

**CHARLOTTE
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>	
WBT	15.4	20.4	24.3	19.5	17.5	15.8	13.0	12.1	11.2	10.5	8.3	7.3	7.5	6.4	8.1	6.2	6.9	7.3	8.4	7.4	6.9	6.3	5.3	6.4	5.9	6.5	5.2	4.5	4.6	WBT, 1110 (N/T)
WLNK-F	8.9	8.2	8.4	7.6	7.7	7.8	9.1	9.1	9.7	8.3	7.4	4.6	5.8	5.3	4.3	4.7	5.0	5.7	5.2	6.4	5.1	3.9	4.0	4.1	4.2	3.9	3.8	4.7	4.0	WLNK-F, 107.9 (AC)
WFNZ	17.6	13.7	16.0	15.0	10.8	9.1	7.3	3.8	1.5	0.7	0.5	1.0	0.8	0.2	4.0	0.2	-	0.5	0.9	0.4	1.0	0.5	1.0	1.3	1.2	1.3	1.3	1.5	2.0	WFNZ, 610 (S)
WNKS-F	7.4	7.6	8.3	8.9	9.0	9.9	8.7	9.6	8.3	7.5	9.1	8.5	7.0	5.0	4.6	3.3	1.0	2.3	2.6	4.7	4.9	5.5	5.1	6.4	8.1	7.8	7.2	6.9	6.0	WNKS-F, 95.1 (CHR)
WYFQ	5.7	6.0	6.2	5.8	4.1	5.0	3.6	3.8	3.1	1.5	1.2	0.8	0.6	0.6	0.5	0.3	0.2	-	-	-	-	-	-	-	-	-	-	-	-	WYFQ, 930 (REL)
WSOC-F	3.5	5.7	5.2	8.5	13.5	11.8	16.3	13.3	15.9	16.6	12.9	13.0	12.2	14.7	14.9	12.7	12.1	12.8	11.3	10.9	10.2	8.7	8.2	6.9	5.4	5.1	6.3	6.1	6.0	WSOC-F, 103.7 (C)
WSSS-F	6.3	5.8	5.2	9.7	8.5	9.4	8.9	9.7	7.1	6.4	8.7	9.1	6.4	5.4	6.8	5.6	5.1	4.1	4.2	3.4	4.2	3.5	4.4	3.7	2.9	4.0	4.1	3.5	3.0	WSSS-F, 104.7 (O-80'S)
WGIV	9.5	10.4	7.6	6.5	5.5	5.4	5.6	5.2	3.3	2.1	1.5	1.6	1.6	1.4	1.3	0.4	1.0	1.2	0.7	0.5	0.9	0.7	1.0	1.3	0.9	1.0	1.2	1.0	-	WGIV, 1600 (G)
WPEG-F	-	-	1.0	1.4	5.1	6.8	7.9	9.9	10.2	10.9	12.8	10.8	13.1	9.1	10.1	12.0	12.6	11.0	10.9	10.7	9.5	10.1	10.3	10.3	8.9	8.9	6.9	7.2	7.4	WPEG-F, 97.9 (B)
WGFY	4.6	3.6	4.4	2.9	2.3	2.3	1.0	2.2	1.0	0.8	0.5	0.3	0.5	-	0.2	-	-	-	-	1.0	0.1	0.3	-	-	-	-	-	-	-	WGFY, 1480 (KID)
WBAV-F				1.4	1.8	3	3.4	2.9	8.2	5.1	5.8	5.4	3.9	9.2	8.3	7.8	6.2	4.3	4.9	3.8	4.2	4.4	4.9	5.5	5.5	4.7	5.4	6.1	6.2	WBAV-F, 101.9 (B/AC)
WKKT-F							3.7	3.3	3.3	7.0	9.1	6.9	5.8	4.5	4.0	5.8	7.6	8.0	6.8	6.0	6.5	5.2	6.3	5.5	5.5	5.4	5.1	4.7	5.3	WKKT-F, 96.9 (C)
WEND-F							-	-	2.7	5.9	4.3	6.5	8.0	7.8	7.6	7.7	8.5	1.1	1.0	0.5	2.2	4.0	4.0	3.3	3.1	3.4	3.4	3.6	3.3	WEND-F, 106.5 (AOR)
WXRC-F										2.2	1.5	0.8	0.8	0.9	2.0	3.4	3.1	2.8	2.2	2.1	1.5	1.6	2.6	2.8	2.8	2.4	1.6	1.6	2.9	WXRC-F, 95.7 (CH)
WLYT-F												1.8	4.6	5.4	6.4	6.2	6.6	5.0	4.6	5.9	5.8	6.4	6.4	6.9	6.9	6.2	6.0	6.0	5.9	WLYT-F, 102.9 (SAC)
WWMG-F												5.4	5.3	4.2	4.7	3.9	3.8	4.6	4.7	5.0	5.2	5.6	5.5	6.0	6.0	5.5	5.5	5.0	4.1	WWMG-F, 96.1 (O)
WCHH-F																					0.8	1.7	2.0	2.0	2.8	3.5	3.2	3.1	2.9	WCHH-F, 92.7 (B)
WNOW																					-	-	-	-	0.7	0.9	1.4	1.4	2.0	WNOW, 1030 (SP)
WRFX-F																-	-	7.1	8.0	8.4	8.2	8.0	6.9	6.5	5.7	5.6	5.8	5.3	4.7	WRFX-F, 99.7 (CL. AOR)
WNMX-F																					1.7	2.5	2.2	2.2	2.5	1.7	1.9	1.8	1.9	WNMX-F, 106.1 (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>	
WBT	39.1	35.2	33.7	28.0	27.8	19.6	22.1	15.8	17.1	13.5	15.7	13.1	12.9	16.9	18.6	15.1	15.1	14.2	13.5	14.8	13.2	14.7	14.1	10.9	10.5	
WLNK-F	17.9	14.6	21.6	23.3	25.0	21.0	20.9	15.0	15.0	15.1	14.1	13.3	16.8	15.5	17.3	16.1	15.1	13.1	12.6	14.1	12.8	13.4	13.2	13.3	12.2	
WFNZ	33.5	26.7	24.9	21.0	9.2	4.6	3.2	2.1	0.9	-	2.1	1.4	-	2.5	3.2	3.0	2.6	2.7	3.1	3.3	3.2	3.7	4.0	4.3	4.4	
WNKS-F	17.3	19.5	19.3	21.7	17.0	15.9	21.3	20.6	16.7	12.8	13.1	11.0	4.4	8.7	10.9	15.1	15.1	17.9	18.6	21.6	21.4	20.0	18.6	19.0	18.3	
WYFQ	13.7	14.6	13.9	9.8	8.9	6.0	5.5	2.6	2.8	2.2	3.1	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	
WSOC-F	23.9	20.8	22.3	25.8	27.0	27.3	25.2	22.3	26.0	26.7	22.4	25.1	24.3	25.2	23.0	23.7	21.7	19.2	17.8	15.3	13.7	12.7	12.6	16.4	14.1	
WSSS-F	14.5	15.4	13.8	16.0	17.8	14.5	16.7	18.1	16.1	13.7	16.2	14.5	14.0	11.9	10.4	14.9	11.2	10.1	11.0	10.1	8.5	12.1	9.5	8.8	10.8	
WGIV	12.5	12.0	10.3	13.0	9.7	6.8	4.6	3.7	4.0	3.8	3.5	2.4	3.3	3.7	2.3	1.4	2.1	1.5	2.3	2.4	2.1	2.5	2.3	2.1	-	
WPEG-F	11.3	11.9	14.6	15.5	17.1	15.3	18.2	16.7	17.6	17.1	17.4	17.4	17.7	18.0	15.6	16.4	17.3	16.9	19.2	18.4	18.0	17.2	16.1	17.3	15.4	
WGFY	6.6	-	-	3.3	3.3	1.6	1.8	2.2	2.0	-	-	-	-	-	-	2.0	0.7	0.7	-	-	-	-	-	-	-	-
WBAV-F		6.9	8.9	9.9	16.2	8.4	10.7	8.9	8.7	18.7	19.6	21.0	18.3	14.1	13.8	8.8	10.4	8.6	9.6	9.4	9.9	9.3	11.3	10.0	11.6	
WKKT-F				10.8	10.1	11.4	12.4	14.7	14.3	12.7	12.7	8.3	10.8	17.8	16.7	17.1	16.8	15.6	14.8	14.8	14.4	12.1	12.3	12.1	13.8	
WEND-F						12.7	12.5	11.2	13.9	16.0	15.0	15.7	19.5	4.2	2.5	2.6	8.0	11.3	10.6	9.8	9.4	9.7	8.8	8.3	10.1	
WXRC-F								5.5	2.5	3.1	2.6	5.9	7.7	9.3	8.3	7.5	6.5	4.3	7.6	7.7	7.9	7.5	4.8	7.4	9.5	
WLYT-F										8.0	9.1	13.3	15.2	13.6	13.4	12.4	16.7	16.1	16.1	14.9	15.7	14.2	15.6	13.7	12.7	
WWMG-F									10.6	10.3	11.0	10.8	11.4	8.5	14.6	11.8	13.5	13.9	12.9	14.3	13.5	12.2	11.0	11.5	11.2	
WCHH-F																	3.0	3.4	5.1	5.2	7.8	7.0	9.1	1.7	10.5	
WNOW																					0.6	1.2	1.3	1.8	2.5	
WRFX-F													18.7	18.3	19.1	19.9	20.3	19.3	15.0	16.7	14.1	13.6	12.8	13.3	14.2	
WNMX-F																	3.8	4.8	4.5	5.0	5.0	3.6	3.7	4.2	3.9	

CHARLOTTE

	<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	9.5	--	--	--	--	--	--	--	--	14.2 %	33.1 %	--	--	--	1976
1977	11.1	16.8 %	--	--	--	--	--	--	--	13.6	29.2	18	--	--	1977
1978	12.7	14.4	--	--	--	--	--	--	--	14.0	36.0	16	--	--	1978
1979	14.4	13.4	--	--	--	--	--	--	--	14.6	48.8	18	--	--	1979
1980	15.2	5.6	--	--	--	--	--	--	--	14.9	49.1	19	--	--	1980
1981	16.5	8.6	.980	16.84	4.7	.0034	--	--	--	15.1	56.0	21	--	--	1981
1982	17.6	6.7	1.01	17.43	5.1	.0035	--	--	--	16.9	58.7	22	--	--	1982
1983	18.7	6.3	1.02	18.33	5.8	.0035	.211	--	--	18.3	67.2	20	13	--	1983
1984	21.2	13.4	1.03	20.58	6.1	.0037	.221	WSOC-F	4.0	16.8	71.2	30	13	--	1984
1985	23.7	11.8	1.05	22.79	6.6	.0034	.268	N/A	N/A	16.5	75.5	27	13	--	1985
1986	26.0	9.7	1.06	24.07	7.6	.0034	.325	WEZC-F	5.5	16.7	84.5	27	13	--	1986
1987	27.1	4.2	1.09	24.86	7.4	.0036	.320	WEZC-F	4.7	17.3	82.4	30	11.5	10.0	1987
1988	30.4	12.2	1.11	27.39	8.1	.0037	.353	WSOC A/F	5.2	16.2	85.5	24	11	11.4	1988
1989	32.9	8.2	1.13	29.12	8.4	.0039	.390	WSOC A/F	6.0	17.2	86.2	26	11	11.9	1989
1990	33.2	0.9	1.18	29.12	8.8	.0038	.409	WSOC A/F	6.1	16.8	88.7	25	11	13.5	1990
1991	32.7	-1.5	1.20	27.25	9.0	.0036	.401	WSOC A/F	5.9	15.8	87.8	28	11	15.5	1991
1992	36.8	12.5	1.22	30.64	9.0	.0040	.449	WSOC A/F	6.1	16.4	87.7	28	12	13.0	1992
1993	40.7	10.6	1.26	32.30	10.1	.0040	.497	WSOC A/F	7.2	15.8	85.2	23	12	14.2	1993
1994	47.9	18.1	1.28	37.42	11.0	.0043	.587	WSOC-F	7.9	16.2	86.8	26	13	15.0	1994
1995	56.0	17.0	1.29	43.41	12.0	.0047	.690	WSOC-F	9.0	15.9	85.7	24	13	15.5	1995
1996	70.0	25.0	1.34	52.24	12.8	.0055	.868	WRFX-F	9.8	15.2	88.3	27	13	14.2	1996
1997	77.8	11.1	1.37	56.79	14.2	.0055	.973	WRFX-F	11.5	15.7	89.4	26	14.5	16.0	1997
1998	92.4	12.2	1.40	66.00	15.2	.0061	1.28	WBT	12.1	15.6	90.9	25	15	14.6	1998
1999	105.9	12.8	1.45	73.03	16.6	.0064	1.34	WRFX-F	12.2	14.7	88.2	26	15	15.8	1999
2000	108.2	2.2	1.46	73.91	20.6	.0053	1.37	WRFX-F	11.8	14.3	89.4	29	16	17.9	2000
2001	98.1	-9.3	1.52	64.54	21.9	.0045	1.28	WNKS-F	11.3	14.0	87.5	23	16	19.4	2001
2002	108.5	NM	1.55	70.00	23.0	.0047	1.474	WRFX-F	11.9	14.4	88.0	29	--	22.1	2002
2003	107.0	-1.4	1.58	67.72	24.4	.0044	1.430	WBT	11.1	13.2	87.8	24	16	22.9	2003

MAJOR STATIONS - JANUARY 2004

WBT	1110	50KW (DA-N)	News/Talk	Jefferson-Pilot	WLYT-F	102.9	31KW@1535	Soft AC	Clear Channel
WFNZ	610	5KW/1KW (DA-2)	Sports	CBS	WNKS-F	95.1	100KW@1542	CHR	CBS
WNOV	1030	10KW (DAYS)	Hispanic	Baker	WPEG-F	97.9	94KW@1610 (DA)	Black	CBS
					WRFX-F	99.7	84KW@1056 (DA)	Classic AOR	Clear Channel
					WSOC-F	103.7	100KW@1348	Country	CBS
WBAV-F	101.9	99KW@987	Black/AC	CBS	WSSS-F	104.7	100KW@1210	Oldies-80's	CBS
WCHH-F	92.7	6KW@328	Black	Radio One	WWMG-F	98.1	99KW@1738	Oldies	Clear Channel
WEND-F	108.5	84KW@1047	AOR-Modern	Clear Channel	WXRC-F	95.7	100KW@1020 (DA)	Classic Hits	
WKKT-F	96.9	100KW@1548 (DA)	Country	Clear Channel					
WLNK-F	107.9	100KW@1694	AC/Modern	Jefferson-Pilot					

CHARLOTTE

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000	
CHR/AOR	25	29	27	CHR AOR/CL	14 8	16 10	15 12	7 14	6 16	7 15	11 15
MOR/AC	30	21	27	MOR/FS AC/OLD	9 13	9 20	8 19	10 18	10 5	7 5	11 5
COUNTRY	12	15	19		25	23	21	25			
BTF/EZ/SAC	14	10	9		4	1	7				
							SOFT AC	7	6	9	8
NEWS/TALK	9	7	--		1	--	--		--	--	8
SPORTS									1	2	2
BLACK/URBAN	11	14	16		17	16	15	14	17	19	20
SMOOTH JAZZ										2	
STANDARDS	--	--	4		2	--	--	--	3	2	2
HISPANIC											1
RELIG/GOSPEL					4	3	3	5	3	3	2
CLASSICAL											

STATION NOTES

(Major call letter and format changes)

WFNZ	WAYS until 84; WROQ until 86; WAES until 90; WGKL until 92; WAQS until 94; CHR until about 82; Oldies until ---; WRFX until 95
WLNK-F	WBT-F until 78; WBCY until 89; WBT-F again until 95; EZ until 78; CHR until 89
WSSS-F	EZ until 82; WEZC until 89; AC until 94; WMXC until 94
WBAV-F	WZXI until 87; WLIT until 88; WCKZ until 94; AC until 83; Soft AC during late 80's then CHR until 94
WKKT-F	WLVV until 84; WLVK until 90; WTDR until 97; AC until 84
WNKS-F	WROQ until 89; WZZG until 90; CHR until 90; WGKL and then Oldies until 91; WAQQ until 94; WEDJ until 96
WGIV	WGIV until 93; WBAV until 98
WPEG-F	CHR until 80
WGFY	Country until 79; Religion until 90; WAME until 90; WCNT until 92; WIST until 96; WNMX until 96; WTLT until 98
WYFQ	MOR until 76; News until 81; Standards until 81; Country until ---; WSOC until ---
WRFX-F	Moved from 106.5 to 99.7 in early 90's
WEND-F	Assumed 106.5 in early 90's; WRDX until 95; Oldies until 95
WLYT-F	WEZC-F until 95; EZ to Soft AC
WNMX-F	WIST until 96
WCHH-F	WCCJ until 00; Jazz until 99

MAJOR STATION TRANSACTIONS: 1970 to 2003

1973 WROQ-F	Sold To Sis	\$	313,000
1972 WEZC-F	Sold to EZ		200,000
1974 WGIV	From Tracy to BENI		1,012,000
1974 WHVN			475,000
1981 WGIV	Sold by BENI		1,750,000
1982 WQRV/WLVK-F (Statesville)	To Capitol (Goodman)		1,750,000
1983 WQCC			400,000
1984 WHVN			410,000
1984 WGIV	Sold to Allaway		600,000
1984 WQRV/WLVK-F	From Capitol (Goodman) to Capitol (Johnson)		4,000,000
1985 WGIV	From Allaway to Founders		500,000
1985 WRKB/WRFX-F (Kannapolis)	From Downs to Metroplex		6,000,000
1986 WGSP	Sold to Willis		380,000
1986 WAES, WROQ-F	Sold to CRB		13,000,000
1986 WGIV, WPEG-F	From Suburban to Sky		16,000,000
1985 WCKZ-F (Gastonia)	Sold to Beasley		6,100,000
1988 WQCC			431,000
1988 WGIV, WPEG-F	From Dorton to Broadcasting Partners		13,500,000
1988 WAES, WROG-F	From CRB to Adams to Tenore		8,500,000
1988 WRFX-F (Kannapolis)	From Metroplex to Pyramid		15,400,000
1989 WLVK-F	Sold by Capitol (Johnson) to Trumper		8,000,000
1989 WSIC, WFMX-F (Statesville)	Sold to Adventure		3,750,000
1989 WBIG	Sold by Beasley		125,000
1989 WAME	From Swaggert to CBN		725,000
1991 WSOC	Sold by Cox		475,000
1992 WSOC-F	Traded by Cox to EZ	WHQT in Miami	
1992 WSOC	Sold by Cox		475,000
1993 WEZC-F	From Keymarket to Trumper		6,000,000
1993 WWMG-F	From Voyager to Dalton		4,500,000
1993 WCKZ-F	From receivership to Broadcasting Partners		3,000,000
1993 WAES, WAQQ-F	From Adams receivership to Pyramid		4,000,000
1994 WXR-F (Hickory)			3,050,000
1995 WBAV A/F	From Broadcasting Partners to Evergreen		5,000,000
1995 WPEG-F	From Broadcasting Partners to Evergreen		26,000,000
1995 WSTP, WRDX-F (Salisbury)	Sold to Dalton		3,000,000
1995 WBZK-F (Chester)	Sold to Jefferson-Pilot		1,500,000
1995 WTDR-F, WEZC-F	From Trumper to SFX		23,500,000
1995 WEDJ-F	From Pyramid to Evergreen		9,000,000
1995 WRFX A/F	From Pyramid to Evergreen		29,000,000
1996 WSIC/WFMX-F	From Adventure to Benchmark		9,600,000
1996 WSSS-F	From EZ to Amer. Radio Syst.		16,000,000
1996 WSOC-F	From EZ to Amer. Radio Syst.		50,000,000
1996 Evergreen's Charlotte stns	Traded to ARS	WIOQ, WUSL-F in Phil.	
			plus \$10.0 mil.
1996 WSIC/WFMX-F	From Benchmark to Capstar		13,100,000
1997 WRFX-F	Traded by ARS to SFX	WDSY-F (Pitts) plus	
1997 WKKT-F	From SFX to Hicks/Chancellor		41,000,000
1997 WLYT-F	From SFX to Hicks/Chancellor		39,000,000
1997 WRFX-F	From SFX to Hicks/Chancellor		59,000,000
1997 WGIV, WBAV-F	From Amer. Radio Syst. To CBS		25,000,000
1997 WFNZ	From Amer. Radio Syst. To CBS		2,000,000
1997 WNKS-F	From Amer. Radio Syst. To CBS		20,000,000
1997 WPEG-F	From Amer. Radio Syst. To CBS		65,000,000
1997 WSOC-F	From Amer. Radio Syst. To CBS		80,000,000
1997 WSSS-F	From Amer. Radio Syst. To CBS		18,000,000
1999	All AM/FM and Capstar stations sold to Clear Channel		
2000 WCCJ-F	From Davis to Radio One		N/A
2000 WEND-F	From Dalton to Mercury to Clear Channel		15,000,000
2000 WWMG-F	From Dalton to Clear Channel		45,000,000
2000 WIXE	Sold to Multicultural		390,000
2004 WGSP			2,000,000
2004 WABZ-F (Albemarle)	From Susquehanna to Radio One		11,500,000

CHARLOTTE

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 WSOC-F 4.0	Not Available	WEZC-F 5.5	WEZC-F 4.7	WSOC AF 5.2	WSOC AF 6.0
2 WBT 3.0		WSOC AF 5.0	WSOC AF 4.0	WEZC-F 4.6	WBT 4.3
3 WBCY-F 2.7		WBT 3.7	WBT 2.9	WBT 3.8	WRFX-F 4.2
4 WEZC-F 2.5		WBCY-F 2.7	WRFX-F 2.8	WFRX-F 3.7	WMXC-F 3.8
5 WROQ-F 1.8		WROQ-F 2.8	WPEG-F 2.5	WPEG AF 3.0	WPEG AF 3.2
6		WLVK-F 2.0	WLVK-F 2.4	WVMG-F 2.2	WVMG-F 2.6
7		WPEG-F 1.7	WROQ-F 2.3	WLVK-F 2.1	WCKZ-F 2.3
8		WZXI-F 1.4	WBCY-F 1.8	WBCY-F 1.9	WLVK-F 2.2
9		WRFX-F 1.3	WLIT-F 1.2	WCKZ-F 1.5	WEZC-F 1.4
10				WROQ-F 1.3	WROQ-F 1.2

1990	1991	1992	1993	1994	1995
1 WSOC AF 6.1	WSOC AF 5.9	WSOC-F 6.1	WSOC-F 7.2	WSOC-F 7.9	WSOC-F 9.0
2 WRFX-F 4.6	WRFX-F 5.2	WRFX-F 5.4	WRFX-F 5.8	WRFX-F 7.0	WRFX-F 8.2
3 WBT 3.9	GIV/PEG-F 3.7	WPEG AF 4.4	WPEG AF 5.2	WPEG-F 5.9	WPEG-F 6.7
4 WMXC-F 3.9	WBT 3.3	WBT 3.5	WBT 4.4	WBT 4.6	WBT AF 6.0
5 WPEG AF 3.1	WMXC-F 3.2	WMXC-F 3.3	WTDR-F 3.6	WTDR-F 4.5	WWSN-F 4.5
6 WCKZ-F 2.3	WVMG-F 2.5	WTDR-F 2.8	WBT-F 3.1	WBT-F 4.4	WTDR-F 4.5
7 WVMG-F 2.1	WCKZ-F 2.2	WVMG-F 2.7	WEZC-F 3.0	WVMG-F 3.5	WVMG-F 4.0
8 WEZC-F 1.9	WEZC-F 2.1	WEZC-F 2.6	WVMG-F 2.4	WSSS-F 3.1	WSSS-F 4.0
9 WTDR-F 1.2	WTDR-F 1.9	WBT-F 2.1	WMXC-F 2.3	WEZC-F 2.8	WLYT-F 3.1
10 WBT-F 1.0	WBT-F 1.1	WCKZ-F 1.9		WEDJ-F 2.0	WEDJ-F 2.1
11				WBAV-F 1.3	WBAV AF 1.7

1996	1997	1998	1999	2000	2001
1 WRFX-F 9.8	WRFX-F 11.5	WBT AF 12.1	WRFX-F 12.2	WRFX-F 11.8	WNKS-F 11.3
2 WSOC-F 9.7	WSOC-F 10.1	WRFX-F 12.0	WBT AF 12.1	WPEG-F 11.4	WRFX-F 10.6
3 WBT AF 7.2	WPEG AF 7.8	WSOC-F 9.4	WPEG-F 10.1	WNKS-F 11.1	WPEG-F 8.8
4 WPEG-F 7.0	WLYT-F 7.2	WPEG-F 8.5	WSOC-F 9.1	WLYT-F 9.8	WLYT-F 8.1
5 WWSN-F 5.7	WBT AF 6.0	WLYT-F 8.4	WNKS-F 8.7	WSOC-F 8.1	WBT AF 8.1
6 WTDR-F 5.3	WKKT-F 5.9	WKKT-F 6.5	WLYT-F 8.6	WVMG-F 8.0	WLNK-F 7.2
7 WLYT-F 5.1	WVMG-F 5.1	WLNK-F 6.1	WVMG-F 7.6	WKKT-F 8.0	WKKT-F 6.6
8 WVMG-F 4.5	WSSS-F 4.8	WVMG-F 5.6	WKKT-F 7.0	WBT AF 7.8	WSOC-F 6.5
9 WSSS-F 3.9	WLNK-F 4.7	WSSS-F 5.4	WLNK-F 6.8	WLNK-F 7.5	WSSS-F 6.4
10 WNKS-F 2.9	WNKS-F 4.0	WNKS-F 5.4	WBAV-F 6.1	WBAV-F 5.9	WVMG-F 6.1
11 WEND-F 2.3	WBAV-F 3.1	WBAV-F 4.5	WSSS-F 5.6	WSSS-F 5.7	WBAV-F 5.5
12 WBAV AF 1.9	WEND-F 2.5	WEND-F 3.0	WEND-F 3.3	WEND-F 4.0	WEND-F 4.5
13		WCCJ-F 1.3	WXRC-F 2.8	WFNZ 3.2	WFNZ 3.3
14				WXRC-F 2.3	WCHH-F 2.1

HIGHEST BILLING RADIO ENTITIES

1984	1985	1986
1 EZ \$ 11.0 (23.0)	1 Evergreen \$ 18.7 (33.4)	1 Amer. Radio \$ 26.2 (37.4)
2 Pyramid 9.5 (19.8)	2 EZ 13.0 (23.2)	2 Jefferson-Pilot 12.9 (18.4)
3 Jefferson-Pilot 9.0 (18.8)	3 Jefferson-Pilot 10.5 (18.8)	3 SFX 10.4 (14.9)
4 Trumper 7.3 (15.2)	4 SFX 7.6 (13.6)	4 WRFX-F 9.8 (13.9)
5 Bdcst. Partners 7.2 (15.0)	5 Dalton 4.6 (8.2)	5 Dalton 6.8 (9.7)

1987	1988	1989
1 CBS \$ 30.5 (39.1)	1 CBS \$ 34.2 (37.0)	1 CBS \$ 40.8 (38.5)
2 Capstar 24.6 (31.5)	2 Capstar 27.3 (29.5)	2 Clear Channel 38.7 (38.6)
3 Jefferson-Pilot 10.7 (13.7)	3 Jefferson-Pilot 18.2 (19.7)	3 Jefferson-Pilot 18.9 (17.8)
4 Dalton 7.6 (9.7)	4 Dalton 8.6 (9.3)	

2000	2001	2002
1 CBS \$ 45.7 (42.2)	1 CBS \$ 42.2 (43.1)	1 Clear Channel \$ 42.0
2 Clear Channel 41.6 (38.4)	2 Clear Channel 35.7 (36.6)	2 CBS 41.6
3 Jefferson-Pilot 15.3 (14.1)	3 Jefferson-Pilot 15.2 (15.5)	3 Jefferson-Pilot 20.3
	4 Radio One 2.1 (2.1)	4 Radio One 2.0

2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1 CBS \$ 42.5		
2 Clear Channel 36.3		
3 Jefferson-Pilot 21.0		
4 Radio One 2.6		
5		

2002	2003
1 WRFX-F 11.9	WBT 11.1
2 WBT 11.8	WLNK-F 9.9
3 WNKS-F 9.8	WRFX-F 9.5
4 WLYT-F 9.5	WNKS-F 9.2
5 WLNK-F 8.5	WLYT-F 9.2
6 WVMG-F 7.8	WSOC-F 8.5
7 WKKT-F 7.8	WPEG-F 7.6
8 WSOC-F 7.6	WBAV-F 7.5
9 WPEG-F 7.2	WKKT-F 7.1
10 WBAV-F 7.2	WVMG-F 6.2
11 WKQC-F 5.9	WKQC-F 5.4
12 WEND-F 5.0	WEND-F 4.3

DUNCAN'S COMMENTS:

A fair medium sized market during the 1970's Charlotte had become a fine large radio market by the mid-90's. When I began gathering this data in the 70's I would have never imagined that Charlotte would become a hundred million dollar market by the end of the century. It is also important to note that the number of new viable stations has been comparatively low.

The downside to the market is the rapid decline in radio listening in Charlotte. This has been true in all radio markets but it seems particularly dramatic in Charlotte. Also of note is the sharp increase in listening to non-commercial stations (see the "Unlisted Station Listening" column). Charlotte's 22.9% figure is one of the highest in the nation. This number will only increase as satellite radio gains listeners and listening.

It is difficult to select one outstanding station for Charlotte. WBT and WSOC were good candidates but their audience shares have declined so much in the last decade that they were ruled out. WNKS has become a major property after almost disappearing from sight in the early 90's. Probably the most consistent station in both revenue and ratings has been WRFX.