

**AUGUSTA, GA.  
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>			
WINZ	-	-	-	11.5	9.1	6.8	3.7	6.1	3.4	3.5	2.3	1.0	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WINZ, 1340 (S)		
WBBQ-F	19.3	28.5	27.2	15.8	23.1	27.2	23.6	20.7	21.7	25.7	21.6	21.6	26.9	27.2	25.3	23.1	20.6	19.0	16.2	11.8	9.7	8.5	7.4	8.6	7.3	6.6	6.3	4.3	6.7	WBBQ-F, 104.3 (AC)		
WRDW	13.4	14.6	9.4	6.4	6.0	8.3	11.3	10.2	9.4	12.5	3.1	2.9	0.3	0.6	0.5	-	-	-	0.4	-	-	-	1.0	0.9	1.3	1.4	1.0	0.8	0.6	-	WRDW, 1480 (T/S)	
WTHB	9.2	6.4	7.8	6.2	8.0	10.4	7.6	9.4	4.6	4.4	2.3	1.5	1.7	-	-	0.3	0.3	0.6	3.5	3.3	2.4	3.9	3.7	4.3	3.4	2.5	1.5	1.9	1.4	WTHB, 1580 (G)		
WEKL-F	4.5	1.9	3.3	-	6.9	5.0	13.1	9.2	14.5	5.8	7.0	8.0	7.1	5.6	5.6	6.7	4.0	4.0	3.3	3.4	4.6	3.8	4.9	4.8	4.0	5.6	5.8	4.7	4.9	WEKL-F, 102.3 (CH)		
WFXA-F	3.7	3.6	6.9	11.0	5.8	7.7	10.5	7.8	7.6	6.6	13.5	12.8	13.8	11.6	13.7	14.6	14.9	16.7	17.8	9.8	9.2	13.0	13.0	13.4	9.3	5.9	8.0	6.1	6.4	WFXA-F, 103.1 (B)		
WGAC	14.1	13.3	8.6	8.0	7.4	5.9	3.9	6.4	5.8	4.1	6.5	5.2	3.6	3.7	2.6	3.2	3.5	4.7	6.0	5.9	5.3	5.3	4.6	5.3	6.4	7.8	5.5	5.7	7.1	WGAC, 580 (T)		
WKXC-F	-	4.4	5.6	3.8	5.5	4.1	6.3	5.5	7.2	8.5	6.8	5.4	5.4	3.1	8.1	9.1	14.5	12.8	14.2	14.2	13.6	10.4	9.7	7.8	8.1	9.9	9.3	9.5	9.2	WKXC-F, 99.5 (C)		
WZNY-F	17.5	5.0	7.5	4.3	5.5	4.2	4.2	5.5	5.0	5.0	6.5	12.4	12.6	12.4	10.5	10.4	7.7	8.4	5.5	5.0	4.5	6.1	7.1	6.9	8.4	7.2	8.0	5.2	5.3	WZNY-F, 105.7 (CHR)		
WPCH	5.2	4.1	3.3	7.2	2.2	5.3	3.4	3.3	3.4	1.8	0.9	1.1	0.5	0.4	-	-	0.2	-	0.5	0.5	-	-	-	-	-	-	-	-	-	WPCH, 1380 (ST)		
WKZK								6.8	8.7	8.3	2.3	4.7	3.5	2.5		4.2	7.1	4.5	2.6	3.3	3.2	2.8	2.1	1.4	2.2	1.6	2.0	1.3	1.2	WKZK, 1600 (G)		
WMTZ-F									4.4	4.5	2.7	2.2	3.1	3.3		2.7	2.0	1.3	3.0	-	-	-	-	-	-	-	-	-	-	WMTZ-F, 94.3 -		
WSLT-F													2.1	2.3	4.4	4.5	4.9	4.4	5.1	4.1	3.7	3.5	4.1	4.8	3.3	4.4	4.6	3.1	4.7	WSLT-F, 98.3 (SAC)		
WKSP-F														6.2	8.8	6.5	6.6	5.8	5.1	5.1	5.2	4.3	4.4	4.0	2.9	3.2	5.4	4.3	3.8	WKSP-F, 96.3 (B/O)		
WAKB-F											5.0	1.0	6.4	2.1		1.5	0.5	0.6	-	4.3	4.3	5.6	5.6	3.7	4.3	3.7	3.7	4.0	3.5	WAKB-F, 96.9 (B/AC)		
WAJY-F																				0.7	1.3	1.4	1.9	1.9	1.6	2.3	2.8	3.1	3.3	2.1	WAJY-F, 102.7 (ST)	
WCHZ-F																				1.5	2.1	3.2	1.9	1.9	1.1	4.0	4.1	4.2	5.1	3.9	WCHZ-F, 95.1 (AOR)	
WGOR-F																					2.3	4.0	3.6	4.5	3.7	3.6	3.7	3.7	3.7	3.1	WGOR-F, 93.9 (O)	
WIIZ-F																						1.9	2.3	3.4	4.0	2.8	2.0	2.6	2.1	WIIZ-F, 97.9 (B)		
WPRW-F																						2.4	3.0	2.7	4.3	4.2	5.0	7.1	6.8	8.3	7.0	WPRW-F, 107.7 (B)
WTHB-F																						4.5	4.9	-	-	-	0.4	0.4	1.4	3.9	WTHB-F, 100.9 (G)	
WCKJ	2.9	3.3	7.2	7.2	9.3	2.1	3.1	-	-	-	1.1	0.4	0.3	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WCKJ - -		

**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>	
WINZ	28.0	22.7	15.5	21.3	13.9	16.2	9.7	6.4	4.5	5.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
WBBQ-F	40.0	44.4	44.5	43.6	45.8	49.8	46.2	45.2	48.3	45.2	45.7	41.7	43.3	33.0	33.0	26.2	23.9	20.9	21.6	18.6	16.7	16.9	18.6	11.9	15.7	
WRDW	16.0	18.4	20.3	21.4	19.5	22.2	10.6	10.0	3.7	3.0	3.3	-	-	-	3.4	-	-	3.3	2.9	3.8	4.3	5.5	3.6	2.9	-	
WTHB	12.5	16.8	14.5	17.4	11.4	12.5	3.6	3.2	5.6	-	-	1.7	-	2.1	5.8	3.2	3.5	3.9	5.4	4.0	5.0	4.3	3.9	2.2	1.8	
WEKL-F	10.9	13.1	18.4	20.0	21.8	16.5	13.5	17.4	15.6	15.0	13.3	13.7	13.1	10.3	12.4	8.8	9.9	11.3	11.1	11.7	11.1	14.4	11.6	10.7	9.8	
WFXA-F	20.2	19.8	27.9	23.8	25.0	22.6	26.2	23.0	24.3	22.2	21.2	23.0	24.9	26.8	29.0	20.2	19.8	22.2	26.3	25.2	19.6	18.5	17.3	16.4	15.7	
WGAC	16.8	15.3	12.1	15.5	13.5	11.8	13.3	10.8	7.5	6.2	6.5	8.5	7.5	10.9	15.2	12.3	13.2	12.2	11.1	11.6	15.6	14.6	11.2	12.7	11.9	
WKXC-F	10.6	9.1	11.0	7.6	12.2	13.0	12.7	10.7	11.0	10.1	15.7	16.1	22.9	24.0	25.8	24.4	26.6	21.7	19.6	15.9	18.5	18.4	18.1	19.2	17.8	
WZNY-F	14.3	11.4	11.1	14.7	16.2	14.0	17.1	28.9	25.6	27.0	25.2	24.9	24.7	20.3	16.1	13.9	12.7	17.9	19.6	18.2	20.4	20.2	19.6	16.9	15.3	
WPCH	-	-	-	8.1	-	-	2.9	4.4	1.8	1.5	-	-	-	-	1.6	1.3	-	-	-	-	-	-	-	-	-	
WKZK	-	-	-	-	8.3	10.6	10.4	6.1	5.8	4.8	4.3	6.1	6.7	4.4	4.1	5.3	3.6	3.9	3.6	2.7	3.9	3.1	4.1	2.0	2.2	
WMTZ-F							9.5	6.2	5.4	7.1	9.8	8.6	6.7	7.1	9.6	-	-	-	-	-	-	-	-	-	-	
WSLT-F									3.8	4.2	8.2	8.4	8.2	7.7	11.8	12.3	9.8	9.1	10.1	9.4	10.1	9.7	9.7	9.6	9.6	
WKSP-F									7.9	12.0	14.9	13.7	13.3	13.7	10.9	12.7	11.6	10.1	11.3	10.9	7.9	8.8	9.3	9.8	9.5	
WAKB-F									5.1	13.1	5.5	4.2	-	2.7	-	10.4	9.8	12.5	12.4	9.9	9.6	11.5	8.4	8.5	8.1	
WAJY-F															3.3	4.3	3.3	4.4	4.2	4.9	5.4	6.3	5.7	5.7	3.3	
WCHZ-F															3.5	6.8	8.0	6.2	7.0	5.0	10.2	9.9	9.8	14.1	9.5	
WGOR-F																7.2	11.6	9.7	10.7	8.5	8.4	11.3	9.3	7.1	9.2	
WIIZ-F																		6.2	8.6	12.1	9.7	7.5	8.1	8.2	7.8	
WPRW-F																7.3	10.5	11.6	10.2	11.1	13.2	18.1	16.5	17.6	16.3	
WTHB-F																11.6	13.2	-	-	-	-	2.5	3.2	5.0	6.9	
WCKJ																										

\* WBBQ simulcasted with WBBQ-F

## AUGUSTA, GA.

	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	2.9	--	--	--	--	--	--	--	--	16.7 %	32.3 %	--	--	--	1976
1977	2.6	-10.3 %	--	--	--	--	--	--	--	15.9	42.3	17	--	--	1977
1978	3.6	38.5	--	--	--	--	--	--	--	16.2	41.2	18	--	--	1978
1979	3.3	-8.3	--	--	--	--	--	--	--	15.8	50.9	14	--	--	1979
1980	4.0	21.2	--	--	--	--	--	--	--	14.6	53.8	18	--	--	1980
1981	4.3	7.5	.338	12.72	1.2	.0036	--	--	--	14.6	64.1	17	--	--	1981
1982	4.7	9.3	.344	13.66	1.4	.0034	--	--	--	17.8	57.8	18	--	--	1982
1983	5.0	6.4	.366	13.66	1.6	.0034	.048	--	--	17.8	63.0	15	11	--	1983
1984	5.7	14.0	.372	15.32	1.7	.0034	.063	WBBQ A/F	2.1	18.2	63.2	17	11	--	1984
1985	6.4	12.3	.379	16.89	1.9	.0036	.072	WBBQ A/F	3.2	18.4	72.7	18	12	--	1985
1986	7.3	14.1	.386	18.67	2.1	.0036	.084	WBBQ A/F	3.2	17.0	83.1	19	12	--	1986
1987	8.0	9.6	.393	20.00	2.2	.0038	.089	WBBQ A/F	3.0	18.6	85.6	21	11	6.2	1987
1988	8.7	8.8	.394	21.48	2.3	.0035	.097	WBBQ A/F	3.3	16.1	88.4	20	8	8.7	1988
1989	9.1	4.6	.396	22.41	2.6	.0034	.102	WBBQ A/F	3.3	17.3	91.9	18	9	9.0	1989
1990	9.6	5.5	.398	23.41	2.8	.0032	.108	WBBQ A/F	N/A	17.9	88.4	18	9	10.1	1990
1991	8.6	-10.4	.404	21.50	2.9	.0030	.101	WBBQ A/F	3.0	17.3	90.0	19	9.5	11.6	1991
1992	8.8	2.3	.406	21.67	3.0	.0029	.107	WBBQ A/F	2.9	18.7	86.3	18	10	11.7	1992
1993	9.2	4.5	.431	21.34	3.4	.0027	.104	WBBQ A/F	2.7	16.8	85.5	21	11	10.5	1993
1994	10.3	12.0	.457	22.54	3.8	.0027	.122	WBBQ A/F	2.5	16.0	82.7	25	13	13.5	1994
1995	11.2	8.7	.453	24.72	4.0	.0028	.132	WKXC-F	2.4	15.4	85.7	22	13.5	13.6	1995
1996	11.7	4.5	.454	25.77	4.1	.0029	.139	WBBQ-F	2.5	14.9	81.9	24	13.5	13.2	1996
1997	12.8	9.4	.461	27.77	4.2	.0031	.151	WKXC-F	2.5	14.9	86.2	25	13.5	13.7	1997
1998	14.4	12.5	.463	30.44	4.3	.0034	.151	WKXC-F	2.5	16.4	83.3	27	13	14.6	1998
1999	16.8	16.7	.463	36.25	4.5	.0037	.203	WKXC-F	2.7	14.1	86.4	26	14.5	15.5	1999
2000	16.6	-1.2	.463	35.85	5.4	.0031	.204	WKXC-F	2.3	13.9	85.7	24	13.5	16.9	2000
2001	16.3	-1.8	.482	33.82	5.7	.0029	.187	WKXC-F	2.6	15.0	89.9	27	13.5	11.9	2001
2002	17.9	9.8	.485	36.91	5.9	.0030	.226	WKXC-F	2.6	13.7	87.8	24	--	18.6	2002
2003	16.9	-5.6	.488	34.63	6.1	.0028	.210	WKXC-F	2.7	12.2	86.1	23	15	18.8	2003

### MAJOR STATIONS - JANUARY 2004

WGAC	580	5KW/0.8KW (DA-N)	Talk	Beasley	WFXA-F	103.1	6KW@302	Black	Radio One
WKZK	1600	500W (DAYS)	Gospel		WGOR-F	93.9	13KW@456 (DA)	Oldies	Beasley
WTHB	1550	5KW/11W	Gospel	Radio One	WILZ-F	97.9	50KW@433	Black	
WINZ	1340	1KW	Sports	Clear Channel	WKSP-F	96.3	18KW@846	Black Oldies	Clear Channel
WRDW	1480	5KW (DA-N)	Talk, Sports	Beasley	WKXC-F	99.5	24KW@712	Country	Beasley
WAJY-F	102.7	3KW@328	Standards	Beasley	WPRW-F	107.7	50KW@476	Black	Clear Channel
WAKB-F	96.9	0.8KW@1364	Black AC	Radio One	WLSL-F	98.3	3KW@484	Soft AC	Beasley
WBBQ-F	104.3	100KW@1003	AC	Clear Channel	WTHB-F	100.9	6KW@328	Gospel	Radio One
WCHZ-F	95.1	6KW@538	AOR	Beasley	WZNY-F	105.7	100KW@1217	CHR	Clear Channel
WEKL-F	102.3	1.5KW@666	Classic Hits	Clear Channel					

**AUGUSTA, GA.**

**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	44	51	35	CHR AOR/CL	36 --	30 5	26 7		21 6	7 9	8 10	9
MOR/AC	17	6	10	MOR/FS AC/OLD	4 7	-- 13	5 15		-- 11	-- 11	-- 11	See Talk 7
COUNTRY BTFL/EZ/SAC	4 10	13 4	15 6		14 9	13 6	19 5		22	28	16	14
									SOFT AC	5	5	5
NEWS/TALK SPORTS									6	6	7	13
BLACK/URBAN SMOOTH JAZZ	18	20	23		20	18	18		23	21	24	27
STANDARDS HISPANIC			7		--	4	--				2	3
RELIG/GOSPEL CLASSICAL	6	2	4		11	7	5		6	9	9	5

**STATION NOTES**

(Major call letter and format changes)

WZNY-F	WAUG until 80; WYMX until 83; AOR until 84; AC until 94
WTHB	Black until 85; WTWB until about 89; WNTA until 90; WFXA until early 90's; Black again until changing to Gospel
WEKL-F	EZ until 78; Country until 90; CHR until 91; AC until 93; WGUS until 90; WOPW-F until 91; WGUS-F again until 93; WXFG until 94; Country again until 96
WGAC	MOR until 81-82; Standards until 84; Fluctuated between MOR and Standards in late 80's; Standards until early 90's
WXFA-F	WZZW and CHR until 85
WKXC-F	WNEZ and EZ until 88
WKSP-F	Was WJFX prior to 87; WRXR and AOR until 00
WAKB-F	WRDW until 91
WRDW	Black until mid 90's
WBBQ-F	CHR until about 95
WINZ	CHR until 98; Kids radio until 00; Became WINZ in 02
WPCH	WGUS and Country until --
WSLT-F	WCNA and EZ until 92
WGOR-F	WMTZ-F until 93; Became WGOR and Oldies in 93; Station moved to 93.9 from 94.3
WTHB-F	WAEJ until 99; Black until 99; WAEG until 02
WPRW-F	WKBG until 96; Country until 99; WUUS until 99
WCHZ-F	Classic Hits until 98

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1973 WGAC	Sold to Beasley	\$	375,000
1984 WHGI/WYMX-F			1,840,000
1984 WTHB/WFXA-F	Sold to Southern States		1,500,000
1985 WHGI/WFMG-F	Sold to Don All		2,820,000
1985 WGUS AF	Sold to Woolfson		2,000,000
1986 WTHB/WFXA-F	From Woodfin to Davis		2,411,000
1987 WZNY-F	Sold to Rothfuss		450,000
1988 WAKN, WKXC-F	Sold to Beta		3,000,000
1988 WGUS AF	From Woolfson to HVS		3,100,000
1988 WGAC	Sold by Beasley		500,000
1991 WZNY-F	From Arrow to Benchmark		5,000,000
1991 WRDW AF	Sold out of Bankruptcy		150,000
1992 WMTZ-F	Sold to Beasley		810,000
1992 WCNA-F	Sold to Buck		750,000
1992 WKXC-F	From Buck to Beasley		3,800,000
1992 WAKB-F	Sold to Davis		1,250,000
1992 WRXR-F			1,500,000
1993 WGUS A/F	From HVS TO Benchmark		1,200,000
1993 WRXF-F, FM CP	Sold to Multimarket		5,000,000
1994 WGUS, WFXG-F	Sold by Benchmark		1,400,000
1994 WZNY-F	From Benchmark to WBBQ owner		3,900,000
1996 WKBG-G, WRXR-F	Sold by Multimarket		N/A
1996 WCHZ-F (Harlem)	Sold to Beasley		1,200,000
1997 WGUS/WEKL-F/WRXR-F/WUUS-F	From Wilks to Cumulus		15,500,000
1997 WBBQ A/F	Sold to Cumulus		10,200,000
1997 WZNY-F	Sold to Cumulus		3,800,000
1998 WLOV A/F	Sold to Cumulus		500,000
1999 WRDW, WRFN-F	From Beard to Beasley		N/A
2000 WTHB, WFXA-F, WAEJ-F, WAEG-F, WAKB-F	From Davis to Radio One		N/A
2000 WKXC-F, WSLT-F	From GHB to Beasley		12,000,000
2004 WJES-F (Saluda)			4,700,000

# AUGUSTA, GA

## HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
1	WBBQ AF 2.1	WBBQ AF 3.2	WBBQ AF 3.2	WBBQ AF 3.0	WBBQ AF 3.3	WBBQ AF 3.3
2	WGUS-F 0.6	WGUS AF 0.65	WZNY-F 1.2	WZNY-F 1.9	WZNY-F 2.0	WZNY-F 1.9
3	WZZW-F 0.5		WGUS AF 0.9	WFXA-F 0.9	WFXA-F 0.9	WFXA-F 1.0
4			WFXA-F 0.7	WGUS AF 0.8	WGUS AF 0.9	WRXR-F 0.8
5			WGAC 0.5		WRXR AF 0.5	WGUS-F 0.7
6						WKXC-F 0.6
7						
8						
9						
10						
11						
	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>
1		WBBQ AF 3.0	WBBQ AF 2.9	WBBQ AF 2.7	WBBQ AF 2.5	WKXC-F 2.4
2		WZNY-F 1.7	WZNY-F 1.6	WZNY-F 1.6	WKXC-F 2.1	WBBQ AF 2.3
3		WKXC-F 1.2	WKXC-F 1.5	WKXC-F 1.6	WFXA-F 1.4	WFXA-F 1.2
4		WFXA-F 1.0	WFXA-F 1.1	WFXA F/F 1.2	WZNY-F 1.1	WZNY-F 1.1
5		WRXR-F 0.7	WRXR-F 0.7	WRXR-F 0.7	WGAC 0.9	WRXR-F 1.1
6					WRXR-F 0.7	WGAC 0.9
7						
8						
9						
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11						
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
1	WBBQ AF 2.5	WKXC-F 2.5	WKXC-F 2.5	WKXC-F 2.7	WKXC-F 2.3	WKXC-F 2.6
2	WKXC-F 2.3	WBBQ AF 1.9	WBBQ AF 2.1	WBBQ-F 2.0	WBBQ-F 2.1	WZNY-F 1.9
3	WFXA-F 1.4	WFXA-F 1.6	WFXA F/F 1.9	WFXA-F 1.6	WZNY-F 2.0	WBBQ-F 1.8
4	WGAC 1.1	WZNY-F 1.1	WZNY-F 1.2	WZNY-F 1.5	WGAC 1.7	WEKL-F 1.6
5	WZNY-F 1.0	WRXR-F 1.1	WGAC 1.2	WGAC 1.3	WFXA-F 1.4	WGAC 1.6
6	WRXR-F 0.9	WGAC 1.1	WPXR-F 0.9	WEKL-F 1.0	WEKL-F 1.3	WFXA-F 1.3
7	WGOR-F 0.6			WGOR-F 0.7	WPRW-F 0.8	WPRW-F 0.9
8					WGOR-F 0.7	WCHZ-F 0.8
9					WCHZ-F 0.7	WSLT-F 0.7
10						WGOR-F 0.7
11						
	<u>2002</u>	<u>2003</u>				
1	WKXC-F 2.6	WKXC-F 2.7				
2	WGAC 1.8	WGAC 1.7				
3	WBBQ-F 1.6	WEKL-F 1.5				
4	WFXA-F 1.5	WFXA-F 1.3				
5	WZNY-F 1.3	WCHZ-F 1.1				
6	WPRW-F 1.0	WZNY-F 1.1				
7	WKSP-F 1.0	WBBQ-F 1.1				
8	WCHZ-F 1.0					
9						
10						
11						

## HIGHEST BILLING RADIO ENTITIES

	<u>1994</u>	<u>1995</u>	<u>1996</u>
1	WBBQ, WZNY \$ 3.6 (35.0)	WBBQ, WZNY \$ 3.4 (30.3)	WBBQ, WZNY \$ 3.5 (29.9)
2	Buck 2.5 (23.8)	Buck (GHB) 2.7 (24.1)	GHB 2.7 (22.8)
3		Multimarket 1.6 (13.8)	Beasley 2.1 (17.5)
4		Davis 1.5 (13.4)	Davis 2.0 (17.2)
5		Beasley 1.4 (11.8)	WRXR, WUUS et.al. 1.3 (11.0)
	<u>1997</u>	<u>1998</u>	<u>1999</u>
1	Cumulus \$ 5.3 (41.4)	Cumulus \$ 5.5 (35.4)	Cumulus \$ 5.8 (34.3)
2	GHB 3.0 (23.4)	GHB 3.1 (19.9)	GHB 3.4 (20.2)
3	Davis 2.3 (18.0)	Davis 2.8 (18.0)	Beasley 3.0 (17.7)
4	Beasley 2.2 (17.2)	Beasley 2.4 (15.5)	Radio One 2.8 (16.9)
	<u>2000</u>	<u>2001</u>	<u>2002</u>
1	Beasley \$ 7.1 (42.8)	Beasley \$ 6.8 (42.0)	Beasley \$ 7.5
2	Clear Channel 6.8 (40.7)	Clear Channel 6.6 (40.5)	Clear Channel 6.3
3	Radio One 2.6 (15.5)	Radio One 2.3 (13.9)	Radio One 2.4
	<u>2003</u>		
1	Beasley \$ 7.6		
2	Clear Channel 5.4		
3	Radio One 2.3		
4			
5			

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

### DUNCAN'S COMMENTS:

Augusta has been a slowly growing small radio market. It never achieved the growth rate enjoyed by other Southern markets.

I have to pick WBBQ-F as the station I most admire. I do so even though the ratings for the station have dramatically declined since the mid-90's. Until the 90's WBBQ was one of the finest CHR stations in the nation. In the late 80's WBBQ regularly billed over three million dollars. Since then no station in Augusta has billed that amount.