

### DAVENPORT-ROCK ISLAND-MOLINE

#### 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>	
WOC	12.6	12.9	12.7	10.5	9.2	8.9	10.6	10.3	8.3	8.7	8.3	8.6	10.1	7.2	9.6	9.3	10.0	9.0	9.0	9.7	9.1	8.6	7.0	7.4	7.2	7.5	7.7	6.1	7.6	WOC, 1420 (T)
KJOC	14.3	13.2	15.7	12.0	12.7	13.1	13.9	8.0	5.8	3.9	2.3	2.0	2.5	1.5	0.2	0.2	-	-	0.4	0.9	1.3	1.8	2.0	1.0	1.4	1.3	1.3	0.9	1.1	KJOC, 1170 (T)
WKBF	9.0	12.3	11.8	14.8	17.3	15.9	13.9	10.3	11.2	7.8	7.0	5.8	5.2	5.3	3.6	4.0	3.2	0.9	1.3	-	-	3.7	5.9	4.8	5.3	4.2	5.3	3.8	3.7	WKBF, 1270 (ST)
WFXN	10.0	8.7	7.7	10.8	6.3	7.2	4.4	4.9	3.9	4.5	3.8	4.5	3.2	2.5	2.4	0.2	*	*	*	0.4	-	0.7	1.3	0.7	0.9	0.6	0.8	0.7	1.3	WFXN, 1230 (S)
WXLP-F	-	2.9	-	2.6	6.3	6.5	11.2	13.2	12.8	11.1	9.8	11.9	9.1	14.7	12.8	10.6	13.2	11.8	10.9	14.4	6.8	8.1	5.8	6.7	8.0	6.8	5.0	5.5	4.9	WXLP-F, 96.9 (CL AOR)
WLLR-F	11.4	10.0	13.1	14.6	11.4	9.8	10.1	11.0	14.7	16.9	21.8	22.6	13.5	6.6	10.1	10.3	9.9	8.8	9.1	7.8	8.0	8.1	8.1	13.5	12.2	12.8	12.7	13.7	15.3	WLLR-F, 103.7 (C)
KCQQ-F	12.9	10.9	12.4	8.9	10.3	9.9	7.5	7.9	9.3	9.5	10.3	8.0	7.6	9.6	7.6	8.0	9.2	10.5	9.9	6.0	11.6	11.1	10.8	11.0	10.0	10.5	11.5	9.9	9.2	KCQQ-F, 106.5 (CH)
WHTS-F	-	4.5	1.6	3.3	1.8	5.4	5.5	6.7	7.6	6.8	4.7	4.7	13.8	15.7	16.8	12.8	12.3	12.0	9.9	8.0	7.3	6.9	9.2	11.1	12.6	11.0	9.0	9.0	8.2	WHTS-F, 98.9 (CHR)
KUUL-F	-	1.3	2.1	-	2.0	4.8	4.6	7.8	9.0	11.3	13.2	13.3	11.2	15.4	14.7	16.7	16.3	16.6	20.4	18.5	15.5	13.5	12.6	5.6	7.3	6.8	6.3	5.7	5.7	KUUL-F, 101.3 (O)
KMXG-F												2.4	5.8	5.7	6.2	4.5	5.1	5.4	6.4	6.0	5.2	6.7	5.9	6.3	6.4	6.4	7.5	7.2	6.8	KMXG-F, 96.1 (AC)
KBEA-F												3.0	2.2	1.7	1.7	3.0	3.1	2.8	2.7	6.9	5.7	6.3	5.5	5.4	3.5	4.6	6.4	4.3	5.1	KBEA-F, 99.7 (CHR)
KBOB-F																		0.9	1.1	-	0.4	0.2	-	3.7	2.9	2.4	1.7	4.1	4.7	KBOB-F, 104.9 (C/O)
KORB-F																			1.1	0.9	5.5	4.5	4.8	3.5	3.7	4.8	6.7	6.7	6.2	KORB-F, 93.5 (AOR)

#### 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>
WOC	22.6	22.6	20.3	21.6	20.9	17.6	16.2	14.3	16.9	14.3	19.9	16.4	17.0	21.9	19.1	20.3	17.6	15.2	16.9	13.9	14.1	14.4	14.7	12.1	13.0
KJOC	34.5	29.1	35.5	28.0	22.4	18.0	9.9	6.7	7.9	5.7	-	2.1	-	-	3.9	4.0	4.4	5.1	4.5	4.4	4.9	4.0	4.9	3.6	3.7
WKBF	30.8	33.6	30.5	28.2	21.0	18.4	15.9	13.2	12.0	11.3	8.7	8.4	5.6	5.8	3.3	-	-	9.5	9.8	9.7	9.2	8.3	10.8	6.4	6.0
WFXN	25.6	22.2	18.4	15.1	12.4	11.0	10.2	12.7	6.3	7.3	8.7	-	3.5	*	*	3.3	-	2.1	3.2	2.3	2.4	2.5	2.1	1.7	3.8
WXLP-F	12.1	11.6	17.1	23.9	25.9	25.5	21.8	27.9	18.2	24.2	22.8	23.5	23.3	22.0	23.2	28.6	17.0	17.4	15.2	14.5	17.8	12.3	12.2	12.5	12.3
WLLR-F	26.8	22.9	26.3	23.7	36.7	35.2	28.0	40.4	35.9	21.3	21.4	24.9	23.9	23.3	19.7	22.2	18.7	18.5	17.7	23.4	26.0	26.0	23.0	28.0	28.5
KCQQ-F	16.8	18.7	17.6	15.1	17.6	19.2	17.3	13.6	16.2	15.7	19.0	16.7	18.6	19.4	19.3	15.1	25.0	24.4	23.9	22.6	23.2	23.5	22.4	22.6	18.5
WHTS-F	-	12.5	16.3	18.9	22.7	20.0	17.1	15.3	23.0	28.0	34.7	29.9	30.4	25.9	25.3	25.8	22.5	24.0	27.5	29.5	32.2	28.2	28.4	25.0	25.6
KUUL-F				13.2	17.9	24.4	23.1	22.3	20.2	24.3	21.6	28.8	25.4	31.2	33.3	29.9	28.7	22.7	25.3	14.9	16.6	15.6	17.3	15.3	16.7
KMXG-F									13.3	15.1	14.6	9.7	13.2	14.0	18.9	20.6	15.5	19.2	19.0	18.2	17.9	18.4	16.9	16.7	15.6
KBEA-F									5.7	6.4	6.1	7.4	6.4	7.7	7.9	19.2	16.0	15.5	14.6	13.6	11.5	17.0	17.8	15.9	16.7
KBOB-F														5.3	4.1	-	4.1	2.3	-	9.6	7.6	7.1	5.2	6.8	10.2
KORB-F															2.2	3.2	14.4	13.6	13.8	3.0	11.7	11.2	13.0	13.5	14.9

\* WLLR simulcasted with WLLR-F

### DAVENPORT-ROCK ISLAND-MOLINE

	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	4.6	--	--	--	--	--	--	--	15.6 %	33.2 %	--	--	--	1976
1977	4.9	6.5 %	--	--	--	--	--	--	14.6	34.2	17	--	--	1977
1978	5.5	12.2	--	--	--	--	--	--	13.7	34.3	16	--	--	1978
1979	5.8	5.4	--	--	--	--	--	--	14.9	36.1	18	--	--	1979
1980	6.2	6.9	--	--	--	--	--	--	14.0	37.1	16	--	--	1980
1981	6.5	4.8	.387	16.80	1.8	.0036	--	--	12.9	40.0	16	--	--	1981
1982	6.6	1.5	.389	16.97	1.9	.0035	--	--	16.8	47.7	19	--	--	1982
1983	6.6	0	.390	16.92	2.0	.0033	.083	--	17.3	59.5	17	9	--	1983
1984	6.8	3.0	.388	17.53	2.1	.0033	.103	KIHK-F 1.6	16.4	64.0	17	10	--	1984
1985	7.2	5.9	.390	18.56	2.2	.0033	.086	KIHK-F 1.7	17.1	69.9	18	11	--	1985
1986	7.5	4.2	.390	21.07	2.3	.0033	.082	KIHK-F 1.8	15.1	71.0	17	11	--	1986
1987	7.8	4.0	.356	21.91	2.4	.0034	.094	KIHK-F 1.9	16.7	68.0	19	11	12.0	1987
1988	8.5	9.0	.352	24.14	2.5	.0034	.095	WLLR-F 1.7	16.0	77.8	15	9.5	8.6	1988
1989	9.3	9.4	.350	26.57	2.5	.0037	.106	WLLR-F 2.2	17.5	78.3	16	9.5	10.7	1989
1990	9.6	3.2	.348	27.59	2.7	.0035	.115	WLLR-F 2.3	16.6	79.3	17	9.5	14.5	1990
1991	9.3	-3.1	.346	26.88	2.9	.0032	.111	WLLR-F 2.4	16.0	79.6	16	9	11.5	1991
1992	10.0	7.5	.345	28.99	2.9	.0034	.122	WLLR-F 2.6	15.7	81.0	16	9	14.9	1992
1993	10.1	1.0	.352	28.69	3.4	.0030	.125	WLLR-F 2.8	15.6	80.3	16	8	14.8	1993
1994	11.2	10.9	.356	31.46	3.6	.0031	.136	WLLR-F 3.1	16.6	80.8	18	8.5	14.2	1994
1995	11.7	4.9	.358	32.68	3.7	.0032	.148	WLLR-F 3.7	16.2	78.4	18	9.5	18.1	1995
1996	12.6	7.7	.359	35.10	3.7	.0034	.158	WLLR-F 3.0	14.1	77.8	23	10	14.0	1996
1997	13.4	6.7	.357	38.29	3.5	.0038	.163	WLLR-F 3.1	15.2	74.0	21	10.5	14.1	1997
1998	14.5	7.9	.358	40.50	3.6	.0040	.175	WLLR-F 3.3	15.8	79.3	17	11	13.3	1998
1999	14.8	2.0	.359	41.23	3.8	.0039	.178	WLLR-F 3.3	14.6	76.7	18	11.5	13.8	1999
2000	15.9	7.4	.361	44.04	4.9	.0032	.195	WLLR-F 3.1	14.2	77.4	18	11	13.8	2000
2001	15.0	-5.7	.360	41.67	5.1	.0029	.181	KCQQ-F 3.5	13.7	79.5	18	10	13.1	2001
2002	17.2	NM	.360	47.78	5.3	.0032	.233	WLLR-F 3.6	13.1	80.0	20	--	22.3	2002
2003	16.3	-6.4	.361	45.15	5.5	.0030	.196	WLLR-F 3.7	13.4	80.2	16	11.5	14.0	2003

#### MAJOR STATIONS - JANUARY 2004

KJOC	1170 1KW (DA-2)	Talk	Cumulus	KBEA-F	99.7 100KW@869	CHR	Cumulus
WFXN	1230 1KW	Sports	Clear Channel	KBOB-F	104.9 13KW@469	Country/Oldies	Clear Channel
WKBF	1270 5KW (DA-N)	Standards	Mercury	KCQQ-F	106.5 100KW@896	Classic Hits	Clear Channel
WOC	1420 5KW (DA-2)	Talk	Clear Channel	KMXG-F	96.1 100KW@984	AC	Clear Channel
				KORB-F	93.5 6KW@318	AOR	Cumulus
				KUUL-F	101.3 50KW@500	Oldies	Clear Channel
				WHTS-F	98.9 39KW@900	CHR	Mercury
				WLLR-F	103.7 100KW@1400	Country	Clear Channel
				WXLP-F	96.9 50KW@500	Classic AOR	Cumulus

DAVENPORT-ROCK ISLAND-MOLINE

FORMAT SHARES (%)

CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	38	40	45	24	29	16	13	8	13	14
				12	12	17	17	16	12	14
				CHR AOR/CL						
MOR/AC	29	10	10	3	5	1	3	2	3	See Talk
				14	12	17	18	7	7	8
				MOR/FS AC/OLD				AC OLDIES		
							19	21	20	21
COUNTRY	18	28	21	23	19	23	19	28	25	20
BTFL/EZ/SAC	14	10	9	11	9	9				
							SOFT AC		14	4
NEWS/TALK	1	12	13	9	12	12	16	12	10	15
SPORTS								2	2	2
BLACK/URBAN										
SMOOTH JAZZ										
STANDARDS	--	--	3	--	--	2	--	4	5	5
HISPANIC										
RELIG/GOSPEL				--	--	1				
CLASSICAL										

MAJOR STATION TRANSACTIONS: 1970 to 2003

1973 KRVR-F	Sold to Mid America	\$	200,000
1975 WXLN-F	Sold by Lee		350,000
1978 WLLR-F			400,000
1979 KKZX, WXLN-F	Sold to Guy Gannett		2,300,000
1982 WLLR-F	Sold to Scornix		1,080,000
1984 WMRZ	From Mid America to Scornix		400,000
1985 KXRK (?)			350,000
1986 WOC, KLIK-F	Sold by Palmer		N/A
1986 KRVR-F	From Mid America to WIN		1,600,000
1989 KTSS			70,000
1992 KMJC-F	From receiver to WOC/KUUL-F owner		1,250,000
1993 KRVR-F	Sold to Dudley		1,600,000
1993 KJOC, WXLN-F	From Goodrich to Connoisseur		2,900,000
1993 KFMH-F	Sold to Connoisseur		1,700,000
1994 WKBF, WPXR-F	From Roth to Wheeling-Pitts		2,600,000
1995 WOC, KUUL-F, KMXG-F	Sold to Scornix		11,000,000
1996 KORB-F	Sold to Connoisseur		630,000
1996 WGEN A/F	Sold to Connoisseur		850,000
1996	All Connoisseur stations sold to Cummutus		---
1999	All Scornix stations sold to Clear Channel		---

STATION NOTES

(Major call letter and format changes)

WOC	MOR until 80
KJOC	KSTT until 84; KKZX until 87; KSTT again until 91; CHR until 86; Oldies until 88; AOR until 91
WKBF	WHBF until 87; Country until early 90's
WFXN	WQUA until 83; WMRZ until 90; WLLR until 03; Oldies until 90; Country until 03
WHTS-F	WHBF-F until 87; WPXR until 95; Soft AC until 87
KBEA-F	KFMH until 94; AOR until 94; KBOB until 00; Country until 00
KMXG-F	KMJC until 93
KCQQ-F	KRVR until 95; EZ evolving to Soft AC by mid-80's; Soft AC until 95; Oldies-70's until evolving to Classic AOR/Classic Hits
WXLN-F	WHTT until 78; CHR until 78
KUUL-F	WEMO until 78; WZZC until 83; WLLR until 98; MOR until 78; Country until 98
WLLR-F	KLIK until 898; CHR until about 87; AC until 89; Oldies until 98; KUUL until 98
KBOB-F	WGEN until 94; KQLI until 00; Soft AC until 00
KORB-F	KQCS until 95; WGEN until 98

DAVENPORT - ROCK ISLAND - MOLINE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KIIK-F	1.6	KIIK-F	1.7	KIIK-F	1.8	KIIK-F	1.9	WLLR-F	1.7	WLLR-F	2.2
2 WLLR-F	1.3	WLLR-F	1.3	WLLR-F	1.5	WLLR-F	1.6	KIIK-F	1.2	WXLP-F	1.5
3 WXLP-F	0.97	WXLP-F	1.0	WXLP-F	1.1	WOC	1.0	KLIO-F	1.1	WPXR-F	1.4
4 WHBF	0.9	WOC	0.9	WOC	0.95	WPXR-F	0.85	WXLP-F	0.9	KUUL-F	1.2
5 WOC	.088	WHBF	0.8	WHBF AF	0.92	WOC	0.7	WPXR-F	0.85	WOC	0.95
6 KRVR-F	0.8	KRVR-F	0.75	KRVR-F	0.5	KRVR-F	0.57	WOC	0.7	KLIO-F	0.9
7 KSTT	0.6			WMRZ	0.5	WKBF	0.55	KRVR-F	0.57	KRVR-F	0.6
8						WMRZ	0.5	WKBF	0.55	WKBF	0.3
9								WMRZ	0.5	WMRZ	0.25
10											

1990		1991		1992		1993		1994		1995	
1 WLLR-F	2.3	WLLR-F	2.3	WLLR AF	2.6	WLLR AF	2.8	WLLR-F	3.1	WLLR AF	3.7
2 WXLP-F	1.6	WXLP-F	1.5	WXLP-F	1.7	WXLP-F	1.8	WXLP-F	2.1	WXLP-F	1.9
3 WPXR-F	1.5	WPXR-F	1.3	KUUL-F	1.4	KUUL-F	1.4	WOC	1.2	KUUL-F	1.3
4 KUUL-F	1.3	KUUL-F	1.2	WPXR-F	1.3	KRVR-F	1.3	KUUL-F	1.1	WOC	1.2
5 WOC	1.0	WOC	0.9	KRVR-F	1.0	WOC	0.9	WPXR-F	0.9	KCQQ-F	1.1
6 KMJC-F	0.8	KMJC-F	0.7	WOC	0.9	WPXR-F	0.9	KBOB-F	0.8	KBOB-F	0.9
7 KRVR-F	0.7	KRVR-F	0.7	KMJC-F	0.7	KMXG-F	0.6	KMXG-F	0.6	WHTS-F	0.7
8 WKBF	0.3	KFMH-F	0.27			KFMH-F	0.6			KMXG-F	0.6
9											
10											
11											

1996		1997		1998		1999		2000		2001	
1 WLLR AF	3.0	WLLR AF	3.1	WLLR AF	3.3	WLLR AF	3.3	WLLR AF	3.1	KCQQ-F	3.5
2 KCQQ-F	2.2	KCQQ-F	2.4	KCQQ-F	2.7	KCQQ-F	2.8	KCQQ-F	3.1	WLLR-F	3.4
3 WXLP-F	1.7	KUUL-F	1.5	KUUL-F	1.5	WHTS-F	1.7	WHTS-F	2.1	WHTS-F	1.9
4 KUUL-F	1.4	WXLP-F	1.5	WHTS-F	1.4	KMXG-F	1.4	KMXG-F	1.6	KMXG-F	1.6
5 KBOB-F	1.0	KMXG-F	1.1	KMXG-F	1.3	KUUL-F	1.2	WXLP-F	1.6	WOC	1.1
6 WOC	1.0	KBOB-F	1.0	WXLP-F	1.2	WOC	1.2	WOC	1.1	WXLP-F	0.9
7 KMXG-F	0.9	WOC	1.0	WOC	1.0	WXLP-F	1.1	KUUL-F	1.1	KUUL-F	0.9
8 KORB-F	0.7	WHTS-F	0.7	KBOB-F	0.9	KBEA-F	0.8	KBOB-F	0.6	KORB-F	0.6
9								KORB-F	0.5	KBEA-F	0.6
10								KBEA-F	0.5		
11											

2002		2003	
1 WLLR-F	3.6	WLLR-F	3.7
2 KCQQ-F	3.3	KCQQ-F	3.4
3 KMXG-F	1.9	KMXG-F	1.7
4 WHTS-F	1.7	WHTS-F	1.4
5 WOC	1.3	KQCS-F	1.2
6 KQCS-F	1.1	WOC	1.1
7 KUUL-F	1.1	KUUL-F	1.0
8 KBEA-F	0.9	WXLP-F	0.9
9 WXLP-F	0.9	KBEA-F	0.8
10			
11			

**DUNCAN'S COMMENTS:**  
 A slowly growing small market which is usually dominated by just two owners. Fortunately for those owners the number of viable stations in the Quad Cities has remained constant  
 WLLR has been the most impressive station over the last thirty years.

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 WLLR-F	\$ 3.1 (27.7)	1 Sconnix/Dudley	\$ 8.6 (73.5)	1 Sconnix	\$ 9.0 (71.1)
2 Connoisseur	3.0 (27.0)	2 Connoisseur	2.9 (24.7)	2 Connoisseur	3.6 (28.2)
3 WOC,KUUL,KMXG	2.9 (25.9)				
1997		1998		1999	
1 Sconnix	6.8 (50.8)	1 Sconnix	\$ 7.1 (49.0)	1 Sconnix	\$ 11.8 (79.7)
2 Connoisseur	3.2 (23.5)	2 Dudley	4.3 (29.5)	2 Cumulus	2.8 (19.1)
3 Dudley	3.1 (23.2)	3 Connoisseur	3.1 (21.0)		
2000		2001		2002	
1 Clear Channel	\$ 12.3 (77.6)	1 Clear Channel	\$ 10.4 (69.2)	1 Clear Channel	\$ 11.4
2 Cumulus	3.3 (20.8)	2 Cumulus	2.5 (16.9)	2 Cumulus	3.3
		3 Mercury	2.0 (13.2)	3 Mercury	2.2
2003		All 2002 and 2003 financial data is provided by BIA Financial.			
		1 Clear Channel	\$ 11.0		
		2 Cumulus	3.2		
		3 Mercury	1.8		
		4			
		5			