

ROCKFORD 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>	
WROK	23.5	24.5	23.6	25.1	24.3	17.6	16.9	19.4	16.5	17.1	16.8	13.6	17.0	16.6	12.8	10.1	11.8	11.1	9.4	7.5	6.2	5.6	5.2	5.2	4.7	3.6	3.9	3.4	4.1	WROK, 1440 (NT)
WZOK-F	12.1	12.9	8.6	5.8	13.2	7.5	11.8	18.0	20.7	20.3	21.8	24.6	23.0	20.7	18.0	20.6	18.8	13.1	11.1	10.1	12.6	13.7	13.8	12.1	15.2	10.2	14.2	13.7	12.1	WZOK-F, 97.5 (CHR)
WGFB-F	5.4	3.8	4.1	8.7	8.0	11.0	15.1	10.4	9.2	8.3	5.6	6.1	6.3	5.0	3.9	8.1	7.4	6.9	7.9	7.9	6.5	10.5	9.2	10.0	8.0	5.1	4.6	5.4	5.8	WGFB-F, 103.1 (AC)
WYHY-F	2.5	5.1	11.0	4.8	7.1	7.8	11.5	9.6	6.7	7.5	6.1	2.9	3.4	13.0	15.9	10.1	9.2	7.9	6.0	6.7	6.6	6.8	9.1	6.3	6.2	11.8	7.8	7.4	6.9	WYHY-F, 95.3 (CH)
WNTA	8.6	6.0	5.8	7.4	6.8	4.4	1.8	1.7	1.7	1.9	2.4	2.3	1.1	-	3.7	1.9	3.2	4.4	3.7	5.1	4.4	4.2	4.1	5.8	3.9	3.9	4.0	4.0	WNTA, 1330 (V)	
WXTX-F	-	-	3.8	4.5	4.0	6.0	6.2	2.5	5.0	4.8	6.9	5.5	8.0	6.4	7.8	11.7	12.7	15.8	14.6	17.0	16.3	15.6	13.2	12.6	10.8	7.7	9.1	8.5	8.2	WXRX-F, 104.9 (AOR)
WKKN			4.5	6.4	2.8	5.6	4.1	3.4	4.5	4.0	3.5	5.5	2.9	2.8	4.4	2.0	1.4	0.5	2.0	3.7	-									WKKN, 1150 (-)
WSJY-F									0.8	1.1	2.7	3.8	4.9	3.9	2.3	2.0	2.6	2.3	2.0	2.2	0.4	1.7	2.0	2.1	1.8	1.5	1.3	1.2	1.6	WSJY-F, 107.3 (SAC)
WJVL-F									0.8	1.3	2.7	2.0	1.4	1.9	1.6	3.6	5.1	2.9	2.2	2.2	0.4	1.7	1.7	1.3	1.5	1.8	1.1	1.1	0.7	WJVL-F, 99.9 (C)
WQFL-F													2.9	3.0	3.4	2.6	1.7	1.8	3.2	1.7	1.5	1.7	1.7	2.7	1.5	2.2	2.6	2.8	2.1	WQFL-F, 100.9 (REL)
WKMQ-F																					1.0	1.2	0.9	-	-	4.5	4.7	5.0	5.4	WKMQ-F, 96.7 (O)
WXXQ-F																2.8	5.3	6.7			8.2	8.0	10.0	8.1	10.0	10.6	9.8	12.3	9.2	WXXQ-F, 98.5 (C)

CHICAGO STATIONS

WGN	10.2					9.4					8.8					5.1					4.1									6.0		5.8	WGN
WBBM	4.1					4.1					1.1					0.7						1.3								2.2		2.4	WBBM
WLS	7.9					3.4					2.1					1.4						1.3								3.0		3.4	WLS
WSCR	8.6					10.7					6.0					1.2						1.3								1.6		1.3	WSCR

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>							
WROK	56.1	48.8	42.0	46.5	42.5	34.9	34.6	31.8	37.2	36.4	31.2	28.8	26.0	25.3	21.6	21.4	16.7	17.3	16.8	13.7	13.8	13.2	11.7	10.1	10.6							
WZOK-F	23.6	18.9	29.6	34.5	40.6	38.3	40.3	45.7	35.0	34.8	37.2	41.8	36.9	31.9	31.0	29.6	36.0	35.7	31.1	33.8	36.9	28.4	29.6	27.6	27.4							
WGFB-F	16.3	16.9	21.6	18.3	16.2	16.2	13.2	11.5	14.2	11.4	8.5	17.7	16.1	15.5	20.5	17.9	14.3	21.7	20.6	19.1	18.2	13.3	13.9	14.2	15.2							
WYHY-F	14.5	16.7	21.8	19.5	17.8	20.8	17.4	10.4	11.2	24.1	27.7	20.7	22.0	22.1	17.7	18.4	19.5	16.1	19.8	16.7	17.8	19.8	15.0	15.8	13.9							
WNTA	-	-	-	4.5	3.1	3.6	4.1	2.8	1.3	1.8	6.0	5.0	7.7	8.1	7.6	9.3	9.6	10.9	7.8	8.5	6.5	6.7	6.5	6.5	7.9							
WXRX-F	11.3	13.1	15.5	8.6	9.4	13.4	17.5	17.9	15.5	14.7	16.5	16.9	19.8	27.5	26.1	27.7	26.2	23.9	23.5	20.4	22.8	17.4	19.1	21.7	17.5							
WKKN				6.4	5.4	6.9	7.3	7.5	7.8	6.9	6.0	5.6	3.4	3.6	6.6	7.5	-															
WSJY-F				1.8	2.5	3.4	6.9	8.1	8.6	7.0	5.6	6.1	7.3	6.8	7.0	4.3	2.8	6.9	6.3	6.3	5.6	5.5	4.1	3.7	4.8							
WJVL-F					3.3	4.4	4.7	5.3	6.3	5.9	5.6	9.4	9.5	10.9	8.4	8.8	9.4	5.9	7.0	5.0	4.7	4.4	4.3	5.0	6.0							
WQFL-F									7.7	7.1	8.0	8.1	7.2	7.3	8.2	6.8	5.5	6.3	6.2	6.7	4.7	6.5	6.7	5.9	4.4							
WKMQ-F												-	-				3.5	4.3	2.9	-		10.9	11.0	13.3	13.2							
WXXQ-F												-	-	10.4	11.3	13.5	17.2	17.7	19.9	17.6	20.5	19.7	20.6	21.9	19.2							
WGN	20.3							18.7									14.1					11.5			11.7							
WBBM	11.1							7.6									6.8					9.3			9.3							
WLS	20.4							12.7									4.7					5.9			6.8							
WSCR	17.8							12.3									6.5					5.2			5.6							

ROCKFORD

	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	3.0	--	--	--	--	--	--	--	15.0 %	24.3 %	--	--	--	1976
1977	3.3	10.0 %	--	--	--	--	--	--	13.6	31.9	13	--	--	1977
1978	3.7	12.1	--	--	--	--	--	--	14.2	31.0	15	--	--	1978
1979	4.2	13.5	--	--	--	--	--	--	14.9	35.6	13	--	--	1979
1980	4.5	7.1	--	--	--	--	--	--	14.6	38.3	16	--	--	1980
1981	4.8	6.7	.275	17.81	1.1	--	--	--	14.9	51.0	14	--	--	1981
1982	4.9	2.1	.277	18.77	1.2	--	--	--	15.5	48.5	15	--	--	1982
1983	5.2	6.1	.281	19.22	1.3	.0037	.071	--	15.6	51.2	22	8	--	1983
1984	5.6	7.7	.282	19.86	1.5	.0038	.091	WROK 1.7	16.3	53.5	21	8	--	1984
1985	6.1	8.9	.282	21.63	1.6	.0038	.095	WROK 2.1	16.3	55.0	20	8	--	1985
1986	6.5	6.6	.282	22.89	1.8	.0037	.105	WROK 2.0	15.1	57.0	19	8	--	1986
1987	6.9	6.2	.284	24.30	1.9	.0037	.112	WROK 2.0	15.1	57.7	15	7	12.4	1987
1988	7.3	5.8	.284	25.70	2.0	.0036	.105	WROK 2.2	15.6	63.2	20	6	20.7	1988
1989	7.9	8.2	.286	27.62	2.1	.0039	.109	WZOK-F 2.1	16.5	62.9	22	7	10.7	1989
1990	8.2	3.8	.284	28.67	2.2	.0039	.120	WZOK-F 2.4	16.9	70.5	18	7	16.1	1990
1991	7.9	-3.7	.285	27.72	2.3	.0036	.128	WZOK-F 2.3	16.8	67.1	22	8	15.3	1991
1992	7.5	-5.1	.287	25.78	2.4	.0031	.111	WZOK-F 2.1	15.7	64.3	18	8	15.0	1992
1993	7.0	-5.2	.292	23.97	2.6	.0027	.104	WZOK-F 1.7	16.6	71.3	20	8	17.7	1993
1994	7.9	12.6	.346	22.83	2.9	.0027	.125	WXRX-F 1.8	15.1	71.2	17	8	17.0	1994
1995	8.4	6.3	.351	23.93	3.0	.0028	.131	WXRX-F 2.4	15.9	70.8	22	8	19.8	1995
1996	9.2	9.5	.354	25.99	3.1	.0030	.140	WXRX-F 2.3	17.0	73.9	22	7	14.5	1996
1997	10.9	18.2	.357	30.55	3.1	.0035	.155	WXRX-F 2.8	15.7	75.6	25	7	10.2	1997
1998	12.3	12.8	.356	34.55	3.2	.0038	.198	WXRX-F 2.9	15.1	72.7	23	7	15.3	1998
1999	13.7	11.4	.365	37.53	3.5	.0039	.222	WZOK-F 3.0	16.5	78.4	26	7	18.1	1999
2000	14.7	7.3	.362	40.61	4.2	.0035	.248	WZOK-F 3.2	14.9	76.7	21	8	17.2	2000
2001	15.1	2.7	.374	37.96	4.5	.0032	.248	WZOK-F 3.1	14.7	76.6	22	8	14.5	2001
2002	13.8	NM	.377	36.60	4.7	.0029	.224	WZOK-F 3.4	14.0	78.4	22	--	16.4	2002
2003	14.1	2.2	.380	37.11	4.9	.0029	.255	WZOK-F 3.4	13.6	74.7	22	8	18.5	2003

MAJOR STATIONS - JANUARY 2004

WNTA	1330	1KW/91W (DA-2)	Variety	Radio Works	WGFB-F	103.1	1.2KW@525	AC	Radio Works
WROK	1440	5KW/0.3KW (DA-1)	News/Talk	Cumulus	WKMQ-F	96.7	2.2KW@551 (DA)	Oldies	Cumulus
					WQFL-F	100.9	2.7KW@489 (DA)	Religion	
					WXRX-F	104.9	4KW@400	AOR	Radio Works
					WXXQ-F	98.5	11KW@492	Country	Cumulus
					WYHY-F	95.3	1.2KW@500	Classic Hits	Radio Works
					WZOK-F	97.5	50KW@429	CHR	Cumulus
					WJVL-F	99.9	11KW@502	Country	

NOTE: A County was added to the Metro in 1994.

ROCKFORD

FORMAT SHARES (%)

	<u>77</u>	<u>80</u>	<u>82</u>		<u>84</u>	<u>87</u>	<u>90</u>		<u>92</u>	<u>95</u>	<u>98</u>	<u>2000</u>
CHR/AOR	45	45	37	CHR AOR/CL	27 9	27 11	26 11		15 18	14 25	16 22	16 23
MOR/AC	21	15	32	MOR/FS AC/OLD	6 23	20 14	13 22		14 17	12 8	12 12	See Talk 6
COUNTRY BTFL/EZ/SAC	14 16	17 14	12 12		13 10	5 6	7 3		12	13 7	10 7	14 6
								SOFT AC	3	2	2	2
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	3	5	3		4	9	12		16	9	13	24
					1	--	1		--	2	--	2
STANDARDS HISPANIC					3	--	2		5	7	2	4
RELIG/GOSPEL CLASSICAL	2	3	3		3	3	4		2	2	3	3

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WXTA	Sold by Mid America	\$ 275,000
1972 WYFE-F	Sold to Midwest Family	125,000
1975 WXTA	Sold to Miller	500,000
1980 WXTA	From Miller to Sentry	875,000
1980 WQFL-F		590,000
1982 WYBR-F	Sold to Sentry	1,110,000
1986 WXTA, WYBR-F	From Sentry to North Star	1,200,000
1989 WRRR, WXRX-F	Sold by Comm. Partners	1,350,000
1994 WNTA, WKMQ-F	From Midwest Family to Airplay	1,650,000
1995 WFRL, WXXQ-F	Sold to Connoisseur	2,300,000
1995 WRWK, WZOK-F	Sold to Connoisseur	5,000,000
1996 WFPS-F (Freeport)	Sold to Evening Star	1,300,000
1996 WFRL (Freeport)	From Connoisseur to Evening Star	245,000
1999 WLUV A/F	Sold to Connoisseur	N/A
1999 WRWC-F	From Salter to Radio Works	---
1999	All Connoisseur stations sold to Cumulus	---

STATION NOTES

(Major call letter and format changes)

WROK	CHR to AC by 82; AC to Full Service by mid-80's; FS until early 90's
WXRX-F	WYBR until 86; MOR until 79; CHR until 86; Classic AOR until early 90's
WZOK-F	EZ until 78
WGFB-F	WRWC until 00; EZ until 85; Soft AC until 00
WYHY-F	WYFE until 86; WKMQ until 00; AOR until 85; AC until 87; Oldies or Classic Hits from then on
WNTA	WRRR until 82; WXTA until 87; WYBR until 88; WRRR again until 95; MOR until 82; Standards until 87; AOR until 88; Standards again until 95
WKKN	Disappeared from 1150 in 95
WSJY-F	See Madison
WKMQ-F	WLUV until 00; Country until 00

ROCKFORD

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1	WROK 1.7	WROK 2.1	WROK 2.0	WROK 2.0	WROK 2.2	WZOK-F 2.1	WZOK-F 2.1	WROK 1.8	WROK 1.8	WROK 1.8	WROK 1.8
2	WZOK-F 1.4	WZOK-F 1.4	WZOK-F 1.6	WZOK-F 2.0	WZOK-F 2.1	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
3		KMQ/KKN 0.8			WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
4		XTA/YBR 0.7			WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
5		WRWC-F 0.6			WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
6					WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
7					WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
8					WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
9					WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
10					WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
11					WZOK-F 1.0	WZOK-F 1.0	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
1990		1991		1992		1993		1994		1995	
1	WZOK-F 2.4	WZOK-F 2.3	WZOK-F 2.1	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
2	WZOK-F 2.0	WZOK-F 2.0	WZOK-F 1.9	WZOK-F 1.4	WZOK-F 1.4	WZOK-F 1.4	WZOK-F 1.4	WZOK-F 1.4	WZOK-F 1.4	WZOK-F 1.4	WZOK-F 1.4
3	WROK 1.9	WZOK-F 1.3	WZOK-F 1.1	WZOK-F 1.2	WZOK-F 1.2	WZOK-F 1.2	WZOK-F 1.2	WZOK-F 1.2	WZOK-F 1.2	WZOK-F 1.2	WZOK-F 1.2
4	WRWC-F 0.6	WRWC-F 0.8	WRWC-F 0.9	WRWC-F 1.2	WRWC-F 1.2	WRWC-F 1.2	WRWC-F 1.2	WRWC-F 1.2	WRWC-F 1.2	WRWC-F 1.2	WRWC-F 1.2
5	WZOK-F 0.6	WZOK-F 0.7	WZOK-F 0.9	WZOK-F 0.8	WZOK-F 0.8	WZOK-F 0.8	WZOK-F 0.8	WZOK-F 0.8	WZOK-F 0.8	WZOK-F 0.8	WZOK-F 0.8
6	WZOK-F 0.3	WZOK-F 0.2	WZOK-F 0.2	WZOK-F 0.2	WZOK-F 0.2	WZOK-F 0.2	WZOK-F 0.2	WZOK-F 0.2	WZOK-F 0.2	WZOK-F 0.2	WZOK-F 0.2
7											
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1	WZOK-F 2.3	WZOK-F 2.8	WZOK-F 2.9	WZOK-F 3.0	WZOK-F 3.2	WZOK-F 3.1	WZOK-F 3.1	WZOK-F 3.1	WZOK-F 3.1	WZOK-F 3.1	WZOK-F 3.1
2	WZOK-F 2.1	WZOK-F 2.2	WZOK-F 2.5	WZOK-F 2.8	WZOK-F 2.6	WZOK-F 2.5	WZOK-F 2.5	WZOK-F 2.5	WZOK-F 2.5	WZOK-F 2.5	WZOK-F 2.5
3	WZOK-F 1.3	WZOK-F 1.7	WZOK-F 1.9	WZOK-F 2.1	WZOK-F 2.3	WZOK-F 2.2	WZOK-F 2.2	WZOK-F 2.2	WZOK-F 2.2	WZOK-F 2.2	WZOK-F 2.2
4	WZOK-F 1.2	WZOK-F 1.4	WZOK-F 1.8	WZOK-F 2.0	WZOK-F 2.1	WZOK-F 2.1	WZOK-F 2.1	WZOK-F 2.1	WZOK-F 2.1	WZOK-F 2.1	WZOK-F 2.1
5	WZOK-F 1.1	WZOK-F 1.3	WZOK-F 1.6	WZOK-F 1.5	WZOK-F 1.9	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7	WZOK-F 1.7
6	WRWC-F 0.9	WROK 1.0	WROK 1.0	WROK 1.1	WROK 1.3	WROK 1.2	WROK 1.2	WROK 1.2	WROK 1.2	WROK 1.2	WROK 1.2
7					WZOK-F 0.5	WZOK-F 0.7	WZOK-F 0.7	WZOK-F 0.7	WZOK-F 0.7	WZOK-F 0.7	WZOK-F 0.7
8											
9											
10											
11											
2002		2003									
1	WZOK-F 3.4	WZOK-F 3.4	WZOK-F 3.4	WZOK-F 3.4							
2	WZOK-F 2.2	WZOK-F 2.5	WZOK-F 2.5	WZOK-F 2.5							
3	WZOK-F 2.2	WZOK-F 2.2	WZOK-F 2.2	WZOK-F 2.2							
4	WZOK-F 2.1	WZOK-F 2.0	WZOK-F 2.0	WZOK-F 2.0							
5	WZOK-F 1.4	WZOK-F 1.3	WZOK-F 1.3	WZOK-F 1.3							
6	WZOK-F 0.9	WZOK-F 1.1	WZOK-F 1.1	WZOK-F 1.1							
7	WZOK-F 0.8	WZOK-F 0.8	WZOK-F 0.8	WZOK-F 0.8							
8											
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1	Airplay \$ 3.4 (43.0)	1	Connoisseur \$ 3.9 (46.4)	1	Connoisseur \$ 4.4 (47.8)
2	WZOK-F 3.1 (39.2)	2	Airplay 3.7 (43.5)	2	Airplay 3.8 (41.3)
		3	WRWC-F 1.0 (11.1)	3	WRWC-F 0.9 (9.2)
1997		1998		1999	
1	Connoisseur \$ 4.9 (44.6)	1	Connoisseur \$ 5.3 (43.0)	1	Radio Works \$ 6.8 (49.4)
2	Airplay 4.6 (42.2)	2	Airplay 4.9 (39.9)	2	Cumulus 6.2 (45.3)
3	WRWC-F 1.4 (12.8)	3	WRWC-F 1.9 (15.5)		
2000		2001		2002	
1	Radio Works \$ 7.0 (47.9)	1	Cumulus \$ 7.1 (46.9)	1	Cumulus \$ 7.2
2	Cumulus 6.8 (46.3)	2	Radio Works 6.7 (44.5)	2	Radio Works 6.2
2003					
1	Cumulus \$ 7.7	All 2002 and 2003 financial data is provided by BIA Financial.			
2	Radio Works 6.0				
3					
4					
5					

DUNCAN'S COMMENTS:

Rockford is a slightly above average small radio market. The low number of viable stations raises Rockford above the norm. Rockford has a high level of listening to unlisted stations but much of that goes to Chicago commercial stations.

WZOK and WZOK are Rockford's leading stations. WZOK receives my vote because its high performance levels go all the way back to the late 1970's.