSW-F	1.5	WUSW-F	1.6
3 WHBY	1.0	WHBY	1.1	WHBY	1.2	WROE-F	1.4	WROE-F	1.4	WHBY	1.4
4 WROE-F	0.75	WROE-F	0.8	WMGV-F	1.1	WHBY	1.3	WHBY	1.2	WOZZ-F	1.4
5 WOSH	0.57	WOSH	0.53	WUSW-F	0.8	WMGV-F	0.9	WVBO-F	1.0	WROE-F	1.3
6 WYNE	0.55	WUSW-F	0.5	WOZZ-F	0.7	WOSH	0.6	WOZZ-F	0.8	WVBO-F	1.1
7 WNAM	0.38	WNAM	0.45	WOSH	0.6	WOZZ-F	0.6	WPKR-F	0.6	WPKR-F	0.9
8 WUSW-F	0.3	WYNE	0.42					WNAM	0.6	WNAM	0.6
9		WKFX-F	0.37					WOSH	0.6		
10											
11											
1996		1997		1998		1999		2000		2001	
1 WAPL-F	2.9	WAPL-F	3.2	WAPL-F	3.2	WAPL-F	3.4	WAPL-F	3.4	WNCY-F	2.8
2 WUSW-F	1.6	WHBY	1.5	WNCY-F	1.5	WNCY-F	1.7	WNCY-F	2.5	WAPL-F	2.5
3 WHBY	1.2	WVBO-F	1.3	WHBY	1.4	WVBO-F	1.5	WVBO-F	1.6	WHBY	1.5
4 WVBO-F	1.2	WOZZ-F	1.2	WVBO-F	1.1	WHBY	1.4	WHBY	1.4	WOZZ-F	1.3
5 WROE-F	1.1	WROE-F	1.1	WPKR F/F	1.1	WPKR F/F	1.2	WOZZ-F	1.3	WROE-F	1.2
6 WOZZ-F	1.1	WNCY-F	1.0	WROE-F	1.0	WROE-F	1.2	WROE-F	1.3	WVBO-F	1.1
7 WNCY-F	0.7	WUSW-F	0.9	WOZZ-F	1.0	WOZZ-F	1.2	WPKR F/F	1.2	WPKR F/F	1.0
8 WNAM	0.6	WNAM	0.6	WUSW-F	1.0	WWWX-F	0.8	WWWX-F	0.9	WWWX-F	0.8
9 WOSH	0.6	WOSH	0.6					WNAM	0.6		
10											
11											
2002		2003									
1 WAPL-F	3.2	WNCY-F	3.3								
2 WNCY-F	2.9	WAPL-F	3.2								
3 WOZZ-F	2.2	WOZZ-F	2.3								
4 WROE-F	2.0	WROE-F	2.2								
5 WVBO-F	1.6	WVBO-F	1.7								
6 WPKR-F	1.5	WWWX-F	1.4								
7 WWWX-F	1.2	WHBY	1.3								
8 WHBY	1.1										
9											
10											
11											

**DUNCAN'S COMMENTS:**

This is one of the better small radio markets in the nation. Its economy is diverse and the market has had very good rate leadership from WAPL-F. I have always thought highly of the Woodward stations, WHBY and WAPL-F. These stations along with the Midwest stations helped to make Appleton-Oshkosh a fine radio market.

### HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Woodward	\$ 3.6 (34.0)	1 Woodward	\$ 4.1 (36.3)	1 Midwest Family	\$ 4.3 (35.1)
2 Midwest Family	2.0 (18.4)	2 WNAM, WUSW-F	2.2 (19.5)	2 Woodward	4.1 (33.6)
3 Central States	1.8 (17.0)	3 Midwest Family	2.1 (18.5)	3 Midwest Comm.	2.9 (23.4)
1997		1998		1999	
1 Woodward	\$ 4.7 (36.2)	1 Woodward	\$ 4.6 (32.4)	1 Woodward	\$ 4.8 (30.6)
2 Cumulus	3.5 (27.0)	2 Midwest Comm.	3.5 (24.5)	2 Midwest Comm.	4.1 (25.8)
3 Midwest Comm.	3.3 (25.0)	3 Cumulus	3.1 (22.0)	3 Cumulus	3.4 (21.7)
2000		2001		2002	
1 Midwest Comm.	\$ 5.1 (29.5)	1 Midwest Comm.	\$ 5.3 (33.6)	1 Midwest	\$ 7.1
2 Woodward	4.8 (28.1)	2 Woodward	4.1 (26.5)	2 Cumulus	5.2
3 Cumulus	3.6 (21.0)	3 Cumulus	2.8 (17.9)	3 Woodward	4.6
4 WPKR-F	1.2 (6.7)	4 WPKR-F	1.0 (6.1)		
2003					
1 Midwest	\$ 7.8				
2 Woodward	5.0				
3 Cumulus	4.8				
4					
5					

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