

CHARLESTON, WV. 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>	
WCBS	18.4	14.1	16.7	12.3	12.2	12.1	7.0	8.1	6.0	7.6	10.1	5.9	6.4	7.5	4.5	4.4	7.5	8.5	7.2	9.4	6.7	7.7	7.3	7.8	8.9	7.5	8.4	8.1	8.3	WCBS, 580 (T/S)
WCAW	16.5	17.6	17.4	17.8	16.3	13.0	17.1	13.8	8.6	10.4	7.4	12.1	8.7	7.5	6.1	4.1	-	0.3	0.9	2.9	3.9	2.6	1.7	1.8	1.6	1.4	1.2	1.5	1.9	WCAW, 680 (C)
WVTS	17.8	17.6	20.8	16.3	12.2	11.5	8.5	6.8	3.6	1.3	3.9	1.9	2.0	2.8	1.1	1.1	2.1	2.5	1.4	2.9	1.3	2.2	1.7	1.4	1.3	-	0.7	1.9	2.8	WVTS, 950 (T)
WVAF-F	3.8	3.2	5.8	8.6	15.3	20.4	22.0	19.3	18.8	14.9	15.5	12.3	13.6	16.1	8.8	14.7	9.8	9.3	8.6	11.4	8.0	8.5	7.1	5.4	4.2	6.3	8.9	10.2	10.3	WVAF-F, 99.9 (AC)
WQBE-F	2.5	2.9	3.8	3.4	8.1	8.3	7.6	14.8	15.9	12.0	12.2	16.1	18.3	19.9	19.4	26.6	28.3	33.0	24.4	29.6	21.7	23.0	19.6	19.6	17.8	19.5	17.1	18.6	19.5	WQBE-F, 97.5 (C)
WKLC-F	4.1	5.1	4.1	3.1	1.9	7.4	9.8	11.7	11.7	15.1	8.9	8.6	11.3	9.9	9.8	10.1	7.9	8.1	8.1	6.1	7.7	8.4	9.3	8.8	8.4	6.4	7.2	7.5	5.9	WKLC-F, 105.1 (AOR)
WKWS-F	6.3	5.1	3.1	6.7	6.3	5.0	7.3	6.0	9.4	10.7	9.5	9.1	11.0	4.7	5.8	3.5	4.5	5.2	13.2	7.9	9.0	10.6	9.3	6.9	6.7	7.2	6.6	6.8	5.4	WKWS-F, 96.1 (C)
WBES	13.0	17.9	13.6	9.5	5.3	6.8	5.8	7.3	4.2	3.1	4.2	1.6	0.9	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WBES, 1240 (S)
WVSR-F	-	-	-	4.9	9.1	5.0	3.4	4.1	8.1	12.0	13.4	15.0	15.9	15.5	14.3	11.4	10.0	9.1	9.7	8.2	9.9	12.5	14.5	17.0	18.5	12.7	12.1	9.6	10.1	WVSR-F, 102.7 (CHR)
WKAZ-F													2.0	2.5	5.3	7.6	6.7	4.2	4.3	1.0	6.8	4.7	5.7	6.7	8.1	7.3	5.8	7.2	7.0	WKAZ-F, 107.3 (O)
WZJO-F															6.6	5.8	4.5	4.2	5.0	3.1	2.7	1.3	1.7	2.5	4.4	3.0	3.3	4.3	4.0	WZJO-F, 94.5 (AOR)
WMXE-F													0.9	1.6	2.1	2.2	2.3	1.7	2.7	0.7	1.3	1.6	1.3	1.1	1.9	2.4	1.8	1.9	1.5	WMXE-F, 100.9 (AC)
WRVZ-F																					1.6	3.2	4.0	3.2	2.8	7.7	8.8	7.7	6.8	WRVZ-F, 98.7 (CHR)
WSCW																		1.2	1.1	0.8	1.0	1.0	0.7	-	-	-	2.0	0.7	1.5	WSCW, 1410 (REL)
WSWW																					-	0.6	0.7	0.7	-	-	0.7	0.5	1.8	WSWW, 1490 (ST)

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>
WCBS	30.6	30.1	25.9	26.0	24.2	23.4	18.8	16.0	17.6	16.9	12.8	13.3	15.1	20.2	17.4	19.3	20.0	17.6	20.2	19.1	19.3	15.1	18.5	16.9	18.3
WCAW	31.2	23.3	29.8	29.5	20.8	18.1	15.2	22.2	15.9	14.0	13.2	9.4	-	3.0	4.3	6.2	8.3	5.8	3.7	4.5	5.2	3.8	4.0	5.6	5.3
WVTS	30.5	30.6	25.3	24.3	15.1	7.5	8.7	5.7	7.4	6.6	4.4	4.9	6.0	7.8	6.2	7.3	4.4	6.1	5.9	5.3	3.1	-	3.1	2.9	5.4
WVAF-F	22.3	31.8	33.7	40.7	37.9	28.9	30.1	24.6	29.8	27.1	20.7	23.5	26.1	23.1	22.9	24.4	19.7	17.5	15.9	16.5	17.2	13.6	18.2	20.7	21.1
WQBE-F	15.7	12.6	15.9	25.2	25.4	21.6	21.2	24.2	26.1	24.9	30.2	33.4	43.0	45.3	43.1	45.6	40.0	36.9	37.4	33.1	26.8	31.3	32.8	33.5	35.1
WKLC-F	6.6	13.4	17.0	23.7	20.9	26.3	19.2	18.9	21.0	20.4	20.3	20.1	20.7	17.2	16.9	16.0	21.1	20.0	16.5	15.7	18.3	12.9	17.3	17.3	17.1
WKWS-F	9.1	12.6	14.7	12.2	14.5	14.7	14.8	13.3	14.8	10.2	11.1	9.3	9.8	15.4	27.4	21.5	21.7	21.5	17.0	17.0	17.7	18.2	15.9	16.4	18.2
WBES	10.9	11.5	10.4	13.7	10.3	6.9	6.5	4.3	3.8	4.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WVSR-F	10.2	11.1	-	-	18.9	24.0	26.8	29.7	29.4	26.6	33.0	28.1	25.1	19.5	20.5	21.8	25.7	27.8	30.1	30.3	32.5	27.3	22.5	22.6	23.8
WKAZ-F									6.4	10.2	11.9	18.0	15.4	13.7	8.3	5.5	17.2	14.0	11.7	14.6	16.3	11.0	15.2	17.2	18.5
WZJO-F											8.3	10.5	7.4	10.5	11.4	7.0	9.9	6.2	6.6	7.8	14.4	5.9	9.2	10.9	12.4
WMXE-F									3.6	4.6	4.7	6.5	5.0	6.0	6.8	5.9	5.6	4.7	4.9	4.9	4.5	5.4	4.8	6.1	2.3
WRVZ-F																	4.7	11.3	4.3	7.0	6.5	15.5	15.3	16.6	14.8
WSCW														2.8	3.0	3.3	2.8	1.9	1.4	-	-	-	3.0	1.3	1.8
WSWW																3.8		1.7	1.6	1.9	-	-	1.8	2.4	3.0

CHARLESTON, WV.

	<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	3.3	--	--	--	--	--	--	--	--	15.0 %	23.1 %	--	--	--	1976
1977	3.2	-3.0 %	--	--	--	--	--	--	--	13.9	22.6	14	--	--	1977
1978	3.8	18.8	--	--	--	--	--	--	--	15.0	29.4	16	--	--	1978
1979	4.3	13.2	--	--	--	--	--	--	--	15.2	45.3	11	--	--	1979
1980	4.9	13.9	--	--	--	--	--	--	--	15.5	50.8	12	--	--	1980
1981	5.4	10.2	.267	20.22	1.2	.0045	--	--	--	15.1	56.0	13	--	--	1981
1982	5.7	5.6	.268	21.27	1.3	.0044	--	--	--	17.1	60.4	14	--	--	1982
1983	6.3	10.5	.268	23.50	1.4	.0045	.067	--	--	16.9	69.5	13	12	--	1983
1984	6.9	9.5	.269	25.65	1.5	.0046	.076	WVAF-F	1.3	16.9	69.2	14	10	--	1984
1985	7.6	10.1	.269	28.25	1.6	.0047	.084	WVAF-F	1.5	15.1	67.2	15	10	--	1985
1986	8.1	3.8	.268	31.40	1.8	.0047	.088	WQBE A/F	1.7	16.7	71.3	15	10	--	1986
1987	8.1	0	.255	31.76	1.8	.0046	.088	WQBE A/F	1.8	15.5	79.8	16	9	5.5	1987
1988	8.4	3.7	.254	33.07	1.8	.0046	.094	WQBE A/F	1.7	14.4	79.1	14	8	7.8	1988
1989	8.6	2.4	.250	34.40	1.9	.0046	.099	WQBE A/F	1.7	17.0	83.7	15	8	11.9	1989
1990	8.9	3.5	.249	35.74	1.9	.0047	.101	WQBE A/F	1.9	15.5	88.4	14	8.5	9.6	1990
1991	8.6	-3.4	.247	34.82	1.9	.0045	.099	WQBE A/F	2.0	15.7	88.9	13	8	10.0	1991
1992	8.1	-5.8	.251	32.27	1.9	.0043	.094	WQBE A/F	2.0	16.2	87.1	13	8	13.0	1992
1993	8.2	1.2	.254	32.28	2.0	.0042	.094	WQBE A/F	2.5	15.5	87.6	15	8	11.6	1993
1994	8.9	7.9	.257	34.63	2.2	.0040	.105	WQBE A/F	3.1	15.2	80.3	14	8	14.4	1994
1995	9.5	6.9	.256	37.11	2.6	.0037	.114	WQBE A/F	3.3	15.5	82.7	16	8.5	12.2	1995
1996	10.3	8.4	.257	40.07	2.9	.0036	.117	WQBE A/F	3.6	15.8	84.6	16	9	8.8	1996
1997	11.0	6.7	.256	42.97	2.9	.0038	.128	WQBE A/F	3.8	14.7	86.2	17	9.5	9.4	1997
1998	12.0	9.1	.252	47.61	3.0	.0040	.149	WQBE A/F	4.0	14.4	84.9	18	9.5	10.6	1998
1999	12.7	5.5	.254	50.00	3.2	.0040	.149	WQBE A/F	4.2	14.1	86.3	19	9	8.0	1999
2000	13.9	9.4	.251	55.38	3.7	.0038	.172	--	--	13.2	91.1	18	9	9.2	2000
2001	13.1	-5.8	.252	51.98	3.9	.0034	.157	WQBE-F	3.8	12.9	87.7	18	9	11.3	2001
2002	14.2	8.4	.251	56.57	4.1	.0035	.165	WQBE-F	3.1	14.0	84.7	16	--	10.1	2002
2003	14.6	2.8	.250	58.40	4.3	.0034	.168	WQBE-F	3.2	14.5	81.9	18	10	8.7	2003

MAJOR STATIONS - JANUARY 2004

WCAW	680 1KW/221 (DA-N)	Country	West VA	WKAZ-F	107.3 24KW@676	Oldies	West VA
WCHS	580 5KW (DA-N)	Talk/Sports	West VA	WKLC-F	105.1 3.6KW@1665	AOR	L.M.
WSCW	1410 5KW (DAYS)	Religion	L.M.	WKWS-F	96.1 45KW@515	Country	West VA
WSWW	1490 1KW	Standards	West VA	WMXE-F	100.9 3KW@285	AC/CHR	L.M.
WVTS	950 5KW/1KW (DA-2)	Talk	Bristol	WQBE-F	97.5 50KW@500	Country	Bristol
				WRVZ-F	98.7 630W@617 (DA)	CHR/Dance	West VA
				WVAF-F	99.9 50KW@430	AC	West VA
				WVSR-F	102.7 50KW@404	CHR/Dance	Bristol
				WZJO-F	94.5 10KW@525	AOR/Modern	Bristol

CHARLESTON, WV.

FORMAT SHARES (%)

CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	40	44	40	29	18	17	11	11	18	24
				16	12	12	8	10	16	10
MOR/AC	18	14	12	8	7	5	12	7	7	See Talk
				4	15	22	16	10	11	
								3	8	9
COUNTRY	23	23	30	24	33	33	45	43	28	32
BTFL/EZ/SAC	19	18	14	11	12	7				
							SOFT AC	4		
									3	10
NEWS/TALK										
SPORTS										
BLACK/URBAN										
SMOOTH JAZZ										
STANDARDS				3	1	--		4	4	2
HISPANIC										
RELIG/GOSPEL	3	1	3	5	3	6	5	5	5	6
CLASSICAL										

MAJOR STATION TRANSACTIONS: 1970 to 2003

1980 WKAZ, WKLC-F (St. Albans)	Sold to Lynn Martin	\$	287,000
1982 WTIP, WWSR-F	Sold to Beasley		1,425,000
1986 WTIP, WWSR-F	Sold by Beasley		3,250,000
1986 WCHS, WBES-F	Sold by Heritage		N/A
1987 WXIT, WLZT-F (Miami)			1,400,000
1990 WBES-F (Dunbar)			1,100,000
1992 WCHS, WVNS-F	Sold to WV Radio		1,750,000
1993 WBES-F	Sold to Ardman		1,000,000
1996 WWSR A/F, WBES-F	From Ardman to Bristol		2,800,000
1997 WCZR, WKAZ-F	Sold to WV Radio		2,140,000
2000 WSCW, WJYP-F	From CLW to Mortenson		1,000,000
2002 WZKM-F	From Mortenson to Educ. Media Found.		500,000
2002 WSCW, WJYPT-F	From Mortenson to L.M.		1,300,000

STATION NOTES

(Major call letter and format changes)

WVAF-F	Became CHR in 77; Evolved to AC around 85
WQBE-F	CHR until 80
WKLC-F	Country until 80
WBES	WTIP until 89; WWSR until ---; EZ until 82; Standards until 88; CHR until ---
WWSR-F	WTIO and EZ until 83
WVTS	WKAZ until 84; AC until about 85; WQBE until 01; Country until 01
WCAW	Country until 90; AC until 92; Standards until 02
WKWS-F	WBES and AC until 88; AC until 90; WVNS until 92; Oldies until 92
WKAZ-F	WVCM until 88; WLZT until 92; Oldies until 93; Country until 96; Classic AOR until 97
WZJO-F	WBES until 01; EZ until 01
WMXE-F	WJYP-F until 03; Religion until 03
WSWW	WCZR until 97
WRVZ-F	Oldies until 97; AC until 98; Classic AOR until 00

CHARLESTON, WV.

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1	WVAF-F 1.3	WVAF-F 1.5	WQBE AF 1.7	WQBE AF 1.8	WQBE AF 1.7	WQBE AF 1.7	WQBE AF 1.7	WQBE AF 1.7	WQBE AF 1.7	WQBE AF 1.7	WQBE AF 1.7
2	WQBE-F 1.0	WQBE-F 1.2	WVAF-F 1.6	WVAF-F 1.5	WVAF-F 1.6	WVAF-F 1.6	WVAF-F 1.5	WVAF-F 1.6	WVAF-F 1.5	WVAF-F 1.5	WVAF-F 1.5
3	WCAW 0.85	WCAW 0.9	WVSR-F 1.4	WVSR-F 1.2	WVSR-F 1.6	WVSR-F 1.6	WVSR-F 1.3	WVSR-F 1.6	WVSR-F 1.3	WVSR-F 1.3	WVSR-F 1.3
4	WKLC-F 0.8	WVSR-F 0.9	WCAW 0.9	WKLC-F 0.9	WKLC-F 0.9	WKLC-F 0.9	WKLC-F 1.1	WKLC-F 0.9	WKLC-F 1.1	WKLC-F 1.1	WKLC-F 1.1
5	WCHS 0.6	WKLC-F 0.8	WKLC-F 0.8	WCAW 0.7	WCAW 0.7	WCAW 0.7	WCAW 0.7	WCAW 0.7	WCAW 0.7	WCAW 0.7	WCAW 0.7
6	WVSR-F 0.6	WCHS-F 0.6	WCHS 0.7	WCHS 0.7	WCHS 0.7	WCHS 0.7	WCHS 0.7	WCHS 0.7	WCHS 0.7	WCHS 0.7	WCHS 0.7
7	WBES-F 0.56	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6

8											
9											
10											

1990		1991		1992		1993		1994		1995	
1	WQBE AF 1.9	WQBE AF 2.0	WQBE AF 2.0	WQBE AF 2.5	WQBE AF 3.1	WQBE AF 3.1	WQBE-F 3.3	WQBE AF 3.1	WQBE-F 3.3	WQBE-F 3.3	WQBE-F 3.3
2	WVSR-F 1.2	WKLC-F 1.2	WVAF-F 1.2	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3
3	WVAF-F 1.2	WVSR-F 1.2	WKLC-F 1.1	WVSR-F 1.2	WVSR-F 1.2	WVSR-F 1.2	WVSR-F 1.2	WVSR-F 1.2	WVSR-F 1.2	WVSR-F 1.2	WVSR-F 1.2
4	WKLC-F 1.1	WVAF-F 1.1	WVSR-F 1.1	WKLC-F 1.0	WKLC-F 1.0	WKLC-F 1.0	WKLC-F 1.0	WKLC-F 1.0	WKLC-F 1.0	WKLC-F 1.0	WKLC-F 1.0
5	WLZT-F 0.6	WCHS 0.65	WCHS 0.8	WCHS 0.8	WCHS 0.8	WCHS 0.8	WCHS 0.8	WCHS 0.8	WCHS 0.8	WCHS 0.8	WCHS 0.8
6		WLZT-F 0.6	WLZT-F 0.6	WKWS-F 0.7	WKWS-F 0.7	WKWS-F 0.7	WKWS-F 0.7	WKWS-F 0.7	WKWS-F 0.7	WKWS-F 0.7	WKWS-F 0.7
7			WVNS-F 0.5	WVNS-F 0.5	WVNS-F 0.5	WVNS-F 0.5	WVNS-F 0.5	WVNS-F 0.5	WVNS-F 0.5	WVNS-F 0.5	WVNS-F 0.5

8											
9											
10											
11											

1996		1997		1998		1999		2000		2001	
1	WQBE-F 3.6	WQBE-F 3.8	WQBE-F 4.0	WQBE-F 4.3	Not Available	WQBE-F 3.8	WQBE-F 3.8	WQBE-F 3.8	WQBE-F 3.8	WQBE-F 3.8	WQBE-F 3.8
2						WVSR-F 1.9	WVSR-F 1.9	WVSR-F 1.9	WVSR-F 1.9	WVSR-F 1.9	WVSR-F 1.9
3						WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3	WVAF-F 1.3
4						WCHS 1.2	WCHS 1.2	WCHS 1.2	WCHS 1.2	WCHS 1.2	WCHS 1.2
5						WKLC-F 1.1	WKLC-F 1.1	WKLC-F 1.1	WKLC-F 1.1	WKLC-F 1.1	WKLC-F 1.1

6											
7											
8											
9											
10											
11											

2002		2003	
1	WQBE-F 3.1	WQBE-F 3.2	WQBE-F 3.2
2	WVAF-F 1.8	WVAF-F 1.9	WVAF-F 1.9
3	WKWS-F 1.7	WCHS 1.7	WCHS 1.7
4	WCHS 1.6	WKWS-F 1.4	WKWS-F 1.4
5	WVSR-F 1.4	WRVZ-F 1.3	WRVZ-F 1.3
6	WRVZ-F 1.3	WVSR-F 1.2	WVSR-F 1.2
7	WKAZ-F 1.0	WKAZ-F 1.2	WKAZ-F 1.2
8	WKLC-F 1.0	WKLC-F 1.0	WKLC-F 1.0

DUNCAN'S COMMENTS:

A slowly growing small market. The lack of new entries into Charleston has helped. However, WQBE soaks up so much revenue there is not much left for the other viable stations to take for themselves.

WQBE is a wonderful station and has managed to maintain audience shares approaching 20% for about 20 years.

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1	Not Available \$	1 Bristol \$ 3.5 (36.8)	1 Bristol \$ 3.7 (44.0)	2 West Virginia NA	2 West Virginia NA
				3 LM NA	3 LM NA

1997		1998		1999	
1	Not Available \$	1 Bristol \$ NA	1 Not Available \$	2 West Virginia NA	2 West Virginia NA

2000		2001		2002	
1	Bristol \$ 4.6 (33.3)	1 Bristol \$ 6.0 (45.9)	1 West Virginia \$ 7.7	2 West Virginia 4.9 (37.1)	2 Nininger 5.2
		2 West Virginia 4.9 (37.1)	3 LM 1.5	3 LM 1.1 (8.4)	3 LM 1.5

2003		All 2002 and 2003 financial data is provided by BIA Financial.	
1	West Virginia \$ 7.9		
2	Nininger 5.2		
3	LM 1.5		
4			
5			