

GREENVILLE-SPARTANBURG**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>		
WYRD	11.3	12.5	11.6	8.6	6.2	4.9	3.9	4.1	2.4	4.0	3.1	2.5	1.4	1.7	2.3	2.2	2.0	2.6	3.1	3.2	1.8	-	-	-	-	-	2.1	2.8	2.7	WYRD, 1330 (T)	
WFBC-F	16.8	12.8	17.8	13.7	14.7	12.1	10.2	10.1	10.3	12.8	11.0	17.7	12.2	10.5	7.3	6.4	5.2	5.8	4.4	4.8	4.3	6.2	7.3	8.3	8.7	9.2	7.3	6.5	6.0	WFBC-F, 93.7 (CHR)	
WESC-F	2.2	2.7	3.4	4.6	8.0	12.1	12.5	13.2	12.1	12.2	13.6	14.6	15.5	12.4	10.6	12.2	14.1	12.5	11.5	9.8	9.2	9.5	8.4	8.0	7.0	7.0	8.4	8.2	8.7	WESC-F, 92.5 (C)	
WCSZ	9.6	7.7	7.4	4.1	6.3	8.6	7.6	12.6	8.6	6.3	8.9	6.6	8.1	4.0	2.2	1.7	1.4	0.7	-	-	-	0.6	-	-	-	-	-	0.4	-	WCSZ, 1070 (T)	
WORD	6.1	6.5	5.2	8.2	4.7	4.4	5.3	3.5	2.5	2.8	2.8	1.9	2.0	2.4	2.2	1.5	1.4	2.1	1.6	1.5	1.1	1.6	1.2	1.1	1.2	1.0	1.0	2.4	1.8	WORD, 950 (T)	
WSPA-F	4.6	4.1	13.7	11.7	9.9	10.2	9.2	8.9	8.5	8.8	8.1	8.0	7.5	7.3	7.6	6.9	7.1	6.4	6.4	6.5	6.5	6.6	6.7	6.8	6.7	7.3	5.8	6.4	5.5	WSPA-F, 98.9 (SAC)	
WASC	-	-	4.3	-	4.4	2.8	3.6	4.9	4.7	4.4	4.2	2.7	2.0	1.3	1.2	-	0.6	-	0.7	0.7	-	0.6	-	0.7	-	-	-	-	-	WASC, 1530 (B/O)	
WSPA	13.7	13.7	9.8	9.9	8.9	4.0	4.4	2.2	3.3	3.5	2.6	3.3	2.4	2.6	0.3	-	0.3	0.8	1.0	0.4	1.6	3.7	3.4	4.0	3.5	3.6	2.5	0.6	-	WSPA, 910 (T)	
WLFJ	8.3	7.7	8.1	4.7	5.0	4.1	4.5	2.8	3.6	3.8	2.5	-	-	0.9	0.8	1.0	0.6	0.8	0.1	1.1	0.9	1.0	0.5	0.4	0.4	-	-	0.6	0.5	WLFJ, 660 (REL)	
WGLV	8.6	10.2	7.0	9.8	6.2	5.6	4.2	1.3	1.5	0.5	0.2	1.1	-	0.3	-	-	-	0.8	0.1	1.1	0.9	1.0	0.5	0.4	0.4	0.5	-	-	-	WGLV, 1440 (SP)	
WROQ-F					2.7	1.4	2.7	5.2	7.3	5.2	6.4	7.2	5.9	4.8	4.8	6.2	7.4	6.8	8.8	8.7	9.2	8.8	8.4	7.4	7.1	6.9	6.6	5.5	4.6	WROQ-F, 101.1 (CL AOR)	
WSSL-F			5.3		6.2	5.4	3.9	5.9	9.5	9.0	7.7	9.4	9.5	11.4	8.9	11.1	13.7	16.0	17.6	18.0	14.8	12.3	11.0	9.2	9.8	8.5	8.5	8.3	8.1	WSSL-F, 100.5 (C)	
WJMZ-F					2.3	8.0	10.3	8.6	8.8	10.5	8.1	5.3	6.3	10.8	9.4	8.8	1.8	0.5	2.1	7.8	10.3	10.2	10.2	9.9	10.6	10.0	8.2	7.8	7.4	WJMZ-F, 107.3 (B)	
WMI-F													3.4	4.3	10.4	11.9	11.2	9.6	9.5	8.5	8.1	7.1	6.8	6.0	6.3	5.6	5.7	5.3	5.0	WMI-F, 102.5 (AC)	
WOLI-F												1.4	1.1	6.7	7.9	5.7	5.5	5.9	5.6	3.4	4.0	2.7	2.9	3.4	3.1	2.5	2.2	1.5	1.1	WOLI-F, 103.9 (O-80'S)	
WTPT-F														1.4	1.9	1.6	4.0	3.1	3.2	3.4	2.0	3.0	4.7	5.5	5.5	4.9	4.9	4.2	3.6	WTPT-F, 93.3 (AOR)	
WMUU-F											1.6	1.6	1.6	1.2		1.4	2.0	2.5	2.8	2.7	3.2	2.6	2.6	2.5	2.8	2.2	2.4	2.4	2.7	WMUU-F, 94.5 (EZ)	
WBZT-F																										-	-	1.2	1.5	WBZT-F, 96.7 (AOR)	
WGVC-F																										-	-	1.7	3.2	WGVC-F, 106.3 (O)	
WHZT-F																						0.5	0.6	1.3	2.1	2.1	2.2	4.5	5.9	5.7	WHZT-F, 98.1 (CHR)
WOLT-F																						**	**	**	**	**	**	2.0	1.3	1.1	WOLT-F, 103.3 (O-80'S)
WPJM																	1.0	0.9	1.2			0.9	1.6	1.5	1.5	1.5	1.1	0.8	1.2	WPJM, 800 (G)	
WRIX-F																	1.9	0.9	0.9	0.9	0.9	1.1	1.3	0.9	0.7	0.7	0.9	0.9	1.1	WRIX-F, 103.1 (T)	

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>	
WYRD	17.7	17.4	15.4	13.4	9.5	10.4	8.7	7.9	3.4	4.7	5.5	3.7	3.7	7.3	4.4	8.1	4.6	-	-	-	-	-	-	5.8	5.4	5.4
WFBC-F	28.6	24.5	25.1	23.8	25.7	29.9	24.4	32.1	25.9	21.7	21.0	12.6	14.7	15.4	15.6	15.5	14.4	16.4	21.3	20.4	20.4	22.8	20.0	18.5	17.9	
WESC-F	14.7	16.9	21.4	23.7	24.3	25.6	23.6	21.8	26.0	22.1	20.8	23.1	27.7	25.1	25.2	21.3	21.2	19.9	16.4	18.0	15.9	17.8	18.1	16.6	17.2	
WCSZ				11.3	10.6	9.0	10.9	9.1	10.1	6.2	2.7	3.5	3.2	2.8	-	-	-	-	1.1	-	-	-	-	-	1.4	-
WORD	14.5	12.7	12.4	11.3	9.9	6.5	8.4	5.5	5.1	6.4	5.8	4.8	4.6	4.0	3.6	3.8	3.0	4.3	3.1	2.3	3.2	2.9	2.3	1.6	2.9	
WSPA-F	18.3	19.3	16.9	17.4	18.6	16.2	18.7	14.3	14.4	12.8	14.7	13.4	14.6	12.4	13.6	15.7	15.8	15.4	15.3	14.3	16.7	14.4	15.6	12.7	12.6	
WASC				5.0	5.5	6.1	5.1	4.7	3.6	3.7	2.7	-	2.4	-	1.9	0.8	-	1.4	-	0.8	-	-	-	-	-	
WSPA	20.3	13.1	13.5	9.5	9.4	10.4	6.9	8.1	6.7	5.4	1.0	-	1.7	3.0	2.3	2.2	4.6	7.7	8.2	8.2	7.8	8.6	6.6	4.6	-	
WLFJ	11.8	11.9	10.0	11.8	11.4	8.6	5.9	4.7	-	4.3	3.1	2.1	2.1	2.4	1.9	1.9	1.8	2.3	1.6	1.6	0.8	-	-	1.5	1.4	
WGLV	18.1	16.4	12.8	8.1	-	-	1.1	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	0.9	0.8	1.6	
WROQ-F	-	-	7.6	11.7	18.1	17.4	18.3	19.2	19.4	10.7	10.3	13.1	14.8	13.4	23.4	17.8	18.5	18.4	18.4	16.3	15.5	14.9	13.5	13.6	11.0	
WSSL-F	16.0	10.2	11.0	9.2	20.3	19.2	15.9	19.7	18.0	19.9	19.6	20.9	24.3	28.8	32.6	31.0	24.7	23.3	22.7	20.4	20.5	21.1	19.3	17.6	18.3	
WJMZ-F	5.6	15.2	21.0	20.5	20.3	23.3	25.1	21.7	19.8	22.3	18.5	22.9	8.4	4.3	9.4	13.2	15.5	16.6	16.4	15.3	14.5	14.7	13.3	12.7	12.3	
WMI-F												24.6	26.8	23.5	19.9	21.5	20.3	18.0	17.4	16.5	18.1	13.1	15.9	12.6	13.4	
WOLI-F									3.8	10.5	11.5	9.9	10.8	8.6	9.8	7.5	8.4	7.7	8.1	7.3	7.8	8.9	5.6	4.3	4.3	
WTPT-F										2.6	5.6	3.6	9.8	7.9	10.0	13.1	7.5	12.6	12.1	12.8	13.0	13.6	11.7	9.7	10.3	
WMUU-F									3.9	3.4	4.1	4.3	5.3	5.4	6.3	6.4	8.5	6.0	5.3	5.5	5.7	5.6	6.0	5.5	4.9	
WBZT-F																						-	-	5.2	4.5	
WGVC-F																						-	-	4.5	6.7	
WHZT-F																		2.4	3.4	5.0	6.8	7.3	5.9	14.6	15.7	14.2
WOLT-F																		**	**	**	**	**	**	5.2	4.4	4.9
WPJM														3.8	2.8	3.5	2.4	2.4	2.8	2.9	2.9	1.8	2.4	2.2	1.0	
WRIX-F														1.9	2.6	2.5	2.7	2.5	2.6	2.3	1.6	2.1	2.1	2.5	2.1	

* Simulcast with 910
** Simulcast with 103.9

GREENVILLE-SPARTANBURG

	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	6.6	--	--	--	--	--	--	--	16.8 %	27.5 %	--	--	--	1976
1977	7.1	7.6 %	--	--	--	--	--	--	16.5	39.0	18	--	--	1977
1978	8.3	16.9	--	--	--	--	--	--	17.1	41.9	19	--	--	1978
1979	8.6	3.6	--	--	--	--	--	--	15.7	51.1	24	--	--	1979
1980	9.4	9.3	--	--	--	--	--	--	15.8	55.7	22	--	--	1980
1981	10.0	6.4	.583	17.28	2.4	.0042	--	--	15.7	57.3	23	--	--	1981
1982	10.7	7.0	.592	18.12	2.5	.0043	--	--	17.3	56.3	25	--	--	1982
1983	11.4	6.5	.599	19.07	2.9	.0040	.127	--	17.9	67.1	26	13	--	1983
1984	14.4	26.3	.605	23.84	3.1	.0046	.159	WFBC A/F 3.3	17.9	69.9	26	13	--	1984
1985	16.3	13.2	.609	26.65	3.5	.0046	.196	WFBC A/F 4.5	18.2	68.9	23	12	--	1985
1986	16.6	1.8	.616	26.96	3.8	.0045	.223	WFBC A/F 4.9	17.0	74.7	21	12	--	1986
1987	17.5	5.4	.634	28.33	3.9	.0045	.222	WFBC A/F 5.5	16.1	79.3	22	11.5	11.2	1987
1988	19.2	10.3	.640	30.73	4.1	.0047	.226	WESC A/F 4.7	18.1	84.1	24	12.5	7.8	1988
1989	20.6	7.3	.644	32.81	4.4	.0047	.228	WESC A/F 4.8	17.3	88.5	26	12	12.1	1989
1990	21.3	3.4	.648	33.61	4.8	.0045	.263	WESC A/F 4.6	17.4	89.1	25	12	10.7	1990
1991	20.0	-6.1	.652	30.74	4.9	.0041	.247	WMYI-F 3.8	17.4	90.3	28	12.5	12.3	1991
1992	21.2	6.0	.660	32.12	5.2	.0041	.274	WMYI-F 4.2	16.4	89.7	26	13	16.0	1992
1993	22.4	5.5	.860	26.04	7.0	.0032	.275	WSSL-F 4.8	16.7	88.0	28	11.5	13.3	1993
1994	25.0	11.9	.870	28.74	7.7	.0033	.304	WSSL-F 5.4	16.8	91.5	30	11.5	17.4	1994
1995	26.7	6.9	.888	30.06	8.3	.0032	.341	WSSL-F 5.9	16.0	90.8	26	11.5	12.5	1995
1996	28.0	5.0	.900	31.11	8.9	.0031	.346	WSSL-F 5.7	15.4	89.1	30	11	14.5	1996
1997	30.5	8.8	.916	33.30	9.9	.0031	.380	WSSL-F 5.7	16.0	91.2	29	11.5	13.6	1997
1998	32.8	7.5	.935	35.08	10.4	.0032	.413	WSSL-F 5.3	15.4	90.4	31	11.5	15.9	1998
1999	37.6	12.8	.937	40.12	11.1	.0034	.497	WSSL-F 6.0	15.2	92.1	29	12	17.3	1999
2000	42.1	12.0	.947	44.46	13.4	.0031	.541	WSSL-F 7.2	14.5	91.3	27	12	17.0	2000
2001	37.0	-12.1	.972	38.07	13.6	.0027	.487	WSSL-F 5.5	14.6	89.5	33	12	18.0	2001
2002	43.1	NM	.980	43.98	14.3	.0030	.575	WSSL-F 6.3	13.6	85.4	34	--	20.1	2002
2003	45.4	5.3	.987	46.00	14.9	.0030	.601	WSSL-F 5.2	13.1	87.7	32	13	19.5	2003

MAJOR STATIONS - JANUARY 2004

WGVL	1440 5KW	Hispanic	Clear Channel	WJMZ-F	107.3 100KW@1010	Black	Cox
WLFJ	660 5KW (DAYS)	Religion	Clear Channel	WMUU-F	94.5 100KW@1200	Religion/EZ	
WORD	950 5KW (DA-N)	Talk	Entercom	WMYI-F	102.5 19KW@1811	Soft AC/AC	Clear Channel
WPJM	800 1KW/440W	Gospel		WOLI-F	103.9 3KW@328	Oldies-80's	Entercom
WYRD	1330 5KW (DA-N)	Talk	Entercom	WOLT-F	103.3 2.7KW@495	Oldies-80's	Entercom
WBZT-F	96.7 0.7KW@945 (DA)	AOR	Clear Channel	WRIX-F	103.1 6KW@328	Talk	
WESC-F	92.5 100KW@2000	Country	Clear Channel	WROQ-F	101.1 100KW@998 (DA)	Classic AOR	Barnstable
WFBC-F	93.7 100KW@1811	CHR	Entercom	WSPA-F	98.9 100KW@1902	AC/Soft AC	Entercom
WGVC-F	106.3 25KW@328	Oldies	Barnstable	WSSL-F	100.5 100KW@1250	Country	Clear Channel
WHZT-F	98.1 100KW@997	CHR	Cox	WTPT-F	93.3 93KW@2030	AOR	Barnstable

GREENVILLE-SPARTANBURG

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	37	36	29	CHR AOR/CL	16 6	21 2	4 7		3 7	5 14	10 15	13 16
MOR/AC	18	16	8	MOR/FS AC/OLD	3 19	2 23	1 22		3 22	9 2	1 8	See Talk 1
COUNTRY BTFL/EZ/SAC	14 15	21 14	25 11		32 9	29 9	28 10		39	36	22	23
								SOFT AC	11	11	9	13
NEWS/TALK SPORTS					--	--	2		5	4	8	7
BLACK/URBAN SMOOTH JAZZ	12	13	18		13	13	8		11	13	15	15
					--	--	2					
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	--	--	4		--	--	3			4		3
					2	2	2		1	4	4	4

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$
1970 WHYZ		300,000
1971 WKDY	Sold to Capitol (Johnson)	160,000
1971 WORD		253,000
1975 WORD	Sold to Brooks	1,800,000
1981 WSSL-F	Sold to Keymarket	2,500,000
1982 WHYZ		455,000
1982 WGSL	Sold to Keymarket	750,000
1983 WKDY	Sold by Capitol (Johnson)	600,000
1983 WAIM, WCKN-F (Anderson)		2,400,000
1985 WGSL, WSSL-F	From Keymarket to Sterling Comm.	N/A
1987 WHYZ		730,000
1987 WESC AF	Sold to Flair (cancelled)	15,000,000
1988 WANS AF (Anderson)	Sold to Degree	7,150,000
1988 WELP, WLWZ-F (Easley)	Sold to Voyager	2,600,000
1989 WSSL AF	From Sterling to Capstar	10,000,000
1989 WAIM, WCKN-F	Sold to ABS	6,000,000
1990 WKDY (Spartanburg)	Sold to Voyager	95,000
1991 WKDY		80,000
1991 WANS, WWMM-F	Taken over by Greyhound	4,400,000
1992 WMYI-F	From Amcom to Capstar	10,250,000
1992 WAIM (Anderson)	Sold by ABS	80,000
1993 WANS, WWMM-F	From Greyhound to Amcom	3,600,000
1993 WBBO-F	Sold to Amcom	2,600,000
1993 WLWZ A/F	From Voyager to Hicks, Muse, Weber	2,700,000
1993 WHYZ	Sold to Amcom	325,000
1996 WROQ-F	From ABS to SFX	14,000,000
1996 WFBC A/F, WORD	From River City to Sinclair	---
1996 WESC A/F	From Benchmark to Capstar	16,500,000
1996 WFNQ-F	From Benchmark to Capstar	4,000,000
1996 WJBC-F	From Benchmark to Capstar	8,900,000
1997 WESC A/F, WTPT-F	From Capstar to SFX	Trade
1997 WESC A/F	From SFX to Chancellor (AM/FM)	26,000,000
1997 WGVL	From SFX to Chancellor (AM/FM)	800,000
1997 WMYI-F	From SFX to Chancellor (AM/FM)	38,000,000
1997 WROQ-F	From SFX to Chancellor (AM/FM)	37,000,000
1997 WSSL-F	From SFX to Chancellor (AM/FM)	45,000,000
1997 WTPT-F	From SFX to Chancellor (AM/FM)	10,000,000
1997 WSPA A/F	Sold to Sinclair	5,200,000
1997 WFBC, WORD A/F	From Keymarket to Sinclair	8,400,000
1998 WJMZ-F	Sold to Clear Channel	16,000,000
1998 WESC A/F	Sold to Clear Channel	19,000,000
1998 WTPT-F	Sold to Clear Channel	10,000,000
1999 WORD, WYRD, WSPA	From Sinclair to Entercom	3,000,000
1999 WSPA-F, WFBC-F	From Sinclair to Entercom	N/A
2000 WHYZ	Sold to Entercom	1,400,000
2000 WROQ-F	Divested by Clear Channel to Barnstable	---
2000 WTPT-F	Divested by Clear Channel to Barnstable	---
2000 WJMZ-F	Divested by Clear Channel to Radio One	---
2000 WPEK-F	Sold to Radio One	7,500,000
2000 WJMZ-F, WPEK-F	From Radio to Cox	---
2002 WGHB (Farmsville; 1250)	Sold to WJNC owner	505,000
2002 WZBR-F, WRHT-F, WCBZ-F, WNBR-F	Sold to Al Vicente	6,500,000
2002 WGPM-F, WCZI-F		3,000,000

STATION NOTES

(Major call letter and format changes)

WGVL	WQOK until 82; WGVL until 84; WSSL until 85; WGSL until 86; WSSL again until 85; Country until 85; CHR until 82; Standards until 84; Gospel until 86; Country again until 96; Talk until 99
WROQ-F	WAIM until 82; WCKN until 91; CHR until 88; Classic AOR until 91; AOR until 00
WYRD	WFBC until 01; Oldies until 88
WSPA	WORD until 03; AC until about 89
WJMZ-F	WANS until 91; WWMM until 93; CHR until 91; Soft AC until 93
WTPT-F	WBBO until 95; WFNQ until 97; CHR until 95; Country until 96
WSSL-F	WGVL until 81
WFBC-F	From CHR to AC by 83; Back to CHR in 95
WCSZ	WHYZ until 02
WORD	WSPA until ---; Full Service evolving to Talk by ---
WSPA-F	EZ evolving to Soft AC by 93
WLFJ	WESC until 02; County until 02
WOLI-F	WLWZ until 95; WXWX until 96; Black until 95; AOR until 96
WHZT-F	WPEK until about 01; AC until 96; Talk until 00
WRIX-F	Country until 99

GREENVILLE - SPARTANBURG

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WFBC-F	3.3	WFBC AF	4.5	WFBC AF	4.9	WFBC AF	5.5	WESC AF	4.7	WESC-F	4.8
2 WESC-F	2.4	WESC AF	3.5	WESC AF	4.0	WESC AF	4.0	WFBC-F	4.5	WFBC-F	3.6
3 WSSL-F	1.6	WSSL AF	2.2	WSSL AF	2.5	WSSL AF	2.3	WSSL AF	2.5	WNYI-F	2.7
4 WANS-F	1.6	WSPA AF	1.2	WSPA AF	1.6	WSPA-F	1.3	WANS-F	1.5	WSSL-F	2.6
5 WSPA-F	1.1	WCKN-F	0.9	WANS-F	1.2	WCKN-F	1.2	WMYI-F	1.4	WANS-F	1.5
6		WHYZ	0.8	WCKN-F	0.9	WANS-F	1.1	WSPA-F	1.2	WSPA-F	1.3
7				WHYZ	0.7	WANS-F	0.7	WCKN-F	1.2	WCKN-F	1.0
8						WSPA-F	0.4	WSPA	0.7	WLWZ-F	0.9
9						WORD	0.4	WFBC	0.4		
10								WFBC	0.4		
								WLWZ-F	0.4		
1990		1991		1992		1993		1994		1995	
1 WESC AF	4.6	WMYI-F	3.8	WMYI-F	4.2	WSSL A/F	4.8	WSSL AF	5.4	WSSL-F	5.9
2 WMYI-F	4.0	WSSL-F	3.4	WSSL AF	4.1	WMYI-F	4.2	WMYI-F	4.4	WROQ-F	4.6
3 WSSL-F	3.0	WESC AF	3.0	WESC AF	3.5	WESC-F	3.7	WROQ-F	3.9	WMYI-F	4.4
4 WFBC-F	2.7	WFBC-F	2.4	WROQ-F	2.4	WROQ-F	2.9	WESC-F	3.7	WESC AF	3.8
5 WANS-F	1.8	WROQ-F	1.6	WFBC-F	2.4	WFBC-F	2.2	WFBC-F	1.7	WJMZ-F	2.5
6 WCKN-F	1.3	WSPA-F	1.0	WSPA-F	1.4	WSPA-F	1.6	WSPA-F	1.7	WSPA-F	1.6
7 WSPA-F	1.3	WLWZ-F	1.0	WLWZ-F	1.0	WLWZ-F	1.5	WJMZ-F	1.5	WFNQ-F	1.1
8 WLWZ-F	0.9	WWWM-F	0.9	WBBO-F	0.8	WFBC	0.7	WLWZ FF	1.2	WFBC-F	0.8
9		WBBO-F	0.75								
10											
11											
1996		1997		1998		1999		2000		2001	
1 WSSL AF	5.7	WSSL-F	5.7	WSSL-F	5.3	WSSL-F	6.0	WSSL-F	7.2	WSSL-F	5.5
2 WROQ-F	4.7	WROQ-F	5.3	WROQ-F	5.2	WROQ-F	5.8	WROQ-F	5.8	WROQ-F	5.4
3 WMYI-F	4.6	WMYI-F	4.5	WJMZ-F	4.2	WMYI-F	4.8	WJMZ-F	5.4	WFBC-F	4.0
4 WESC AF	3.8	WJMZ-F	3.7	WMYI-F	3.8	WJMZ-F	4.6	WMYI-F	5.1	WMYI-F	3.9
5 WJMZ-F	3.1	WESC-F	3.5	WSPA-F	3.6	WFBC-F	3.6	WFBC-F	4.6	WJMZ-F	3.8
6 WSPA-F	2.1	WSPA-F	2.0	WESC AF	3.3	WESC AF	3.2	WSPA-F	3.4	WESC-F	3.5
7 WFBC-F	1.1	WTPT-F	1.5	WFBC-F	2.6	WSPA-F	3.1	WESC-F	3.3	WSPA-F	3.3
8		WFBC-F	1.4	WTPT-F	1.3	WTPT-F	1.7	WTPT-F	2.2	WTPT-F	1.7
9		WOLI FF	1.1	WORD AA	1.0	WOLI FF	1.1	WOLI FF	1.3	WOLI FF	1.4
10		WORD AA	0.8	WPEK-F	0.8	WORD AA	1.1	WORD AA	1.3	WORD AA	1.1
11										WHZT-F	0.9
2002		2003									
1 WSSL-F	6.3	WSSL-F	6.1								
2 WROQ-F	5.4	WROQ-F	5.3								
3 WMYI-F	4.9	WJMZ-F	4.8								
4 WJMZ-F	4.6	WESC-F	4.6								
5 WESC-F	4.4	WMYI-F	4.1								
6 WFBC-F	4.2	WFBC-F	4.1								
7 WSPA-F	3.3	WSPA-F	4.1								
8 WTPT-F	1.9	WORD	2.3								
9 WORD	1.6	WTPT-F	2.0								
10 WOLI-F	1.3	WHZT-F	1.7								
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 SFX	\$ 9.8 (39.2)	1 SFX	\$ 10.3 (38.6)	1 SFX	\$ 15.0 (53.6)
2 Benchmark	4.5 (18.0)	2 Benchmark	7.4 (27.7)	2 Capstar	7.5 (26.8)
3 WROQ-F	3.9 (15.6)	3 ABS	4.6 (17.2)	3 WSPA A/F	2.7 (9.5)
4 HMW	2.7 (10.8)	4 WSPA A/F	2.0 (7.5)	4 Sinclair	1.8 (6.3)
5 WFBC,WORD	2.3 (9.2)	5 River City	1.4 (5.1)		
1997		1998		1999	
1 Capstar	\$ 15.5 (50.3)	1 Capstar	\$ 14.3 (43.6)	1 Clear Channel	\$ 14.0 (37.1)
2 Clear Channel	9.0 (29.1)	2 Clear Channel	8.8 (26.7)	2 Entercom	8.6 (22.9)
3 Sinclair	4.8 (15.6)	3 Sinclair	7.8 (23.8)	3 Barnstable	7.5 (19.9)
4 WOLI, WOLT	1.1 (3.6)			4 Radio One	4.6 (12.2)
2000		2001		2002	
1 Clear Channel	\$ 15.9 (37.7)	1 Clear Channel	\$ 13.1 (35.5)	1 Clear Channel	\$ 16.3
2 Entercom	11.3 (26.7)	2 Entercom	10.4 (28.1)	2 Entercom	11.0
3 Barnstable	8.0 (18.9)	3 Barnstable	7.1 (19.2)	3 Barnstable	7.4
4 Cox	6.1 (14.4)	4 Cox	4.7 (12.6)	4 Cox	5.6
2003					
1 Clear Channel	\$ 15.8				
2 Entercom	11.9				
3 Barnstable	7.9				
4 Cox	6.5				
5					

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

DUNCAN'S COMMENTS:

Greenville-Spartanburg has been an excellent medium-sized radio market. Most indicators have been very positive especially the number of viable stations. The only negatives are Average Person Ratings and the amount of listening to unlisted stations. These indicators of commercial radio's health are negative in almost all radio markets. It is now just a matter of how much worse some markets are relative to other markets.

Picking an outstanding station in Greenville-Spartanburg is difficult. The ratings for most stations have flattened over the years. In revenues WSSL has been the leader for the last decade. Note how healthy the top seven stations have been in revenues over the last seven or eight years. The larger the tier at the top of the revenue rankings the better. It is a sign of a good radio market.