

**COLUMBUS, OH.
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>		
WTVN	11.9	13.8	15.2	12.2	13.1	11.2	10.2	10.3	9.8	9.6	10.3	8.0	10.0	9.2	8.4	9.4	9.4	8.9	8.8	9.0	8.4	8.2	7.0	7.6	8.0	7.2	8.2	8.3	7.8	WTVN, 610 (NT)	
WLVQ-F	5.2	5.1	4.9	6.7	10.3	13.3	14.3	11.8	12.6	13.8	13.4	12.9	10.4	8.9	7.7	7.7	8.0	6.9	7.5	6.3	6.2	6.1	5.5	5.6	6.5	5.9	5.8	5.5	5.9	WLVQ-F, 96.3 (AOR)	
WCOL	13.7	10.2	9.3	7.5	5.4	6.0	7.6	6.1	4.5	3.0	1.0	1.7	1.7	3.2	2.1	2.0	0.7	0.9	2.6	1.6	1.4	1.3	0.8	1.2	0.9	0.7	0.9	0.7	0.6	WCOL, 1230 (S)	
WCOL-F	4.5	6.8	5.0	7.5	7.7	8.7	10.9	9.8	9.0	9.7	10.8	8.4	8.6	6.4	7.0	5.3	5.1	4.0	4.0	6.8	8.2	8.1	9.2	7.9	6.8	6.0	6.1	6.4	7.2	WCOL-F, 92.3 (C)	
WNCI-F	6.8	11.5	12.9	12.4	12.0	11.4	9.3	7.3	7.4	5.9	5.1	8.4	9.5	11.9	15.1	13.5	9.3	9.4	7.7	7.9	8.8	9.0	9.5	9.1	9.3	8.8	8.7	8.4	7.9	WNCI-F, 97.9 (CHR)	
WBNS	9.0	8.6	7.5	7.8	7.6	6.0	6.3	6.3	4.5	3.0	2.7	2.4	2.2	1.9	1.8	2.7	2.7	3.0	3.0	2.2	1.8	1.7	1.8	1.8	2.0	2.0	1.8	1.8	2.1	WBNS, 1460 (S)	
WBNS-F	11.1	10.3	14.0	13.2	12.4	9.9	7.3	7.2	10.7	10.5	11.2	10.2	9.9	8.7	7.1	5.0	4.9	3.0	2.8	4.2	4.7	5.3	5.2	5.1	4.9	5.3	6.2	6.0	5.4	WBNS-F, 97.1 (AC)	
WBZX-F	-	-	1.8	1.6	2.4	2.8	3.0	2.4	4.5	5.1	4.1	5.6	4.4	5.5	5.0	4.9	5.1	5.1	5.7	6.9	7.8	6.2	5.1	4.7	5.2	5.3	5.0	5.4	4.9	WBZX-F, 99.7 (AOR)	
WMNI	8.1	5.3	5.6	5.5	6.6	6.6	6.5	5.8	3.4	3.7	3.5	3.1	3.6	2.7	2.7	1.7	2.4	2.4	1.7	1.4	1.2	1.3	2.8	3.0	2.9	2.9	2.6	2.6	1.7	WMNI, 920 (ST)	
WVVO	3.0	4.3	3.5	2.5	2.4	3.5	2.7	6.8	6.4	4.9	3.0	3.5	2.9	3.3	3.8	4.3	2.6	3.4	3.0	3.7	3.0	1.4	1.9	1.7	1.5	1.4	0.8	0.7	0.6	WVVO, 1580 (G)	
WSNY-F	-	2.6	2.9	3.7	2.7	2.6	4.1	7.7	7.7	8.0	10.2	9.7	9.2	11.6	10.6	10.4	9.0	8.6	8.2	7.8	6.7	7.7	7.9	7.2	7.3	7.3	7.0	7.2	6.4	WSNY-F, 94.7 (AC)	
WHOK-F	-	1.3	2.4	2.4	3.1	3.3	4.2	3.7	2.8	3.4	3.3	4.2	4.6	4.8	5.8	5.5	6.3	6.1	6.1	5.0	4.4	4.1	4.8	4.1	3.8	3.6	3.5	2.8	3.2	WHOK-F, 95.5 (C)	
WJYD-F	-	-	-	-	-	-	0.3	0.8	-	1.3	2.7	0.9	1.8	1.9	1.1	2.4	2.0	2.5	3.1	5.0	4.6	2.2	2.6	0.6	0.8	1.0	1.2	1.2	1.3	WJYD-F, 106.3 (G)	
WSMZ-F	-	-	-	-	-	-	-	-	-	2.1	2.3	1.8	2.2	1.6	2.2	1.4	1.2	0.7	0.6	0.9	0.7	0.7	1.2	0.8	0.8	0.5	1.0	1.3	0.8	WSMZ-F, 103.1 (B/O)	
WRFD	-	-	-	-	-	0.6	1.2	1.3	1.6	1.9	1.2	1.3	1.3	1.1	1.1	0.6	0.6	0.7	0.6	0.6	0.5	0.7	0.6	0.7	0.6	0.6	0.6	0.6	0.5	0.7	WRFD, 880 (REL)
WEQE-F	-	-	-	-	-	-	1.2	1.7	2.0	1.8	1.6	1.8	2.2	1.9	1.9	1.5	1.4	-	-	-	-	-	-	1.8	2.0	2.1	1.6	1.5	1.5	WEQE-F, 103.9 (CH)	
WCLT-F	-	-	-	-	-	-	-	-	-	-	-	1.3	0.8	0.8	0.9	2.3	2.6	2.9	3.8	2.5	2.6	2.0	2.3	2.2	1.8	2.5	2.2	2.1	2.3	WCLT-F, 100.3 (C)	
WFJX-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.1	3.7	4.0	-	-	-	-	3.4	2.0	1.7	2.3	2.4	2.9	WFJX-F, 105.7 (CL. AOR)	
WWCD-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.5	2.2	1.9	2.3	2.6	2.7	2.7	2.0	1.6	2.2	2.1	1.9	2.0	2.2	WWCD-F, 101.1 (AOR)	
WXMG-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	1.7	2.0	4.5	5.7	3.4	2.9	2.3	3.5	1.2	2.2	2.9	2.7	2.5	3.4	WXMG-F, 98.9 (B/O)
WAZU-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.2	0.8	1.2	1.5	1.2	1.8	2.0	1.6	1.5	1.5	WAZU-F, 107.1 (AOR)
WCKX-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.9	4.7	6.9	6.8	7.8	7.7	7.2	7.4	WCKX-F, 107.5 (B)
WJZA-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4	0.3	0.9	0.5	0.4	1.9	2.6	1.7	1.5	1.5	1.4	1.3	WJZA-F, 103.5 (J)
WODB-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.9	1.4	2.0	3.0	2.7	0.6	2.1	2.1	1.6	2.0	2.3	2.5	WODB-F, 107.9 (O)
WCVO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.9	1.8	2.3	WCVO-F, 104.9 (REL)

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>
WTVN	29.7	25.9	21.9	26.5	21.0	21.8	22.1	18.3	20.4	19.3	16.3	17.9	19.2	18.1	16.7	18.6	18.0	18.1	16.6	17.4	17.7	17.2	19.4	16.8	16.5
WLVQ-F	16.8	21.1	26.1	23.2	23.7	23.6	23.8	21.9	21.7	16.8	19.4	16.0	18.5	17.1	16.1	15.6	15.8	13.6	12.4	12.3	14.4	13.1	12.0	11.3	12.7
WCOL	22.5	22.7	16.5	14.1	11.0	10.3	4.4	6.0	6.0	6.5	5.9	7.0	3.2	5.9	6.1	4.1	4.5	4.1	2.4	3.7	3.6	3.7	3.3	2.6	2.6
WCOL-F	19.7	22.5	24.0	27.5	23.0	26.6	26.0	21.3	22.9	20.0	19.1	17.4	13.6	13.0	12.1	16.8	16.7	17.0	17.5	15.7	14.4	12.9	14.0	13.3	
WNCI-F	30.2	27.5	24.6	24.8	25.4	19.8	19.1	24.7	22.7	25.6	30.8	28.2	23.9	23.2	18.5	20.6	22.3	25.4	25.3	25.2	22.7	23.8	24.1	23.0	23.3
WBNS	22.3	20.8	21.0	18.9	14.2	10.2	9.1	7.3	6.0	4.8	4.4	4.5	5.2	11.7	11.0	10.5	9.6	9.8	9.0	8.4	7.5	9.2	7.9	8.8	9.2
WBNS-F	25.4	21.1	16.7	17.0	17.6	17.7	18.7	18.4	17.9	18.1	16.9	13.0	13.3	10.6	10.8	14.2	15.1	14.5	16.9	15.9	15.7	14.4	20.8	19.2	17.3
WBZX-F	8.6	-	-	7.7	9.8	11.1	7.4	9.0	12.5	12.0	15.0	10.7	13.4	16.1	13.6	15.6	17.2	15.6	15.2	12.5	14.7	14.1	15.4	14.1	12.3
WMNI	14.1	14.3	13.7	11.8	8.5	9.5	8.3	6.1	6.5	5.3	5.2	3.7	4.6	3.9	3.5	3.1	3.0	2.7	5.6	6.5	5.9	5.2	5.0	4.0	3.9
WVVO	-	7.3	-	8.2	10.1	10.7	6.7	9.6	7.1	6.7	6.5	7.4	7.1	5.6	6.6	7.1	6.4	3.5	3.3	2.8	3.2	2.5	1.8	1.2	1.4
WSNY-F	-	8.1	9.9	11.6	20.5	19.9	22.5	24.4	19.8	24.1	23.9	21.6	22.2	22.1	21.4	19.4	15.8	18.2	18.5	17.2	17.4	17.1	17.0	16.5	15.3
WHOK-F	6.1	5.1	7.3	6.4	7.5	7.5	7.5	5.5	8.6	9.9	10.0	9.6	14.3	13.3	13.4	10.8	11.6	10.8	10.7	11.3	11.3	10.7	9.3	7.6	10.1
WJYD-F	-	-	-	-	-	-	4.4	3.8	1.8	5.1	3.6	4.5	4.6	7.1	6.7	9.6	9.2	7.1	8.7	2.5	2.6	3.4	2.5	2.5	3.3
WSMZ-F	-	-	-	-	-	-	7.7	6.0	6.0	4.6	6.4	6.1	3.5	3.8	3.1	3.0	2.1	2.8	2.9	2.2	2.4	1.3	2.4	3.0	5.0
WRFD	-	-	-	-	-	-	-	3.8	3.6	3.4	2.6	2.4	2.8	2.2	2.2	2.8	1.9	2.3	1.9	1.7	1.6	1.2	2.2	1.7	1.3
WEQE-F	-	-	-	-	5.4	5.1	4.7	4.8	7.4	6.0	6.2	5.0	4.8	-	-	-	-	-	-	4.9	6.2	6.4	6.1	6.0	4.9
WCLT-F	-	-	-	-	-	-	-	-	2.4	2.9	2.6	4.9	4.9	5.8	6.6	5.0	5.5	4.0	4.7	4.3	3.7	4.2	4.8	4.6	4.2
WFJX-F	-	-	-	-	-	-	-	-	-	-	-	-	10.1	9.6	12.1	-	-	-	-	9.3	8.6	8.4	9.4	7.8	8.7
WWCD-F	-	-	-	-	-	-	-	-	-	-	-	2.8	5.6	7.1	7.5	8.8	10.2	9.8	7.4	6.4	6.4	6.1	8.3	8.1	6.2
WXMG-F	-	-	-	-	-	-	-	-	-	-	-	6.6	5.0	10.1	13.5	9.9	8.1	6.8	12.4	5.2	6.9	7.0	7.3	6.3	7.2
WAZU-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.5	3.7	4.2	4.5	4.5	6.0	6.8	6.1	4.9	5.7	
WCKX-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9.8	8.7	12.4	12.3	12.8	13.7	13.7	15.9	
WJZA-F	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3	0.9	2.2	1.6	1.4	5.5	5.7	5.2	4.1	3.9	3.4	4.9
WODB-F	-	-	-	-	-	-	-	-	-	-	-	-	-	4.7	4.3	6.2	5.0	5.2	1.5	7.4	7.4	6.7	5.0	7.0	5.9
WCVO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.2	5.7	5.7

COLUMBUS, OH.

	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	13.5	--	--	--	--	--	--	--	14.9 %	46.1 %	--	--	--	1976
1977	14.9	10.4 %	--	--	--	--	--	--	14.0	49.9	19	--	--	1977
1978	16.7	12.1	--	--	--	--	--	--	15.2	54.1	18	--	--	1978
1979	18.7	12.0	--	--	--	--	--	--	15.1	57.7	17	--	--	1979
1980	20.1	7.5	--	--	--	--	--	--	15.4	59.2	17	--	--	1980
1981	22.7	12.9	1.22	18.61	5.4	.0042	--	--	15.7	63.7	18	--	--	1981
1982	24.1	6.2	1.26	19.13	6.0	.0040	--	--	16.2	60.3	18	--	--	1982
1983	25.7	6.6	1.26	20.40	6.5	.0040	.271	--	16.7	63.4	21	13.5	--	1983
1984	28.4	10.5	1.28	22.19	7.3	.0039	.318	WTVN 4.4	16.8	66.5	18	13.5	--	1984
1985	31.2	9.9	1.29	24.19	8.1	.0039	.349	WTVN 5.0	16.1	73.0	22	14	--	1985
1986	32.7	4.8	1.30	25.15	8.9	.0039	.385	WTVN 6.2	15.9	74.2	22	14	--	1986
1987	34.2	4.6	1.31	26.11	9.0	.0038	.395	WLWQ-F 6.5	15.3	72.3	21	14	10.3	1987
1988	38.5	12.6	1.33	28.95	9.2	.0041	.444	WLWQ-F 7.0	15.8	72.5	20	13	10.7	1988
1989	42.0	9.1	1.35	31.11	10.3	.0041	.499	WNCI-F 8.1	16.4	76.7	21	13	13.1	1989
1990	42.0	0	1.39	30.88	10.6	.0038	.494	WNCI-F 9.0	16.3	74.3	24	13	9.7	1990
1991	43.0	2.4	1.40	30.71	10.8	.0040	.512	WNCI-F 8.2	16.5	76.4	26	14	13.4	1991
1992	45.3	5.4	1.42	31.90	11.5	.0039	.527	WSNY-F 8.3	15.8	75.1	24	16	12.3	1992
1993	50.3	10.9	1.42	35.42	12.4	.0041	.604	WSNY-F 9.0	15.9	75.3	27	17	13.6	1993
1994	55.5	7.3	1.44	38.54	15.1	.0037	.671	WSNY-F 9.9	15.4	78.8	27	18	15.1	1994
1995	60.0	7.5	1.45	41.38	16.8	.0036	.713	WSNY-F 9.4	15.0	80.0	25	17	15.0	1995
1996	63.5	5.8	1.46	43.49	18.1	.0035	.744	WSNY-F 9.1	14.6	82.7	28	18	13.4	1996
1997	75.8	19.4	1.46	51.92	19.6	.0039	.873	WSNY-F 11.1	14.6	81.3	27	17.5	12.1	1997
1998	84.8	11.8	1.47	57.68	20.8	.0041	.997	WSNY-F 12.0	14.1	80.4	27	17	14.1	1998
1999	90.0	5.8	1.49	60.40	22.9	.0039	1.08	WNCI-F 12.7	14.4	80.5	28	18	13.0	1999
2000	96.4	7.1	1.51	63.67	24.3	.0040	1.15	WNCI-F 13.8	14.4	81.6	28	18.5	14.8	2000
2001	95.4	-1.0	1.55	61.55	26.7	.0036	1.11	WNCI-F 13.5	13.9	83.5	28	18.5	13.1	2001
2002	105.1	NM	1.57	66.94	27.6	.0038	1.269	WSNY-F 13.0	13.5	79.7	30	--	15.9	2002
2003	110.1	4.8	1.58	69.68	29.0	.0038	1.295	WSNY-F 12.8	12.8	84.0	29	19.5	14.3	2003

MAJOR STATIONS - JANUARY 2004

WBNS	1460	5KW/1KW (DA-N)	Sports		WJYD-F	106.3	6KW@328 (DA)	Gospel	Radio One
WCOL	1230	1KW	Sports	Clear Channel	WJZA-F	103.5	4KW@404	Jazz	Saga
WMNI	920	1KW/500W (DA-2)	Standards		WLWQ-F	96.3	18KW@753	AOR	CBS
WRFD	880	23KW (DAYS)	Religion	Salem	WNCI-F	97.9	175KW@560 (DA)	CHR	Clear Channel
WTVN	610	5KW (DA-N)	Talk	Clear Channel	WODB-F	107.9	2.6KW@505	Oldies	Saga
WVVO	1580	1KW/250W (DA-2)	Gospel		WSMZ-F	103.1	1.6KW@443	Black Oldies	
WAZU-F	107.1	3KW@328	AOR	CBS	WSNY-F	94.7	22KW@753	AC	Saga
WBNS-F	97.1	21KW@780	AC/CHR		WWCD-F	101.1	6KW@328 (DA)	AOR-Modern	
WBZX-F	99.7	20KW@783	AOR		WXMG-F	98.9	2.6KW@505 (DA)	Black Oldies	Radio One
WCKX-F	107.5	2KW@413	Black	Radio One					
WCLT-F	100.3	50KW@390	Country						
WCOL-F	92.3	22KW@753	Country	Clear Channel					
WCVO-F	104.9	6KW@308	Religion						
WEGE-F	103.9	5KW@345 (DA)	Classic Hits						
WFJX-F	105.7	2.4KW@522	Classic AOR	Clear Channel					
WHOK-F	95.5	21KW@761 (DA)	Country	CBS					

COLUMBUS, OH.

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000	
CHR/AOR	34	43	34	CHR AOR/CL	11 14	20 13	26 14	13 19	12 19	11 20	10 19
MOR/AC	33	22	21	MOR/FS AC/OLD	15 20	16 16	15 16	11 21	10 9	10 10	See Talk 9
COUNTRY BTFL/EZ/SAC	11 15	11 15	10 12		16 12	9 11	11 6	20	23	17	15
				SOFT AC	3			4			
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	7	8	13		10 --	8 3	7 2	7 --	9 --	13 2	13 3
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	--	--	10		--	2	3	3	--	4	3
					2	1	2	3	2	2	4

STATION NOTES

(Major call letter and format changes)

WCOL	CHR until 79; AC until 80; Standards until 84; AC again until 85; News/Talk until 86; Standards until 90; Oldies until 93; WFII from 97-01; WZNV until 02
WBZX-F	WMNI until 77; WRMZ until 86; WMGG until 92; MOR until 78; Disco until 79; EZ until 83; Country until 86; AC until 87; Classic AOR until 92
WSMZ-F	WZZT until 88; WXLE until 91; WRZR until 95; Black until 88; Oldies until 91; AOR until 98; WTJY until 96
WXMG-F	WXMX and AC until 91; WRVF until 94; Soft AC until 91; WLLD until 96; Country until 96; WZAZ until 98
WAZU-F	WBBY until 90; Jazz until 90; WAHC and CHR until 96; Oldies-70's until 97
WFJX-F	WWHT until ---; CHR until ---; WZAZ until 00; AOR until about 00
WJYD-F	WCKX until 98; Black until 98; Jazz until 00; WCZZ until 00
WSNY-F	WVKO and Black until 82
WCOL-F	WCOL until 78; AOR until 78; WXGT and CHR until 90; Oldies until 94
WLVQ-F	WTVN-F and EZ until 77
WBNS	MOR until 90; Standards until 92
WMNI	Country until 97
WVKO	Black until 97
WBNS-F	Oldies until about 01
WODB-F	WCEZ until 97; Soft AC until 97; WLYR until 98; WXST until 01
WJZA-F	WSWZ until 98
WCKX-F	WJZA until 98

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WLOH, WHOK-F (Lancaster)		\$	525,000
1974 WRFD	Sold by Nationwide		750,000
1981 WRFD	Sold to Epperson		1,800,000
1982 WVKO, WSNY-F	Sold to Marvin Josephson		3,000,000
1986 WVKO, WSNY-F	From Josephson to Saga		19,500,000
1988 WXLE-F (Johnstown)	Sold to Ragan Henry		1,850,000
1991 WWCO-F			2,000,000
1991 WXXM-F			2,500,000
1993 WCOL A/F	From Great Trails to Nationwide		15,000,000
1993 WLOH, WHOK-F	Sold to OmniAmerica		10,000,000
1993 WRVH-F	Sold to OmniAmerica		7,000,000
1995 WLOH, WHOK-F, WLLD-F	From OmniAmerica to Citicasters		24,000,000
1996 WTVN	From Citicasters to Jacor		33,900,000
1996 WLVQ-F	From Citicasters to Jacor		38,400,000
1996 WLOH, WLLD-F, WHOK-F	From Citicasters to Jacor		24,000,000
1996 WCEZ-F	Sold to Associated		2,000,000
1996 WCKX-F	Sold to Blue Chip		3,300,000
1996 WAHC-F, WAKS-F	Sold to Jacor		9,000,000
1997 WJZA-F	Sold to Blue Chip		4,500,000
1997 WSWZ-F (103.5)	Sold to WJZF owner		1,700,000
1997 WCOL-F	From Nationwide to Jacor		37,000,000
1997 WFII	From Nationwide to Jacor		2,000,000
1997 WNCI-F	From Nationwide to Jacor		44,000,000
1998 WLOH	Sold to Jacor		100,000
1998 WZAZ-F (98.9)	From Jacor to Blue Chip		10,100,000
1998 WAZU-F/WHOK-F/KLVQ-F	From Jacor to CBS		Trade
1998	The remaining Jacor stations were sold to Clear Channel		--
1998 WEGE-F	Sold to WMNI, WBZS-F owner		5,000,000
1999 WXST-F	Sold by Associated		--
2001 WXXM-F, WJYD-F, WCKX-F	From Blue Chip to Radio One		--
2002 WODB-F	Sold to Saga	9,000,000 + WVKO	
2003 WJZA-F (Lancaster), WJZK-F (Richwood)	Sold to Saga		13,000,000

COLUMBUS, OH

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WTVN	4.4	WTVN	5.0	WTVN	6.2	WLWQ-F	6.5	WLWQ-F	7.0	WNCI-F	8.1
2 WLWQ-F	3.5	WSNY-F	4.5	WSNY-F	5.4	WTVN	5.9	WTVN	6.8	WSNY-F	8.0
3 WNCI-F	3.1	WLWQ-F	4.2	WLWQ-F	5.3	WSNY-F	5.5	WSNY-F	6.6	WLWQ-F	7.1
4 WSNY-F	3.0	WXGT-F	2.8	WBNS-F	3.1	WNCI-F	4.2	WNCI-F	6.1	WTVN	6.7
5 WBNS-F	2.9	WBNS-F	2.7	WXGT-F	2.9	WXGT-F	2.9	WXGT-F	3.2	WMGG-F	2.9
6 WXGT-F	2.8	WNCI-F	2.5	WNCI-F	2.6	WBNS-F	2.8	WBNS-F	2.9	WBNS-F	2.8
7								WMGG-F	2.2	WXGT-F	2.7
8								WHOK-F	1.4	WHOK-F	1.4
9								WMNI	0.9	WMNI	0.9
10								WVVO	0.9	WVVO	0.9
1990		1991		1992		1993		1994		1995	
1 WNCI-F	9.0	WNCI-F	8.2	WSNY-F	8.3	WSNY-F	9.1	WSNY-F	9.9	WSNY-F	9.4
2 WSNY-F	7.7	WSNY-F	8.2	WNCI-F	7.5	WNCI-F	7.7	WTVN	7.9	WTVN	9.0
3 WTVN	7.0	WTVN	7.0	WTVN	6.8	WTVN	7.1	WNCI-F	7.7	WNCI-F	8.3
4 WLWQ-F	6.0	WLWQ-F	6.1	WLWQ-F	6.6	WLWQ-F	6.8	WLWQ-F	7.5	WLWQ-F	8.1
5 WMGG-F	3.0	WMGG-F	3.2	WHOK-F	3.5	WHOK-F	3.3	WBZX-F	4.2	WCOL-F	6.0
6 WHOK-F	2.6	WHOK-F	2.9	WBZX-F	3.0	WBZX-F	3.2	WHOK-F	4.1	WBZX-F	4.8
7 WBNS-F	2.3	WCOL AF	2.1	WCOL AF	2.6	WRVF-F	3.1	WRVF-F	3.4	WBNS-F	3.3
8 WCOL-F	1.8	WBNS-F	2.0	WBNS-F	1.4	WCOL-F	2.9	WCOL-F	3.0	WHOK-F	2.7
9 WVVO	0.9	WVVO	0.95	WRVF-F	1.3	WWCD-F	1.4	WBNS-F	2.6	WLLD-F	1.8
10 WMNI	0.5	WBNS-F	0.5	WVVO	1.0	WBNS-F	1.2	WWCD-F	1.5	WWCD-F	1.6
11								WVVO	1.2	WCKX-F	1.5
										WAKS-F	1.4
										WVVO	0.9
1996		1997		1998		1999		2000		2001	
1 WSNY-F	9.1	WSNY-F	11.1	WSNY-F	12.0	WNCI-F	12.7	WNCI-F	13.8	WNCI-F	13.5
2 WNCI-F	9.1	WNCI-F	10.7	WNCI-F	11.5	WSNY-F	11.6	WSNY-F	12.9	WSNY-F	13.2
3 WLWQ-F	9.0	WLWQ-F	9.4	WCOL-F	9.9	WLWQ-F	11.0	WLWQ-F	12.7	WLWQ-F	12.1
4 WTVN	8.3	WCOL-F	9.3	WTVN	9.5	WCOL-F	10.1	WCOL-F	9.6	WCOL-F	9.4
5 WCOL-F	7.9	WTVN	8.6	WLWQ-F	9.4	WTVN	9.3	WTVN	9.4	WTVN	8.9
6 WBZX-F	5.1	WBZX-F	5.4	WBZX-F	5.5	WBZX-F	6.0	WBZX-F	7.1	WBNS-F	7.6
7 WBNS-F	4.4	WBNS-F	4.8	WBNS-F	5.1	WCKX-F	6.0	WCKX-F	7.0	WBZX-F	4.9
8 WHOK-F	2.5	WHOK-F	2.4	WHOK-F	3.5	WBNS-F	5.6	WBNS-F	5.1	WCKK-F	4.7
9 WZAZ-F	1.1	WWCD-F	2.3	WZAZ-F	3.1	WHOK-F	3.9	WHOK-F	4.7	WHOK-F	4.2
10 WWCD-F	1.1	WKFX-F	1.9	WCKX-F	1.2	WZAZ-F	2.8	WWCD-F	2.0	WXMG-F	2.3
11 WCKX-F	1.1	WZAZ-F	1.8	WBNS-F	2.0	WBNS-F	1.9	WAZU-F	1.8	WFJX-F	2.3
12 WAZU-F	1.0	WZJZ-F	1.8	WWCD-F	1.7	WWCD-F	1.8	WFJX-F	1.8	WWCD-F	2.0
13 WBNS-F	1.0	WBNS-F	1.6	WZJZ-F	1.5	WZJZ FF	1.6	WXMG-F	1.6	WBNS	1.6
								WBNS-F	1.6	WAZU-F	1.6
2002		2003									
1 WSNY-F	13.0	WSNY-F	12.8								
2 WNCI-F	12.7	WNCI-F	12.4								
3 WTVN	10.8	WTVN	11.4								
4 WCOL-F	9.5	WCOL-F	11.0								
5 WLWQ-F	9.0	WLWQ-F	10.0								
6 WCKX-F	8.5	WCKX-F	8.6								
7 WBNS-F	8.3	WBNS-F	8.5								
8 WBZX-F	6.0	WBZX-F	6.2								
9 WHOK-F	3.9	WWCD-F	3.5								
10 WBXJ-F	3.2	WHOK-F	3.5								
11		WFJX-F	3.5								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Citicasters	\$ 15.4 (27.7)	1 Citicasters	\$ 22.2 (37.0)	1 Jacor	\$ 21.9 (34.1)
2 Saga	11.1 (20.0)	2 Nationwide	14.9 (24.8)	2 Nationwide	17.4 (27.0)
3 Nationwide	11.0 (19.8)	3 Saga	10.3 (17.2)	3 Saga	9.9 (15.3)
4 OmniAmerica	7.9 (14.2)	4 WMNI,WBZX-F	5.0 (8.3)	4 WMNI,WBZX-F	5.4 (8.4)
		5 WBNS A/F	4.0 (6.7)	5 WBNS A/F	5.4 (8.4)
1997		1998		1999	
1 Jacor	\$ 32.6 (43.0)	1 Jacor	\$ 34.1 (40.2)	1 Clear Channel	\$ 35.4 (39.3)
2 Jacor (divested)	12.7 (16.7)	2 CBS	13.9 (16.4)	2 CBS	16.1 (17.9)
3 Saga	11.6 (15.3)	3 Saga	12.4 (14.7)	3 Saga	11.9 (13.3)
4 WBNS A/F	6.4 (8.4)	4 WBNS A/F	7.1 (8.3)	4 WBNS A/F	7.5 (8.4)
5 WMNI,WBZX	6.2 (8.2)	5 WMNI,WBZX	6.4 (7.5)	5 Blue Chip	7.2 (7.9)
		6 Blue Chip	2.7 (3.2)	6 WMNI,WBZX	7.0 (7.8)
2000		2001		2002	
1 Clear Channel	\$ 34.9 (36.2)	1 Clear Channel	\$ 34.6 (36.2)	1 Clear Channel	\$ 37.2
2 CBS	19.2 (19.9)	2 CBS	17.9 (18.7)	2 Saga	15.5
3 Saga	13.6 (14.1)	3 Saga	13.6 (14.3)	3 CBS	14.6
4 WMNI,WBZX,WEGE	8.9 (9.2)	4 WBNS A/F	9.2 (9.7)	4 Radio One	11.2
5 Radio One	8.8 (9.2)	5 Radio One	7.3 (7.5)	5 WBNS	10.7
6 WBNS A/F	6.7 (6.9)	6 WMNI,WBZX,WEGE	6.9 (7.2)		
2003					
1 Clear Channel	\$ 39.4				
2 Saga	15.4				
3 CBS	15.2				
4 Radio One	11.6				
5 WBNS	11.1				

All 2002 and 2003 financial data is provided by BIA Financial

DUNCAN'S COMMENTS:

At one time I felt that Columbus would become a great radio market. However, beginning in the early 80's new stations have badly hurt this market. The number of stations trying to take a piece out of Columbus has doubled since 1980. Columbus is still a fairly good market but it will never be a top tier market.

WTVN is another example of a Full Service/Talk station which has managed to survive and thrive. However, to my mind the most outstanding station in the market is WSNY. This is one AC station which has managed to continue being successful despite being in a format that has faltered in recent years.