

## WEST PALM BEACH 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>		
WEAT-F	18.7	17.5	12.9	17.8	17.3	13.4	14.0	12.8	13.7	13.4	11.7	11.7	13.0	14.4	18.4	15.2	14.7	9.3	7.6	7.6	7.1	7.5	8.4	8.0	9.6	8.7	7.7	8.4	7.9	WEAT-F, 104.3 (SAC)	
WFTL	6.8	4.8	4.5	3.1	3.6	2.2	2.2	1.7	1.8	0.6	1.1	1.2	0.3	*	*	*	*	1.8	1.9	1.1	1.5	1.5	1.2	0.6	-	-	0.4	-	0.5	WFTL, 850 (NS)	
WBZT	-	4.2	5.9	3.0	3.0	3.5	4.3	5.2	5.3	6.7	7.4	6.7	5.8	6.3	5.9	7.6	8.0	7.7	6.4	5.4	6.3	4.5	1.7	2.4	1.4	1.3	0.5	0.4	0.4	WBZT, 1230 (T)	
WRMF-F	7.0	6.0	5.8	6.8	4.4	7.0	8.6	8.0	10.7	8.6	10.9	12.4	10.5	7.9	10.0	9.3	9.2	9.9	9.5	8.8	7.6	7.8	6.4	6.5	4.7	4.4	5.7	5.4	5.0	WRMF-F, 97.9 (AC)	
WMNE	4.2	3.0	2.3	3.4	5.1	4.2	6.9	5.8	4.9	4.0	2.9	4.3	3.4	1.9	1.8	1.0	0.7	1.4	1.6	1.6	1.1	1.0	1.5	0.8	-	-	-	-	-	WMNE, 1600 (KID)	
WJNO	5.6	5.8	8.1	4.8	2.0	3.0	1.9	1.7	1.0	0.6	0.3	0.4	0.6	0.9	0.8	0.3	0.4	1.2	2.0	2.3	2.5	2.8	4.0	4.2	4.2	4.0	3.8	3.6	5.3	WJNO, 1280 (N/T)	
WIRK-F	-	6.5	5.7	10.7	11.1	12.2	7.1	10.9	7.6	6.8	4.9	4.5	5.0	4.6	5.4	6.6	6.4	6.7	7.5	7.9	8.1	6.3	6.6	6.0	5.6	4.9	5.1	5.1	5.2	WIRK-F, 107.9 (C)	
WZZR-F	-	2.5	4.2	5.2	4.1	4.5	3.7	3.9	5.2	7.4	7.3	6.2	5.4	2.9	1.9	3.9	2.5	3.2	3.3	2.8	2.5	2.1	2.4	0.9	1.5	1.7	2.1	2.0	3.0	WZZR-F, 94.3 (T)	
WKGR-F						2.2	5.9	3.9	3.1	2.7	2.5	3.3	3.5	2.7	2.4	3.9	6.3	5.3	5.1	5.0	4.0	4.0	3.4	3.2	3.0	3.1	3.0	4.1	4.1	WKGR-F, 98.7 (CL AOR)	
WPBR		3.8	2.8	5.2	5.4	5.3	4.1	3.5	2.7	2.5	2.2	2.0	1.8	1.5	1.7	1.2	0.7	0.8	1.0	0.5	-	0.6	-	0.6	0.5	0.4	0.2	-	-	WPBR, 1340 (V)	
WLDI-F													0.8	4.2	4.2	4.1	4.9	3.6	3.7	3.8	3.0	2.4	1.7	1.9	3.3	4.1	3.8	3.1	2.6	WLDI-F, 95.5 (CHR)	
WRLX-F												1.8	2.0	3.7	2.5	2.6	2.5	2.7	6.3	7.5	6.9	7.3	4.1	2.8	2.1	1.6	1.1	1.0	2.6	WRLX-F, 92.1 (J)	
WDJA											0.7	1.1	1.2	1.2		0.9	1.8	1.6	2.0	1.5	2.5	1.7	1.4	2.4	2.6	2.5	0.9	0.9	-	WDJA, 1420 (N)	
WJBW-F																					2.9	3.7	4.7	5.9	6.2	6.6	5.5	1.0	1.9	WJBW-F, 106.3 (B/O)	
WJNA																										1.2	2.6	3.4	3.9	WJNA, 640 (ST)	
WMBX-F																							2.5	3.1	2.2	2.3	2.5	6.6	5.4	WMBX-F, 102.3 (CHR)	
WOLL-F																								2.1	2.1	1.9	2.0	2.9	4.1	WOLL-F, 105.5 (O)	
WPBZ-F																				2.1	3.0	4.8	4.2	3.3	2.9	3.3	2.9	2.9	3.3	WPBZ-F, 103.1 (AOR)	
WSWN																				0.5	0.6	0.6	0.8	0.8	0.8	1.0	1.2	1.3	0.9	0.8	WSWN, 900 (G)

## 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>	
WEAT-F	28.9	29.1	25.5	25.0	25.4	25.2	21.1	21.8	23.1	22.5	27.4	26.9	27.6	18.2	16.9	18.3	19.6	19.0	18.4	14.7	17.0	14.2	15.6	17.2	17.2	
WFTL	11.9	9.6	8.1	7.7	6.1	3.7	3.2	4.3	*	*	*	*	*	5.4	4.8	5.6	6.1	6.1	6.1	3.0	-	-	-	-	3.3	
WBZT	9.8	12.1	13.9	14.0	10.9	14.2	16.3	13.6	12.4	11.8	12.7	13.9	16.1	15.1	13.5	12.4	14.2	9.7	7.5	5.6	2.7	3.7	1.9	2.3	2.3	
WRMF-F	12.0	15.2	19.6	17.9	21.7	18.3	19.8	24.1	23.1	16.3	20.2	18.0	18.1	18.9	16.3	18.4	17.5	14.9	14.9	13.0	11.7	12.5	11.2	13.1	11.6	
WMNE	-	-	-	8.4	8.3	6.1	7.7	6.0	5.6	4.5	4.9	3.5	1.3	3.6	2.6	2.8	2.5	1.9	3.3	2.3	-	-	-	-	-	
WJNO	-	9.5	8.5	6.8	4.7	2.2	2.1	2.4	-	1.4	1.0	-	1.0	6.1	6.1	6.1	5.7	7.4	11.5	12.5	10.6	9.8	9.4	9.1	10.1	
WIRK-F	17.3	18.1	13.6	18.5	13.4	13.9	8.9	8.3	9.0	8.7	9.9	13.8	11.5	13.5	15.7	15.4	16.1	14.8	12.8	12.9	10.8	11.7	8.0	11.1	10.9	
WZZR-F	9.0	8.1	8.0	9.0	7.3	12.9	12.4	13.5	11.7	9.0	4.3	8.4	6.1	0.3	10.8	6.9	7.5	7.5	6.8	3.2	3.3	3.8	3.2	3.0	4.0	
WKGR-F			12.7	11.5	14.7	8.6	4.6	8.8	10.9	8.7	7.3	9.3	13.2	14.8	12.7	12.7	11.2	11.4	8.7	9.0	9.6	10.0	10.4	11.4	9.3	
WPBR	11.1	10.9	7.7	7.7	7.1	6.2	6.3	6.1	4.9	3.9	5.1	3.4	3.0	2.7	2.7	2.2	-	1.7	-	1.3	1.3	1.2	-	-	-	
WLDI-F										10.6	9.6	12.1	14.0	13.2	12.2	11.7	10.3	7.9	7.5	11.0	11.4	14.2	12.8	11.8	11.7	
WRLX-F									5.1	6.7	6.8	6.5	6.3	7.1	11.7	14.7	11.8	13.5	8.8	6.3	6.1	4.1	4.7	4.0	5.3	
WDJA									1.6	2.5	2.6	1.7	4.2	4.0	3.6	4.5	4.8	4.8	3.8	4.9	5.5	5.5	2.5	-	-	
WJBW-F																2.7	7.1	7.9	9.9	11.1	11.1	10.8	6.4	3.0	4.6	
WJNA																					4.2	4.4	6.7	6.0	8.3	
WMBX-F																				11.5	9.3	8.3	8.1	10.4	13.8	11.8
WOLL-F																					7.9	6.3	6.4	7.1	10.2	10.9
WPBZ-F															7.3	10.2	12.6	11.3	8.4	8.4	8.6	8.0	8.8	8.8	9.5	
WSWN														1.5	2.0	1.7	2.2	1.9	1.5	1.6	1.5	1.7	1.8	1.9	1.5	

\* WEAT A/F simulcasted

## WEST PALM BEACH

	<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	5.0	--	--	--	--	--	--	--	14.5 %	65.4 %	--	--	--	1976
1977	5.9	18.0 %	--	--	--	--	--	--	14.9	67.2	25	--	--	1977
1978	7.0	18.6	--	--	--	--	--	--	17.2	62.9	24	--	--	1978
1979	7.9	12.9	--	--	--	--	--	--	15.3	62.9	26	--	--	1979
1980	9.0	13.9	--	--	--	--	--	--	15.3	69.5	26	--	--	1980
1981	9.7	7.8	.621	15.62	3.7	.0026	--	--	16.6	68.3	31	--	--	1981
1982	10.2	5.2	.665	15.94	4.1	.0026	--	--	18.7	71.7	35	--	--	1982
1983	11.7	14.7	.687	17.03	4.7	.0025	.176	--	19.0	73.1	33	13	--	1983
1984	13.1	12.0	.709	18.47	5.1	.0026	.232	WRMF-F 2.8	18.9	74.5	33	13	--	1984
1985	15.2	16.0	.731	20.77	5.4	.0028	.278	WRMF-F 4.1	17.2	75.2	32	12	--	1985
1986	16.8	10.5	.760	21.81	6.0	.0028	.294	WRMF-F 3.8	18.0	77.8	34	11	--	1986
1987	18.5	10.1	.804	23.00	6.6	.0028	.351	WRMF-F 5.0	17.0	77.4	31	10	10.4	1987
1988	21.7	17.3	.836	25.96	7.4	.0029	.442	WRMF-F 5.5	16.7	79.4	34	8.5	10.5	1988
1989	23.6	8.8	.871	27.10	7.7	.0031	.404	WRMF-F 6.0	17.0	77.9	32	9	14.3	1989
1990	25.0	5.9	.896	27.90	8.1	.0030	.423	WRMF-F 6.5	17.4	77.7	36	9	11.0	1990
1991	23.4	-6.4	.913	25.63	8.5	.0027	.385	WRMF-F 5.9	17.4	77.0	37	9.5	9.5	1991
1992	26.1	11.5	.941	27.74	8.9	.0029	.458	WRMF-F 6.4	18.0	75.2	37	9	12.9	1992
1993	28.5	9.4	.957	29.78	9.9	.0029	.461	WRMF-F 7.9	16.8	75.6	36	10	11.3	1993
1994	32.1	12.3	.955	33.61	11.0	.0029	.576	WRMF-F 8.3	17.0	79.2	36	11	14.2	1994
1995	33.7	5.0	.995	34.60	12.3	.0029	.565	WRMF-F 7.0	17.4	78.1	37	12.5	13.1	1995
1996	35.2	4.8	.999	35.23	12.4	.0028	.576	WRMF-F 7.0	16.8	79.5	38	13	11.2	1996
1997	38.0	8.0	1.02	37.25	13.2	.0029	.655	WRMF-F 7.5	17.0	78.5	42	14	10.2	1997
1998	43.5	14.4	1.04	41.83	14.3	.0030	.807	WEAT-F 8.5	16.3	83.4	38	14.5	11.3	1998
1999	50.1	13.2	1.06	47.26	15.5	.0032	.912	WRMF-F 10.0	15.7	78.7	43	13.5	13.9	1999
2000	58.0	12.0	1.08	53.90	17.1	.0034	1.01	WEAT-F 11.3	15.8	83.1	44	15	12.4	2000
2001	54.5	-6.0	1.15	47.39	16.5	.0033	.991	WEAT-F 10.3	15.3	84.0	42	15	12.9	2001
2002	60.3	NM	1.17	51.54	17.1	.0035	1.064	WRMF-F 10.1	14.7	80.5	42	--	14.8	2002
2003	62.7	4.0	1.19	52.69	17.8	.0035	1.061	WRMF-F 9.7	15.1	79.8	40	14	15.5	2003

### MAJOR STATIONS - JANUARY 2004

WBZT	1230	1KW	Talk	Clear Channel	WEAT-F	104.3	100KW@1272	Soft AC	CBS
WFTL	850	5KW/1KW (DA-2)	Bus. News/Sports	J. Crystal	WIRK-F	107.9	100KW@427	Country	CBS
WJNA	640	7.5KW/0.5KW (DA-2)	Standards	J. Crystal	WJBW-F	106.3	25KW@308 (DA)	Black Oldies	CBS
WJNO	1290	10KW/5KW (DA-N)	News/Talk	Clear Channel	WKGR-F	98.7	100KW@974	Classic AOR	Clear Channel
WSWN	900	1KW/22W	Gospel		WLDI-F	95.5	100KW@981	CHR	Clear Channel
					WMBX-F	102.3	100KW@974	CHR/Dance	CBS
					WOLL-F	105.5	50KW@456 (DA)	Oldies	Clear Channel
					WPBZ-F	103.1	90KW@974	AOR	CBS
					WRLX-F	92.1	7KW@498	Jazz	Clear Channel
					WRMF-F	97.9	100KW@1350	AC/CHR	
					WZZR-F	94.3	50KW@456 (DA)	Talk	Clear Channel

WEST PALM BEACH

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	40	24	15	16	9	13	8	6	5	9
				8	12	10	11	12	14	13
MOR/JAC	3	10	17	2	1	1	--	--		See Talk
				11	21	24	20	9	13	10
COUNTRY	10	15	18	11	7	9	11	6	5	5
BTFLEJZ/SAC	35	28	24	17	19	19		12	10	7
							SOFT AC	16	19	16
NEWS/TALK	4	12	11	15	13	15	16	13	9	13
SPORTS								1	2	2
BLACK/URBAN	7	9	11	5	9	7	10	7	9	7
SMOOTH JAZZ							1	2	2	3
STANDARDS	--	2	4	13	8	--	4	6	10	9
HISPANIC							1	2	4	6
RELIG/GOSPEL	2	1	--					3	--	1
CLASSICAL				--	2	1	2	2	3	4

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WRMF-F	From Norman Knight to Walter-Weeks	\$ 250,000
1974 WEAT A/F	Sold to Curt Gowdy	1,500,000
1979 WJNO, WRMF-F	From Walter-Weeks to Fairbanks	3,300,000
1979 WNJY-F	Sold to Patten	995,000
1979 WPBR		300,000
1981 WPOM		1,003,000
1982 WNJY-F	From Patten to Lappin	1,615,000
1983 WIRK A/F	Sold to Price Communications	7,000,000
1984 WIXI		650,000
1985 WPOM		1,600,000
1985 WPBR	Sold to Portness	1,550,000 (never completed)
1986 WEAT A/F	Sold by Gowdy	13,000,000
1986 WSBR (Boca Raton)		1,350,000
1989 WWNN (Pompano)		3,500,000
1990 WOVV-F (Ft. Pierce)	From Roth to Ardman	7,400,000
1990 WKGR-F (Ft. Pierce)	Sold to Amaturo	11,600,000
1991 WRBD		500,000
1992 WRBD		202,000
1992 WWNN (Pompano)		1,080,000
1993 WPOM (Riviera Beach)		411,000
1994 WRLX-F	Sold to Fairbanks	5,500,000
1994 WBZT, WIRK-F	From Price to Amer. Radio Syst.	22,000,000
1995 WEAT A/F	From Taylor to Omni/America	20,000,000
1995 WKGR-F (Ft. Pierce)	From Amaturo to Amer. Radio Syst.	19,000,000
1995 WOLL-F	From Lappin to Omni/America	6,300,000
1995 WPBZ-F (Indiantown)	From Amaturo to ARS	10,000,000
1995 WQOL-F (Vero Beach)	Sold to Commodore	3,080,000
1995 WEAT A/F, WOLL-F	From Omni/America to Citicasters	36,000,000 (cancelled)
1995 WSTU, WHLG-F (Ft. Pierce)	Sold to WPBZ-F owner (ARS)	7,200,000
1996 WIRA, WCLB-F	From Ardman to Fairbanks	23,000,000
1996 WEAT	From Omni/America to Chancellor	2,000,000
1996 WEAT-F	From Omni/America to Chancellor	28,000,000
1996 WOLL-F	From Omni/America to Chancellor	9,000,000
1996 WEAT	From Chancellor to Amer. Radio	2,000,000
1996 WEAT-F	From Chancellor to Amer. Radio	30,500,000
1996 WOLL-F	From Chancellor to Amer. Radio	10,000,000
1996 WYFX (Boynton: 1040)	Sold to Fairbanks	2,250,000
1997 WBZT	From ARS to Paxson	3,000,000
1997 WEAT	From ARS to Paxson	1,500,000
1997 WKGR-F	From ARS to Paxson	18,500,000
1997 WOLL-F	From ARS to Paxson	10,000,000
1997 WBZT, WEAT, WKGR-F, WOLL-F	From Paxson to Clear Channel	
1997 WTPX-F (105.5)	Sold to Amer. Radio Syst.	11,000,000
1997 WEAT-F	From ARS to CBS	34,000,000
1997 WIRK-F	From ARS to CBS	32,000,000
1997 WMBX-F	From ARS to CBS	13,000,000
1997 WTPX-F	From ARS to CBS	10,000,000
1997 WEAT-F	From ARS to Fairbanks	1,500,000
1997 WTPX-F	From CBS to Fairbanks	12,500,000
1998 WDBF		1,100,000
1998 WJNX, WRMF-F, WRLX-F, WXFG-F, WJNO, WJNA	From Fairbanks to Clear Channel	
1998 WRMF-F, WRLX-F, WJNA	From Clear Channel to James Crystal	---
1998 WTPX-F	From James Crystal to Clear Channel	---
1998 WJBW A/F	Sold to WDBF owner	10,450,000
1999 WPOM	Sold to Hibernia	1,200,000
2000 WSBR, WWNN	Sold to Beasley	---
2000 WMBX-F, WPBZ-F	Sold to CBS	---
2000 WMNE	From Hibernia to ABC	---
2000 WRLX-F	From James Crystal to Clear Channel	15,000,000
2001 WBZT	From Clear Channel to James Crystal	2,000,000
2001 WJBW-F	Sold to CBS	20,000,000
2002 WRMF-F	From James Crystal to Cutchall	N/A
2002 WPBI, WJBW		1,550,000

STATION NOTES

(Major call letter and format changes)

WZZR-F	WGMW until 79; WNJY until 88; WMXQ until 89; WOLL until 98; WWLV until 01; EZ until 82; Standards until 89; AC until 89; Oldies until 98; Jazz until 01
WRMF-F	WJNO until 80; CHR changing to AC until 80
WFTL	WEAT until 84; WCGY until 85; WEAT again until 98; Country until 82; News until 84; MOR until 85; EZ until 95 (Format and Calls 99-03 not known)
WLDI-F	WOVV until 95; WCLB until 98; CHR until 95; Country until 98
WRLX-F	WNGS until 92; Soft AC until 92; EZ until 94; Soft AC until 99; Black Oldies until 99; AOR until 03
WDJA	WDBF until about 00; Standards until 00
WMNE	WPOM until late 90's; News until 77; Black until about 99
WJNO	WIRK until 83; WPCK until 85; WPBG until 92; CHR to AC by 81; AC until 83; Oldies until 92; WBZT until 99; Used 1040 from 97 to 00
WKGR-F	WIZD until 84
WEAT-F	EZ to Soft AC by 92
WBZT	WJNO until 97; WJNA until late 90's; News/Talk until 97; Standards until late 90's
WJBW-F	On 99.5 until 01; Standards until 01

NOTE: Lots of problems trying to figure out format and call changes for West Palm - use with some caution.

WEST PALM BEACH

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WRMF-F	2.8	RMF/JNO	4.1	WRMF-F	3.8	WRMF-F	5.0	WRMF-F	5.5	WRMF-F	6.0
2 WIRK-F	2.3	WIRK A/F	2.7	WEAT A/F	2.7	WEAT A/F	3.3	WEAT A/F	2.8	WEAT A/F	3.1
3 WEAT-F	2.0	WEAT A/F	2.3	WIRK A/F	2.5	WIRK A/F	2.7	WJNO	2.7	WJNO	2.8
4 WJNO	1.2					WJNO	2.0	WIRK A/F	2.6	WIRK A/F	2.7
5 WNJY-F	0.9										
6											
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WRMF-F	6.5	WRMF-F	5.9	WRMF-F	6.4	WRMF-F	7.9	WRMF-F	8.3	WRMF-F	7.0
2 WEAT A/F	3.3	WEAT A/F	3.2	WEAT-F	3.4	WIRK-F	4.2	WIRK-F	6.0	WIRK-F	6.0
3 WIRK-F	3.2	WJNO A/A	3.0	WJNO A/A	3.4	WEAT A/F	3.7	WEAT A/F	4.0	WEAT A/F	4.2
4 WJNO	2.8	WKGR-F	2.7	WIRK-F	3.1	WJNO A/A	3.4	WJNO	3.8	WKGR-F	4.2
5 WOVV-F	1.9	WOVV-F	2.6	WKGR-F	3.0	WKGR-F	3.2	WKGR-F	3.7	WJNO	3.8
6 WKGR-F	1.8	WIRK-F	2.5	WOVV-F	2.9	WOVV-F	2.9	WOVV-F	3.0	WRLX-F	2.1
7 WOLL-F	1.5	WOLL-F	1.3	WOLL-F	1.5	WOLL-F	1.5	WOLL-F	2.2	WOVV-F	2.0
8 WNGS-F	1.2	WNGS-F	1.0	WRLX-F	1.0	WRLX-F	2.1	WOLL-F	1.8	WOLL-F	1.8
9								WOLL-F	1.2	WBZT	1.2
10								WBZT	1.2	WPBZ-F	0.7
11								WPBZ-F	0.7		
1996		1997		1998		1999		2000		2001	
1 WRMF-F	7.0	WRMF-F	7.5	WEAT-F	8.5	WRMF-F	10.0	WEAT-F	11.3	WEAT-F	10.3
2 WIRK-F	5.6	WEAT-F	6.7	WRMF-F	8.2	WEAT-F	9.0	WRMF-F	10.2	WRMF-F	8.9
3 WEAT-F	5.5	WIRK-F	5.4	WIRK-F	6.5	WIRK-F	7.8	WIRK-F	7.9	WIRK-F	7.2
4 WJNO	3.7	WJNO	4.2	WJNO A/A	4.2	WKGR-F	4.0	WKGR-F	4.5	WKGR-F	4.7
5 WKGR-F	3.7	WPBZ-F	2.9	WPBZ-F	3.0	WPBZ-F	3.3	WPBZ-F	4.0	WLDI-F	4.2
6 WRLX-F	2.2	WKGR-F	2.8	WKGR-F	3.0	WRLX-F	2.7	WLDI-F	3.2	WPBZ-F	3.8
7 WPBZ-F	2.0	WRLX-F	2.1	WRLX-F	1.7	WJNO A/A	2.6	WRLX-F	2.6	WZZR-F	2.7
8 WCLB-F	1.4	WBZT	1.1	WOLL-F	1.2	WLDI-F	2.5	WJNO	2.5	WJBW-F	2.3
9 WSZT	1.3	WOLL-F	1.1	WJBW-F	1.1	WOLL-F	1.5	WMBX-F	2.0	WJNO	2.2
10 WOLL-F	1.2	WXFG-F	1.0	WLDI-F	0.8	WJBW-F	1.4	WJBW-F	1.6	WMBX-F	2.0
11				WMBX-F	1.3	WOLL-F	1.2	WMBX-F	1.1	WMBX-F	1.1
2002		2003									
1 WRMF-F	10.1	WRMF-F	9.7								
2 WEAT-F	9.1	WEAT-F	8.5								
3 WIRK-F	6.5	WIRK-F	6.8								
4 WKGR-F	5.1	WKGR-F	5.4								
5 WMBX-F	4.0	WOLL-F	4.1								
6 WLDI-F	3.5	WMBX-F	3.7								
7 WPBZ-F	3.1	WJNO	3.7								
8 WJNO	2.7	WPBZ-F	3.7								
9 WOLL-F	2.7	WLDI-F	3.3								
10 WRLX-F	2.4	WZZR-F	2.9								
11 WZZR-F	2.3	WRLX-F	2.6								
12 WJNA	1.9	WJNA	1.8								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Fairbanks	\$ 14.2 (40.6)	1 Fairbanks	\$ 12.9 (38.3)	1 Amer. Radio	\$ 17.7 (50.3)
2 Amer. Radio	6.9 (19.7)	2 Amer. Radio	11.4 (33.8)	2 Fairbanks	14.3 (40.6)
3 Taylor: WEAT	4.0 (11.4)	3 OmniAmerica	6.0 (17.8)	3 WPBZ-F	2.0 (5.7)
4 Amatura: WKGR	3.7 (10.6)	4 Ardman	2.0 (5.9)		
5 Ardman: WOVV	3.0 (8.6)	5 WPBZ-F	0.7 (2.1)		
6 Lappin: WOLL	2.2 (6.3)				
1997		1998		1999	
1 CBS	\$ 15.4 (40.4)	1 CBS	\$ 18.7 (42.9)	1 CBS	\$ 21.4 (42.7)
2 Fairbanks	15.1 (39.7)	2 WRLX,WRMF et.al.	10.5 (24.1)	2 WRLX,WRMF et.al.	13.2 (26.3)
3 Clear Channel	5.0 (13.2)	3 Clear Channel	10.0 (22.9)	3 Clear Channel	12.0 (23.9)
4 WJBW-F	0.8 (2.1)	4 WJBW,WDBF	1.5 (3.4)	4 WJBW-F	1.4 (2.8)
2000		2001		2002	
1 CBS	\$ 25.2 (43.4)	1 CBS	\$ 25.6 (47.0)	1 CBS	\$ 24.0
2 WRLX,WRMF et.al.	15.3 (26.3)	2 Clear Channel	16.7 (30.6)	2 Clear Channel	19.3
3 Clear Channel	14.2 (24.4)	3 WRMF,WJNA	9.7 (17.7)	3 WRMF	10.1
4 WJBW,WDBF	2.2 (3.8)	4 Beasley: WSBR	1.1 (2.0)	4 WJBW et.al.	3.7
2003					
1 CBS	\$ 24.4	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Clear Channel	22.3				
3 WRMF	9.7				
4 WJBW et.al.	2.8				
5					

**DUNCAN'S COMMENTS:**

West Palm Beach is an above average medium size radio market. Revenues have grown over 500% (1980 to 2000). The number of viable stations is low for a market of this size. This is true despite a number of FM's moving into the market during the last decade.

WEAT and WRMF have been the leaders in West Palm over the last thirty years. WEAT took a ratings hit in 1992 when it evolved from EZ to a very Soft AC. Since then WEAT has been strong and steady. Note the peak in WIRK's ratings from 1978 to 1982. That particular period was when Country music nationally was also at an apex.