

**DAYTON  
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>			
WHIO	17.1	15.6	15.7	15.8	15.7	12.3	12.2	10.9	9.5	8.9	9.5	8.3	7.5	8.9	8.9	6.8	7.6	8.1	6.5	7.1	5.9	6.3	5.7	5.5	5.1	5.5	4.6	5.1	6.1	WHIO, 1290 (N/T)		
WHKO-F	15.7	12.7	13.5	17.5	15.4	16.0	17.4	15.2	11.7	15.2	15.5	12.1	11.2	11.3	8.5	8.3	10.2	11.8	12.0	12.4	13.5	12.9	12.7	11.9	11.8	9.8	9.9	9.5	9.7	WHKO-F, 99.1 (C)		
WTUE-F	7.4	6.3	7.1	10.0	10.1	10.7	9.9	13.9	12.5	12.6	9.3	7.8	13.5	13.8	8.8	8.5	7.7	7.7	7.3	8.7	8.2	7.6	6.7	6.1	7.3	6.3	6.8	7.3	6.4	WTUE-F, 104.7 (AOR)		
WING	9.4	12.1	11.0	11.5	8.8	8.2	8.5	6.5	5.5	4.8	3.9	2.5	2.6	3.0	2.5	2.1	1.2	1.1	1.1	1.9	1.0	0.9	0.9	0.8	0.7	0.6	0.8	1.0	1.3	WING, 1410 (S)		
WMMX-F	6.0	6.5	7.0	7.1	5.4	8.2	8.6	6.3	5.8	6.5	4.8	8.0	6.1	7.1	6.5	6.6	6.7	6.4	7.2	8.1	8.0	8.3	8.8	8.4	8.0	9.4	7.0	8.3	7.5	WMMX-F, 107.7 (AC)		
WONE	8.4	9.8	11.1	8.3	8.2	9.5	7.0	6.7	7.3	6.9	7.0	5.6	7.0	5.1	5.1	3.8	3.8	3.5	3.0	1.9	2.8	3.4	3.8	3.9	3.4	4.0	3.3	3.7	3.1	WONE, 980 (ST)		
WDAO	5.3	8.6	8.7	7.1	5.9	5.9	4.0	5.3	4.6	3.9	3.2	3.5	3.6	2.1	2.4	3.9	4.1	2.1	1.7	2.5	1.7	2.2	1.8	2.0	2.3	1.8	1.9	1.7	1.7	WDAO, 1210 (B)		
WXEG-F					6.7	6.7	8.3	5.3	4.9	4.3	5.2	5.3	4.9	4.4	3.2	5.8	4.6	3.7	4.1	2.3	2.9	4.5	3.8	4.3	3.4	3.4	4.6	5.2	4.4	WXEG-F, 103.9 (AOR)		
WGTZ-F					0.3	0.2	2.2	4.2	5.6	6.2	11.3	10.8	11.4	10.6	8.5	10.0	8.4	6.8	7.0	6.1	6.5	6.6	5.0	5.5	4.8	4.5	4.8	3.6	3.7	WGTZ-F, 92.9 (CHR)		
WLQT-F	8.3	7.0	4.3	2.8	4.6	5.2	3.7	3.4	4.9	3.8	2.7	2.8	3.0	4.7	6.0	5.3	6.2	4.7	5.4	6.7	5.5	5.9	6.5	6.1	6.5	7.6	8.2	7.7	7.2	WLQT-F, 99.9 (SAC)		
WZLR-F							1.2	2.2	2.2	2.4	1.9	0.8	0.4	-	-	0.5	1.0	1.1	-	-	-	-	-	-	-	-	-	1.6	1.0	2.7	WZLR-F, 95.3 (CL.AOR)	
WDHT-F											1.2	0.7	0.8	6.5	6.5	5.9	5.7	4.3	3.6	3.1	3.4	4.2	4.3	5.2	4.7	4.6	4.6	4.6	6.5	WDHT-F, 102.9 (B)		
WPFB-F											0.8	0.6	1.0	0.5	0.5	1.7	2.5	2.9	3.1	2.6	2.1	1.8	1.6	1.3	0.8	1.2	1.0	1.1	1.4	WPFB-F, 105.9 (C)		
WDPT-F											1.7	1.1	1.7	3.4	3.4	3.4	2.0	2.2	1.2	1.7	1.9	2.2	3.5	3.4	2.4	2.1	1.7	2.2	1.5	WDPT-F, 95.7 (O-80'S)		
WDKF-F																				1.7	1.9	2.4	3.5	3.2	3.9	3.8	3.8	3.0	2.7	WDKF-F, 94.5 (CHR)		
WFCJ-F																				0.8	1.5	1.8	0.9	1.4	1.6	1.8	1.7	1.7	2.1	1.9	1.9	WFCJ-F, 93.7 (REL)
WKSJ-F																				1.4	1.6	1.3	1.2	1.4	1.5	1.5	1.4	1.1	1.4	1.6	WKSJ-F, 101.7 (C)	
WRNB-F																				6.6	7.5	6.8	7.2	6.3	6.1	5.7	6.8	7.5	7.5	5.6	5.5	WRNB-F, 92.1 (B/AC)

\* NOTE: 95.3 simulcasted with 95.7 from 1993 to 1999.

**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>		
WHIO	35.2	29.1	28.3	24.0	22.2	23.0	23.4	19.0	15.7	16.7	19.9	16.0	15.7	18.7	14.6	16.6	13.3	15.8	12.5	14.3	12.6	12.6	12.9	12.6	13.0		
WHKO-F	27.1	28.2	29.3	29.5	20.4	24.9	26.0	22.4	21.5	23.5	17.4	16.9	22.9	25.0	26.1	24.8	26.7	24.3	26.2	24.3	25.6	23.7	24.0	23.4	21.9		
WTUE-F	18.9	22.7	20.4	24.6	24.0	22.0	18.6	16.2	22.8	21.4	18.9	17.8	19.0	20.7	16.9	17.0	14.2	14.5	14.1	13.6	14.8	15.4	18.7	17.4	17.7		
WING	29.8	20.5	26.1	19.8	19.1	16.4	12.2	8.5	6.8	6.4	7.3	5.5	4.4	6.1	6.2	6.3	7.0	6.0	4.9	4.9	3.9	3.3	4.5	5.6	5.1		
WMMX-F	11.4	12.7	11.4	13.3	12.0	11.8	8.4	13.7	13.2	13.1	14.5	15.4	14.0	13.8	14.6	15.5	18.3	17.2	19.1	17.8	18.9	18.3	15.3	16.0	14.2		
WONE	19.0	18.9	17.2	14.2	16.0	15.6	13.6	10.5	12.7	10.1	10.3	7.3	7.8	7.8	6.3	6.9	8.0	6.4	8.0	8.0	6.5	8.0	7.1	7.2	7.0		
WDAO	8.5	-	-	7.3	-	-	-	7.1	4.9	4.5	4.2	7.2	8.1	5.8	3.5	3.5	3.2	2.9	3.5	2.8	3.2	2.6	2.6	2.2	2.3		
WXEG-F	14.3	15.4	21.3	18.3	15.6	11.0	13.6	12.6	12.2	14.6	9.4	12.2	13.2	11.2	10.0	7.3	12.8	11.8	12.9	12.6	12.4	12.5	14.4	12.3	13.6		
WGTZ-F	-	-	-	8.9	8.5	13.3	22.0	22.0	25.2	24.3	20.4	25.1	14.3	20.9	20.6	18.1	20.2	17.6	18.2	20.8	18.9	17.3	16.3	15.5	15.9		
WLQT-F	8.0	16.5	11.2	13.3	15.3	10.9	11.1	7.6	7.9	10.0	14.2	9.2	15.4	14.4	13.5	14.1	14.0	12.2	14.7	13.7	16.8	17.6	18.0	17.8	16.8		
WZLR-F					5.7	4.7	5.7	4.8	3.8	1.5	-	0.9	2.6	5.4	-	-	-	-	-	-	-	-	-	-	-	7.4	
WDHT-F									2.3	2.4	14.4	12.5	15.2	12.3	9.4	11.2	11.4	13.9	13.2	14.4	13.6	16.2	12.4	12.4	15.5		
WPFB-F									2.6	2.5	2.4	3.4	5.3	7.7	8.0	6.2	5.9	5.8	4.4	4.5	3.3	4.2	4.9	4.0	5.7		
WDPT-F									2.0	2.6	5.4	6.8	5.7	7.3	4.2	6.0	6.0	8.3	8.6	10.5	7.5	8.0	6.6	7.4	6.4		
WDKF-F																5.4	5.0	12.0	10.7	12.1	16.1	15.4	14.0	11.6	13.3		
WFCJ-F															2.6	4.2	6.1	4.3	5.0	4.3	5.4	5.6	6.1	6.3	5.2		
WKSJ-F															3.1	4.9	2.8	4.1	2.9	3.2	3.6	3.6	3.1	4.1	4.0		
WRNB-F															9.6	10.5	11.0	11.5	10.1	10.9	11.9	12.1	11.9	11.4	9.3		

## DAYTON

	<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	9.0	--	--	--	--	--	--	--	--	14.7 %	40.6 %	--	--	--	1976
1977	9.9	10.0 %	--	--	--	--	--	--	--	15.1	39.6	18	--	--	1977
1978	11.4	15.2	--	--	--	--	--	--	--	13.9	43.4	20	--	--	1978
1979	12.0	5.3	--	--	--	--	--	--	--	15.4	53.8	19	--	--	1979
1980	12.6	5.0	--	--	--	--	--	--	--	17.0	60.0	20	--	--	1980
1981	14.2	12.7	.927	15.32	3.8	.0037	--	--	--	15.6	63.3	20	--	--	1981
1982	14.7	3.5	.926	15.87	4.2	.0035	--	--	--	17.0	66.4	23	--	--	1982
1983	15.0	2.0	.926	16.20	4.7	.0032	.181	--	--	16.8	63.0	23	13	--	1983
1984	15.8	5.3	.927	17.04	4.9	.0034	.201	WHIO	2.6	16.2	66.8	24	13	--	1984
1985	16.8	6.3	.928	18.20	5.4	.0033	.204	WHIO	3.1	16.5	67.3	23	12	--	1985
1986	20.1	19.6	.924	21.61	5.8	.0036	.252	WHIO	3.4	16.2	69.3	23	12	--	1986
1987	21.3	6.0	.945	22.78	5.9	.0036	.276	WHIO	3.2	16.4	68.6	27	11.5	7.6	1987
1988	22.7	6.6	.950	24.14	6.0	.0038	.294	WHIO	3.5	15.4	67.5	23	10	9.9	1988
1989	21.5	-5.3	.955	22.75	6.6	.0033	.304	WTUE-F	3.5	16.2	73.0	22	10	13.5	1989
1990	22.3	3.7	.954	23.62	6.8	.0032	.294	WGTZ-F	3.2	15.5	70.1	25	11	15.0	1990
1991	21.2	4.9	.956	22.18	7.0	.0030	.275	WHIO	3.2	16.8	72.1	25	11.5	13.8	1991
1992	22.0	3.3	.963	22.85	7.4	.0033	.277	WHIO	3.2	16.4	74.5	27	12	9.3	1992
1993	22.5	2.6	.975	23.07	7.9	.0028	.288	WHKO-F	3.6	17.2	76.5	28	12	10.5	1993
1994	27.2	20.9	.982	27.70	9.1	.0030	.349	WMMX-F	4.1	14.9	77.7	27	12.5	13.5	1994
1995	28.8	6.0	.958	30.06	9.1	.0032	.381	WTUE-F	4.9	16.1	80.0	31	12.5	12.9	1995
1996	29.8	3.5	.953	31.27	9.7	.0031	.386	WMMX-F	4.5	15.9	80.9	26	12.5	11.1	1996
1997	31.9	7.0	.950	33.64	9.9	.0032	.400	WHKO-F	6.1	15.7	82.0	27	13	12.0	1997
1998	35.1	10.0	.940	37.34	10.2	.0034	.438	WHKO-F	6.9	15.0	80.1	27	13	12.6	1998
1999	38.6	9.1	.943	40.93	10.7	.0036	.489	WHKO-F	7.0	14.9	78.7	29	13	11.8	1999
2000	39.4	2.1	.956	41.21	11.6	.0034	.500	WMMX-F	7.1	14.6	79.09	26	13.5	13.4	2000
2001	39.7	0.8	.950	41.79	12.2	.0033	.511	WMMX-F	7.7	14.1	79.9	28	13.5	14.8	2001
2002	46.2	NM	.948	48.73	12.6	.0037	.589	WHKO-F	7.0	13.7	79.8	28	--	13.0	2002
2003	49.3	6.7	.947	52.06	13.1	.0038	.639	WHKO-F	7.7	13.7	77.5	27	14.5	15.7	2003

### MAJOR STATIONS - JANUARY 2004

<b>WDAO</b>	1210 1KW (DAYS)	Black		<b>WHKO-F</b>	99.1 50KW@1060	Country	Cox
<b>WHIO</b>	1290 5KW (DA-N)	News/Talk	Cox	<b>WKSX-F</b>	101.7 3KW@407	Country	Radio One
<b>WING</b>	1410 5KW (DA-N)	Sports	Radio One	<b>WLQT-F</b>	99.9 28KW@656	Soft AC	Clear Channel
<b>WONE</b>	980 5KW (DA-N)	Standards	Clear Channel	<b>WMMX-F</b>	107.7 28KW@656	AC/CHR	Clear Channel
				<b>WPFB-F</b>	105.9 34KW@590	Country	Braden
<b>WDHT-F</b>	102.9 50KW@492	Black	Radio One	<b>WRNB-F</b>	92.1 0.9KW@597	Black AC	Radio One
<b>WDKF-F</b>	94.5 3.6KW@426	CHR	Clear Channel	<b>WTUE-F</b>	104.7 28KW@656	AOR	Clear Channel
<b>WDPT-F</b>	95.7 50KW@476	Oldies-80's	Cox	<b>WXEG-F</b>	103.9 2.9KW@479 (DA)	AOR-Modern	Clear Channel
<b>WFCJ-F</b>	93.7 50KW@492	Religion		<b>WZLR-F</b>	95.3 6KW@321 (DA)	Classic AOR	Cox
<b>WGTZ-F</b>	92.9 40KW@551	CHR	Radio One				

**DAYTON**

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

CHR/AOR	FORMAT SHARES (%)									
	77	80	82	84	87	90	92	95	98	2000
	26	29	31	13	14	13	8	8	11	10
				17	16	15	15	12	18	11
<b>MOR/AC</b>	25	24	22	14	14	16	9	5	4	See Talk
				13	18	25	13	10	10	10
							AC	8	4	9
							OLDIES	22	17	16
<b>COUNTRY</b>	12	10	12	11	15	18				
<b>BTF/LEZ/SAC</b>	18	21	17	16	13	5				
							SOFT AC	11	10	8
										10
<b>NEWS/TALK</b>	10	6	6					11	8	8
<b>SPORTS</b>										13
<b>BLACK/URBAN</b>	9	8	12	9	8	5	10	10	10	14
<b>SMOOTH JAZZ</b>								--	3	
<b>STANDARDS</b>				--	--	2			4	7
<b>HISPANIC</b>										6
<b>RELIG/GOSPEL</b>	--	--	1	1	1	1	1	3	2	2
<b>CLASSICAL</b>										

**STATION NOTES**

(Major call letter and format changes)

<b>WING</b>	Gradual change from CHR to AC by 82; AC until 88; Oldies until ---
<b>WMMX-F</b>	WDAO-F and Black until 85; WWSN until 93
<b>WXEG-F</b>	WDJX until 83; WYMJ until 94; CHR until 83; AC until 88; CHR again until 89; Oldies until 94; WRVF until 95; Country until 95
<b>WHKO-F</b>	WHIO-F and EZ until 89
<b>WLQT-F</b>	WVUD-F until 92
<b>WZLR-F</b>	WDJK until about 95; Country until about 95; WDTP from 00-03
<b>WDHT-F</b>	WAZU until 95; AOR until 95; WING until 00; Oldies-70's until 00
<b>WDPT-F</b>	WCLR until 00; EZ or Soft AC until 93; Oldies until 00
<b>WDKF-F</b>	WDOL until 96; Oldies until 96; WBTT until 00; CHR/Urban until 00
<b>WDAO</b>	WAVI and Talk until 85
<b>WGZ-F</b>	WJAI and Country until 84
<b>WHIO</b>	Shifted to News/Talk by 90; Was MOR/FS prior to that
<b>WONE</b>	Country until 93; Talk until 94
<b>WRNB-F</b>	WROU until 03

<b>1974 WGZ-F</b>	Sold to Great Trails	\$	125,000
<b>1984 WDAO-WWSN-F</b>	Sold to Stoner		4,000,000
<b>1986 WING, WGZ-F</b>	From Great Trails to Williams		N/A
<b>1988 WONE, WTUE-F</b>	From Group One to DKM		N/A
<b>1987 WDAO</b>	Sold by Stoner		750,000
<b>1987 WONE/WTUE-F</b>	From DKM to Summit		17,000,000
<b>1988 WAZU-F (Springfield)</b>	Sold to Osborn		3,700,000
<b>1989 WYMJ-F (Beavercreek)</b>			3,000,000
<b>1991 WONE, WTUE-F (cancelled)</b>			9,250,000
<b>1992 WVUD-F</b>	From Univ. of Dayton to Liggett		3,500,000
<b>1992 WONE, WTUE-F (cancelled)</b>	From Summit to Stoner		7,700,000
<b>1993 WDJK-F</b>	Sold by Vernon Baker		800,000
<b>1994 WLQT-F</b>	From Liggett to Regent		5,500,000
<b>1994 WDOL-F (Englewood)</b>	Sold to Regent		2,150,000
<b>1995 WTRJ-F (Troy)</b>	Sold to WROU-F owner		1,100,000
<b>1995</b>	Stoner stations merged into American Radio Systems		---
<b>1996 WLQT-F, WDOL-F</b>	From Regent to Amer. Radio		12,000,000
<b>1996 WLSN-F (106.5)</b>	Sold to WROU-Fowner		2,400,000
<b>1996 WXEG-F</b>	Sold to Amer. Radio		3,400,000
<b>1997</b>	American Radio stations traded to Jacor for its Kansas City stations		
<b>1997 WING-F</b>	From Osborn to Clear Channel		3,500,000
<b>1997 WGZ-F, WING</b>	Sold to Clear Channel		10,000,000
<b>1998 WIZE (Springfield)</b>	Sold to Jacor		525,000
<b>1998 WPTW/WCLR-F/WZLR-F</b>	From Giddens to Cox		6,300,000
<b>1998 WLSN-F</b>	Sold to Jacor		3,400,000
<b>1998</b>	All Jacor stations sold to Clear Channel		---
<b>1999 WGZ-F, WING A/F</b>	Divested by Clear Channel to Blue Chip		---
<b>1999 WKSJ-F</b>	Sold to Blue Chip		5,000,000
<b>2001</b>	All Blue Chip stations sold to Radio One		---
<b>2003 WRNB-F (W. Carrollton)</b>	Sold to Radio One		6,700,000
<b>2003 WOKL-F (Troy)</b>			1,000,000

