

JACKSONVILLE

	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	5.5	--	--	--	--	--	--	--	13.9 %	41.3 %	--	--	--	1976
1977	6.7	14.5 %	--	--	--	--	--	--	15.3	41.0	19	--	--	1977
1978	8.2	22.3	--	--	--	--	--	--	14.9	47.3	21	--	--	1978
1979	7.8	-4.9	--	--	--	--	--	--	14.9	58.0	22	--	--	1979
1980	7.6	-2.6	--	--	--	--	--	--	14.9	58.5	25	--	--	1980
1981	8.8	15.7	.755	11.66	3.7	.0024	--	--	14.6	66.4	22	--	--	1981
1982	9.9	12.5	.760	13.02	3.9	.0025	--	--	17.7	66.0	22	--	--	1982
1983	11.6	17.2	.769	15.08	4.1	.0028	.108	--	18.2	73.7	27	15	--	1983
1984	14.0	20.7	.789	17.74	4.6	.0031	.147	WIVY-F	18.2	76.7	21	14	--	1984
1985	16.7	19.3	.818	20.95	4.8	.0033	.188	WIVY-F	16.7	78.4	24	13	--	1985
1986	19.0	13.8	.829	21.59	5.5	.0034	.242	WIVY-F	17.4	78.0	22	12	--	1986
1987	19.2	1.1	.890	21.57	6.0	.0032	.246	WAPE-F	16.5	79.0	21	11	19.5	1987
1988	22.5	17.2	.918	24.51	6.5	.0035	.277	WAPE-F	16.4	84.0	20	10	16.9	1988
1989	23.5	4.4	.924	25.05	6.9	.0034	.292	WAPE-F	15.7	81.8	28	10	18.0	1989
1990	24.5	4.3	.927	25.87	7.3	.0033	.300	WAPE-F	16.8	83.3	21	10.5	18.0	1990
1991	24.2	-1.2	.938	25.80	7.5	.0032	.296	WAPE-F	16.4	84.1	27	11.5	17.9	1991
1992	25.6	6.0	.956	26.78	8.1	.0032	.311	WQIK-F	16.7	88.8	23	11	16.7	1992
1993	26.8	4.5	.973	27.54	9.1	.0029	.332	WQIK-F	15.9	86.2	22	12	18.8	1993
1994	31.1	15.6	.980	31.73	10.0	.0031	.388	WQIK-F	16.2	83.7	25	12	17.5	1994
1995	35.5	9.5	.985	36.05	9.1	.0039	.428	WQIK-F	16.2	84.8	24	13.5	16.2	1995
1996	36.5	2.8	1.00	36.50	9.7	.0038	.442	WQIK-F	16.6	85.5	25	13.5	16.1	1996
1997	41.8	14.5	1.03	40.58	10.7	.0039	.489	WFYV-F	15.5	86.3	25	14.5	14.1	1997
1998	47.4	13.2	1.07	44.30	11.3	.0042	.552	WFYV-F	16.0	85.8	25	15	13.2	1998
1999	50.1	5.4	1.09	45.93	12.3	.0041	.599	WFYV-F	15.4	86.2	26	14	15.7	1999
2000	54.8	9.4	1.09	50.09	14.7	.0037	.641	WAPE-F	14.8	84.5	27	16	13.9	2000
2001	51.9	-5.3	1.12	46.34	14.3	.0036	.618	WFYV-F	15.6	85.3	23	16	14.7	2001
2002	60.8	NM	1.14	53.33	14.9	.0041	.750	WFYV-F	13.4	83.7	25	--	17.8	2002
2003	62.3	2.5	1.16	53.70	15.5	.0040	.750	WFYV-F	14.0	85.7	28	16.5	16.1	2003

MAJOR STATIONS - JANUARY 2004

WBWL	600 5KW (DA-N)	Kids	Disney/ABC	WAPE-F	95.1 100KW@984	CHR	Cox
WCGL	1360 5KW/89W	Gospel		WBGB-F	108.5 6KW@328	Religion	Salem
WFXJ	930 5KW (DA-N)	Sports	Clear Channel	WEJZ-F	96.1 100KW@984	Soft AC	Renda
WOKV	690 50KW/10KW (DA-N)	News/Talk	Cox	WFKS-F	97.9 13KW@991	CHR	Clear Channel
WSVE	1280 5KW/133W	Gospel	Willis	WFYV-F	104.5 100KW@1014	Classic AOR	Cox
WZAZ	1400 1KW	Gospel	Salem				
WZNZ	1460 5KW (DA-2)	Sports	Salem	WHJX-F	105.7 6KW@328	Black	
				WJBT-F	92.7 2.6KW@505	Black	Clear Channel
				WJSJ-F	105.3 3.9KW@410	Jazz	
				WKQL-F	96.9 100KW@1014	Oldies	Cox
				WMXQ-F	102.9 98KW@1014	Oldies-80's	Cox
				WPLA-F	93.3 50KW@462	AOR-Modern	Clear Channel
				WQIK-F	99.1 100KW@991	Country	Clear Channel
				WROO-F	107.3 98KW@991	Country	Clear Channel
				WSOL-F	101.5 100KW@1463	Black/AC	Clear Channel
				WWRR-F	100.7 36KW@1463	Classic Hits	Renda

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	36	36	25	14	22	16	8	9	12	8
				16	13	15	14	16	16	15
MOR/AC	13	3	17	--	1	--				
				9	23	18	14	5	5	2
COUNTRY	14	23	20	19	22	15	24	11	8	11
BTF/EZ/SAC	20	18	11	13	4	10		22	15	16
							SOFT AC	9	9	8
NEWS/TALK	1	2	1	4	3	3	8	9	5	9
SPORTS									4	3
BLACK/URBAN	13	15	13	21	8	15	12	14	17	20
SMOOTH JAZZ									4	
STANDARDS	--	--	2	--	--	1	1			
HISPANIC										1
RELIG/GOSPEL	5	4	10	4	8	7	7	5	5	7
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

WKQL-F	WPDQ until 76; WAIV until 90; CHR until 76; AC until 90
WROO-F	WJEE until 81; WCRJ until 91; EZ until 81
WEJZ-F	WKTZ and EZ until 85; WLCS and AC until 87
WAPE-F	AOR until 81; Black until 86; WJAX until 86
WWRR-F	WIOI until 91; WOKV until 92; WBYB until 95; Classic AOR until 91; News/Talk until 92; Black/AC until 96; Oldies-70's until 97
WJBT-F	WPDQ until 89; WZAZ until 91
WZNZ	WPDQ until 87; WRQL until 88; WFYV until 92; Black until 87; Oldies until 88; AOR until 92
WMXQ-F	WIVY until 97; CHR to AC by Mid 80's; AC until 99
WSOL-F	WHJX until 95
WPLA-F	WAIA until 95; Classic AOR until 95
WJSJ-F	WXGV until 03
WBWL	WMBR until 77; WSNY until 80; WAIV until 81; CHR until 76; AC until 80; Began News/Talk around 83; WOKV until 96; News/Talk until 96
WOKV	WAPE until 85; WJAX until 87; WAPE until 89; WPDQ until 96; CHR until 81; Country until 82; Religion until 87; CHR until 89
WZAZ	WERD until 84
WJGR	WVOJ until 83; WQIK until 93; Country until 93
WJAX	WKTZ until 84; Black until 86; WRXJ until --; Oldies until --
WFKS-F	WSTF until 95; WFSJ until 00; Oldies until 95; Oldies-80's until 96; Jazz until 00
WHJX-F	WXQL until 02
WBGB-F	WTLK until 98; Talk until 98; AOR until 99

Note: I have missed quite a few call letter changes and format changes for AM stations in the years prior to 86.

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MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 WJAX	Sold to Sis Kaplan	\$	1,480,000
1971 WROS, WIVY-F			320,000
1975 WOKV, WAIV-F	From Belk to Rounsaville		650,000 + WPDQ AM
1975 WPDQ	From Rounsaville to Belk to Mel Lin		750,000
1975 WCGL	From Mel Lin to Ed Winton		175,000
1976 WEXI, WIVY-F	Sold to Infinity		1,250,000
1976 WEXI	Sold by Infinity		250,000
1979 WPDQ	Sold to BENI		1,360,000
1979 WFYV-F	Sold to BENI		920,000
1979 WZAZ	Sold to Gilliam		488,000
1979 WKTZ AF	Sold to Beck Ross		2,500,000
1981 WJAX	From Sis to Eastman		1,835,000
1981 WOKV/WIAV-F	From Rounsaville to Affiliated		3,000,000
1981 WCRJ AF	Sold to Abel		2,093,000
1982 WQIK	From Gulf to Rowland		600,000
1982 WZAZ	Sold to Gilliam		734,000
1982 WFYV-F	From BENI to Metroplex		2,850,000
1982 WRXJ (?)	Sold by Eastman		1,000,000
1983 WRXJ, WAPE-F	Sold to Statewide		3,100,000
1984 WQIK AF	Sold to Jacor		5,000,000
1984 WZAZ			350,000
1984 WIVY-F	From Infinity to Gilmore		6,500,000
1985 WCRJ AF	From S & F to Justice		4,000,000
1985 WEXI			450,000
1985 WROS	Sold to Good News		525,000
1985 WRXJ, WAPE-F	Sold to Statewide by Silver Star		5,200,000
1985 WPDQ	From BENI to Metroplex		785,000
1985 WBIX	Sold to Sudbrink		436,000
1985 WRXJ-AM	From Statewide to Kravis (the old WRXJ donated to Jones College by Kravis)		750,000
1986 WCRJ	Sold by Justice		380,000
1986 WCRJ-F	From Justice to Hoker		6,000,000
1986 WOKV, WAIV-F	From Affiliated to EZ		10,100,000
1986 WZAZ			325,000
1987 WKOZ	Sold to Willis		275,000
1987 WRXJ	From Kravis to Hoker		1,000,000
1987 WEJZ-F	From Kravis to WIN		6,500,000
1988 WIVY-F	From Gilmore to Taylor		8,130,000
1988 WEJZ-F	From WIN to ML		8,000,000
1989 WQIK AF			(cancelled) 16,000,000
1989 WPDQ-F (Green Cove)			1,440,000
1989 WAPE	From Evergreen to Genesis (Maduri)		875,000
1989 WRXJ, WCRJ-F	From Hoker to Regan Henry		(cancelled) 8,600,000
1989 WCGL			510,000
1989 WEJZ-F	From ML to Renda		7,000,000
1989 WQIK AF	From Jacor to Capstar		(cancelled) 13,000,000
1991 WCRJ-F	From Hoker to Paxson		3,500,000
1991 WRXJ			425,000
1991 WZAZ AF	Sold out of Bankruptcy		2,025,000
1991 WRXJ	Sold to Paxson		435,000
1992 WOKV, WKQL-F	From EZ to Prism		3,750,000
1992 WAIA-F (St. Mary's)	From Rowland to Paxson		2,000,000
1992 WFYV-F	From Metroplex to Evergreen		8,000,000
1993 WPDQ	From Genesis to Prism		400,000
1993 WAPE-F/WFYV-F	From Evergreen to Omni/America		19,700,000
1993 WFKS-S (Palatka)	From Heritage Bdcst to Osborn		2,900,000
1994 WCRJ			500,000
1994 WIVY-F	From Taylor to Prism		7,000,000
1995 WVOJ	Sold by Timm		275,000
1995 WHJX-F (Brunswick, GA)	Sold to Jacor		4,500,000
1995 WSVE	Sold to Willis		338,000
1995 WZAZ, WJBT-F	From by UNC to Jacor		3,750,000
1995 WAPE-F, WFYV-F	From OmniAmerica to Citicasters (CNCLD)		43,000,000
1995 WXTL (Jacksonville Bch)	Sold by Sudbrink		665,000
1995 WFKS-F, WWRD-F (Jacksonville/Daytona Bch area)	From Osborn to Renda		6,500,000
1996 WPDQ	From Prism to SFX		500,000
1996 WOKV	From Prism to SFX		2,900,000

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HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 WIVY-F 2.7	WIVY-F 3.5	WIVY-F 3.7	WAPE-F 3.8	WAPE-F 4.3	WAPE-F 4.6
2 WFYV-F 2.2	WAIV-F 3.0	OKV/AV 3.5	WAIV-F 3.6	WQIK AF 4.2	WQIK AF 4.3
3 WAIV-F 1.7	WQIK AF 2.7	WQIK AF 2.8	WQIK AF 3.4	WAIV-F 4.1	WFYV-F 3.2
4 WQIK-F 1.7	WFYV-F 2.6	WFYV-F 2.6	WIVY-F 2.9	WIVY-F 3.3	WAIV-F 3.1
5 WCRJ-F 1.5	WLCS-F 1.9	WAPE-F 1.9	WFYV-F 2.4	WFYV-F 2.8	WIVY-F 3.0
6 WKTZ-F 1.3	WCRJ-F 1.4	WLCS-F 1.8	WCRJ-F 1.2	WCRJ-F 1.4	WCRJ-F 1.5
7	WJAX-F 1.0	WCRJ-F 1.5	WEJZ-F 0.7	WEJZ-F 0.8	WEJZ-F 1.4
8				WOKV 0.5	WOKV 0.6
9					WPDQ-F 0.5
10					WIOI-F 0.4
1990	1991	1992	1993	1994	1995
1 WAPE-F 4.6	WAPE-F 4.3	WQIK-F 4.9	WQIK-F 5.0	WQIK-F 5.5	WQIK-F 5.8
2 WQIK-F 4.3	WQIK AF 4.1	WAPE-F 3.8	WEJZ-F 3.4	WFYV-F 4.1	WFYV-F 4.4
3 WFYV-F 3.3	WFYV AF 3.1	WFYV AF 3.3	WAPE-F 3.3	WAPE-F 3.9	WEJZ-F 4.0
4 WEJZ-F 2.8	WEJZ-F 2.7	WEJZ-F 3.1	WFYV-F 3.2	WEJZ-F 3.6	WAPE-F 3.6
5 WKQL-F 2.5	WKQL-F 2.5	WIVY-F 2.6	WROO-F 2.9	WROO-F 3.4	WROO-F 3.5
6 WIVY-F 2.4	WIVY-F 2.3	WKQL-F 2.5	WIVY-F 2.6	WKQL-F 2.1	WKQL-F 2.8
7 WCRJ-F 1.7	WHJX-F 1.6	WROO-F 2.1	WKQL-F 1.8	WIVY-F 2.0	WIVY-F 2.3
8 WHJX-F 1.0	WOKV AF 1.5	WHJX-F 1.7	WHJX-F 1.8	WOKV 1.8	WOKV 1.8
9 WOKV 0.6	WCRJ-F 1.3	WOKV 1.2	WOKV 1.2	WHJX-F 1.4	WJBT-F 1.5
10 WIOI-F 0.6	WAIA-F 0.5	WAIA-F 0.9	WAIA-F 1.2	WHJX-F 1.4	
11					
1996	1997	1998	1999	2000	2001
1 WQIK-F 5.8	WFYV-F 5.9	WFYV-F 6.8	WFYV-F 7.4	WAPE-F 9.0	WFYV-F 7.7
2 WFYV-F 5.3	WQIK-F 5.6	WAPE-F 6.5	WAPE-F 6.9	WFYV-F 8.4	WAPE-F 7.5
3 WAPE-F 4.2	WAPE-F 5.2	WQIK-F 5.1	WEJZ-F 4.6	WEJZ-F 4.8	WSOL-F 5.1
4 WEJZ-F 3.7	WOKV 4.4	WEJZ-F 4.5	WQIK-F 4.5	WQIK-F 4.6	WQIK-F 3.9
5 WOKV 3.7	WEJZ-F 4.1	WOKV 4.5	WROO-F 4.0	WSOL-F 4.6	WEJZ-F 3.8
6 WROO-F 2.9	WKQL-F 3.2	WROO-F 4.0	WKQL-F 3.1	WKQL-F 4.0	WKQL-F 3.6
7 WKQL-F 2.5	WROO-F 3.2	WKQL-F 3.7	WSOL-F 3.8	WROO-F 3.9	WROO-F 3.2
8 WIVY-F 2.1	WSOL-F 2.4	WSOL-F 3.1	WPLA-F 2.5	WPLA-F 3.2	WOKV 3.2
9 WSOL-F 2.0	WMXQ-F 2.4	WMXQ-F 2.3	WOKV 2.4	WJBT-F 2.5	WPLA-F 3.0
10 WJBT-F 1.6	WJBT-F 2.0	WJBT-F 2.0	WJBT-F 2.1	WOKV 2.4	WJBT-F 2.7
11 WPLA-F 1.5	WPLA-F 1.5	WPLA-F 2.0	WMXQ-F 2.1	WMXQ-F 1.7	WMXQ-F 2.5
12				WNZS 1.2	WFKS-F 1.3
13					WFXJ 1.1

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 OmniAmerica \$ 8.0 (25.7)	1 Jacor \$ 9.2 (25.9)	1 SFX \$ 17.9 (47.1)
2 Prism 6.0 (19.3)	2 OmniAmerica 8.0 (22.5)	2 Jacor 9.7 (25.5)
3 Jacor 5.5 (17.7)	3 Prism 7.1 (20.0)	3 Paxson 6.4 (16.8)
4 Paxson 5.2 (16.7)	4 Paxson 5.4 (15.1)	4 Renda 4.0 (10.6)
	5 Renda 4.0 (11.3)	
1997	1998	1999
1 Capstar \$ 19.5 (46.6)	1 Capstar \$ 22.0 (46.4)	1 Cox \$ 22.6 (45.1)
2 Jacor 10.4 (24.9)	2 Jacor 10.7 (22.6)	2 Clear Channel 19.3 (38.4)
3 Clear Channel 6.6 (15.7)	3 Clear Channel 8.7 (18.4)	3 Renda 5.3 (10.5)
4 Renda 4.9 (11.7)	4 Renda 5.5 (11.6)	
2000	2001	2002
1 Cox \$ 26.1 (47.7)	1 Cox \$ 24.8 (47.9)	1 Cox \$ 28.0
2 Clear Channel 22.1 (40.3)	2 Clear Channel 20.3 (34.0)	2 Clear Channel 19.7
3 Renda 5.3 (9.7)	3 Renda 4.3 (8.2)	3 Renda 6.3
	4 Concord 1.4 (2.7)	
2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1 Cox \$ 29.0		
2 Clear Channel 20.4		
3 Renda 7.3		
4		
5		

2002	2003
1 WFYV-F 8.2	WFYV-F 8.5
2 WAPE-F 7.2	WAPE-F 6.8
3 WSOL-F 5.7	WSOL-F 5.8
4 WMXQ-F 5.4	WEJZ-F 5.4
5 WEJZ-F 4.3	WMXQ-F 5.0
6 WQIK-F 4.2	WOKV 4.5
7 WKQL-F 3.9	WKQL-F 4.3
8 WOKV 3.3	WQIK-F 3.7
9 WPLA-F 3.0	WPLA-F 3.4
10 WJBT-F 2.8	WJBT-F 3.0
11 WROO-F 2.1	WROO-F 2.6
12 WJXR-F 2.0	WJXR-F 2.1

DUNCAN'S COMMENTS
 Jacksonville has been a very good medium-sized radio market as revenues grew seven fold between 1980 and 2000. Viable stations have steadily increased in the last 15 years but the revenue increases have been enough to keep Jacksonville healthy. Note that listening to unlisted stations in this market has always been high.
 No station is clearly a standout in Jacksonville. WQIK, WEJZ and WAPE have all been outstanding stations.

MAJOR STATION TRANSACTIONS: CONTINUED

1996 WIVY-F	From Prism to SFX	\$ 8,500,000
1996 WKQL-F	From Prism to SFX	11,300,000
1996 WFSJ-F (St. Augustine)	Sold to Paxson	4,900,000
1996 WAPE-F	From Omni/America to Chancellor	20,000,000
1996 WFYV-F	From Omni/America to Chancellor	23,000,000
1996 WAPE-F, WFYV-F	Traded by Chancellor to SFX	WBAB-F/WBLI-F Long Island + 11M!
1997 WNZS	From Paxson to Clear Channel	3,400,000
1997 WZNZ	From Paxson to Clear Channel	1,900,000
1997 WFSJ-F	From Paxson to Clear Channel	5,400,000
1997 WPLA-F	From Paxson to Clear Channel	6,900,000
1997 WROO-F	From Paxson to Clear Channel	17,300,000
1997 WTLK-F	From Paxson to Clear Channel	4,700,000
1997 WOBS	Sold to Metropolitan	252,000
1997 WAPE-F	From SFX to Hicks/Chancellor	36,000,000
1997 WBWL	From SFX to Hicks/Chancellor	1,000,000
1997 WFYV-F	From SFX to Hicks/Chancellor	36,000,000
1997 WKQL-F	From SFX to Hicks/Chancellor	23,000,000
1997 WOKV	From SFX to Hicks/Chancellor	6,000,000
1998 WACR/WJQR-F	Sold to Mondosphere	1,900,000
1998 WAPE-F, WFYV-F	From Chancellor to Capstar	KODA-F in Houston less \$90,000,000
1999	All Jacor stations sold to Clear Channel	---
1999	All Capstar and AM/FM stations sold to Clear Ch	---
1999 WZNZ, WBGB-F	From Clear Channel to Concord	4,300,000
1999 WOKV, WBWL, WAPE-F, WFYV-F, WKQL-F, WMXQ-F	Divested by Clear Channel to Cox	---
2002 WBWL	From Cox to ABC	2,500,000
2003 WJGR, WZAZ, WZNZ	Sold to Salem	5,200,000 (E)
2004 WVOJ		700,000