

**PEORIA
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>	
WWFS	10.5	16.6	14.4	12.7	10.7	7.3	8.8	7.7	5.5	6.6	7.3	6.9	7.3	6.2	4.7	5.1	2.6	3.6	3.3	3.0	3.4	2.2	1.4	1.6	3.6	3.1	2.4	2.0	2.1	WWFS, 1290 (S)
WSWT-F	15.3	12.5	12.2	15.0	14.5	16.1	15.1	10.8	12.8	12.8	11.7	13.2	14.4	16.2	14.3	13.0	11.3	10.2	9.9	11.0	8.3	9.9	8.4	9.5	8.5	9.7	9.8	9.9	10.1	WSWT-F, 106.9 (SAC)
WMBD	15.1	12.3	18.1	11.0	13.5	15.0	13.5	11.7	11.7	11.1	9.5	8.6	8.2	8.3	10.0	7.8	8.7	8.3	7.3	7.2	5.8	5.9	5.6	6.5	5.3	6.7	7.3	6.2	6.7	WMBD, 1470 (T)
WPBG-F	6.7	6.6	5.0	14.5	15.5	14.0	11.3	15.2	14.7	16.8	17.0	15.7	15.7	18.0	15.5	16.0	14.5	11.0	8.2	7.0	7.5	6.0	10.7	10.2	11.3	11.3	9.8	9.2	10.2	WPBG-F, 93.3 (O)
WOAM	12.3	15.2	16.9	9.1	10.9	10.1	12.4	12.6	11.4	10.5	9.1	7.8	8.8	7.0	6.6	3.4	-	2.8	-	3.2	4.5	6.6	6.4	0.5	1.0	0.8	3.3	3.3	2.4	WOAM, 1350 (ST)
WXCL-F	-	1.6	0.9	3.4	2.2	4.5	5.1	4.3	4.9	3.3	3.6	3.0	4.9	3.8	4.8	7.9	11.6	17.7	17.3	17.5	15.0	16.3	11.7	10.4	7.8	8.4	7.7	6.7	6.1	WXCL-F, 104.9 (C)
WXMP-F	5.1	3.4	5.4	9.1	8.9	7.2	9.5	11.2	8.3	8.9	14.5	17.8	15.8	14.4	14.7	13.1	13.8	12.2	14.8	12.2	11.4	12.2	8.3	5.1	6.4	5.3	4.1	5.0	2.4	WXMP-F, 105.7 (AOR)
WPEO	3.0	4.1	1.6	-	1.7	2.1	1.7	2.6	2.4	1.5	2.0	2.9	1.5	0.9	1.6	1.3	0.9	1.3	1.7	1.0	1.1	1.8	1.0	1.1	0.8	1.4	1.6	1.4	1.8	WPEO, 1020 (REL)
WGLO-F	5.1	9.1	8.5	5.6	2.2	5.1	5.7	4.6	3.6	4.0	3.9	3.9	4.2	3.3	5.1	10.5	9.4	8.1	7.5	5.4	6.8	5.5	5.6	7.0	7.4	7.5	6.6	6.9	7.0	WGLO-F, 95.5 (CL AOR)
WPMJ-F								2.0	3.9	5.2	4.4	3.9	2.0	2.5	3.2	1.9	2.7	2.2	0.9	3.9	3.3	3.6	1.2	0.8	1.3	1.8	1.5	1.1	0.7	WPMJ-F, 94.3 (AC)
WDQX-F												0.7	2.5	3.0	3.2	2.2	3.8	4.6	4.6	5.1	3.7	4.0	3.2	4.2	1.3	3.9	5.2	3.5	3.4	WDQX-F, 102.3 (CH)
WFYR-F																			2.1	3.7	2.2	2.3	5.5	4.4	5.3	3.9	4.4	5.2	5.9	WFYR-F, 97.3 (C)
WIXO-F																							6.0	6.3	5.7	4.6	3.6	4.5	5.3	WIXO-F, 99.9 (AOR)
WPPY-F																									1.3	-	1.7	1.6	1.2	WPPY-F, 101.1 (CHR)
WRVP-F																		0.5	1.1	-	1.1	3.4	1.7	2.5	4.3	5.7	2.2	2.3	1.6	WRVP-F, 98.5 (CHR)
WWCT-F																							0.5	2.2	1.0	1.6	0.8	0.6	2.4	WWCT-F, 96.5 (AC)
WZPW-F																										3.3	8.8	6.5	6.8	WZPW-F, 92.3 (CHR)

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>					
WWFS	24.2	25.6	27.1	24.7	20.3	19.5	18.4	21.0	19.6	16.1	15.7	13.7	11.4	11.1	9.8	9.7	11.8	7.6	6.0	7.0	9.7	6.8	4.8	5.5	6.8					
WSWT-F	27.1	26.1	23.2	21.4	23.3	22.5	22.0	21.7	21.6	23.1	25.7	22.1	22.1	21.6	22.1	20.2	17.8	17.9	18.2	15.6	16.0	16.2	17.5	19.2	14.8					
WMBD	29.1	30.1	29.8	26.0	28.4	21.6	21.8	20.0	20.7	16.6	23.0	19.9	20.3	17.0	17.0	15.3	16.0	15.0	10.3	15.6	15.4	14.8	18.3	15.1	13.9					
WPBG-F	25.1	26.8	27.6	29.6	33.7	35.4	36.8	36.0	36.6	35.0	33.7	35.0	34.6	27.7	24.7	21.4	21.6	15.9	21.9	21.6	18.9	20.5	20.1	17.9	19.4					
WOAM	16.9	25.0	23.7	25.3	23.7	19.1	16.6	14.7	17.4	11.8	12.9	10.4	-	5.9	4.2	6.6	8.7	8.2	8.6	2.6	3.9	2.6	5.4	5.0	5.4					
WXCL-F				14.2	15.4	14.3	8.6	9.1	14.0	10.7	13.1	15.3	21.4	33.1	30.9	25.8	23.0	25.0	21.4	20.8	17.4	17.4	16.8	14.8	14.6					
WXMP-F	14.1	14.1	17.0	20.6	17.0	17.0	22.6	24.2	26.6	21.2	25.6	21.0	23.7	22.1	20.8	21.3	22.5	23.1	18.2	14.1	13.9	13.6	9.0	10.0	7.6					
WPEO				5.2	5.1	-	3.8	3.6	3.7	2.6	3.3	4.3	2.9	3.0	4.3	2.8	3.3	3.3	1.6	2.3	2.6	3.0	3.4	2.6	3.7					
WGLO-F				8.8	6.9	7.1	6.5	10.0	10.1	9.0	12.0	22.5	24.4	18.4	20.2	14.9	15.3	14.7	20.4	23.6	16.9	19.7	20.3	23.2	15.8					
WPMJ-F					9.0	11.0	8.4	9.5	2.8	9.5	7.3	8.4	4.2	5.3	4.9	13.6	12.3	10.6	6.4	5.0	4.4	6.1	5.7	3.1	3.3					
WDQX-F									6.5	8.4	11.2	9.0	7.7	10.4	11.5	9.2	8.4	11.2	8.5	10.1	4.2	8.8	11.4	9.4	8.2					
WFYR-F															6.6	8.8	7.6	10.2	13.4	12.0	11.9	9.3	12.8	15.0	15.4					
WIXO-F																						15.0	11.7	13.7	12.3					
WPPY-F																						-	6.1	7.2	6.9					
WRVP-F														2.4	2.3	-	5.1	8.6	6.3	10.2	16.7	16.4	10.2	8.7	7.9					
WWCT-F																														
WZPW-F																							1.1	5.6	3.4	3.8	2.1	1.7	5.0	
																4.6	4.4	6.6	6.0	6.2	5.0	3.7	7.9	15.1	13.5	14.2				

PEORIA

	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	3.9	--	--	--	--	--	--	--	15.3 %	29.2 %	--	--	--	1976
1977	4.3	10.3 %	--	--	--	--	--	--	15.4	30.3	16	--	--	1977
1978	5.0	16.3	--	--	--	--	--	--	14.1	46.9	17	--	--	1978
1979	5.3	6.0	--	--	--	--	--	--	13.7	52.3	16	--	--	1979
1980	5.8	9.4	--	--	--	--	--	--	14.0	50.1	17	--	--	1980
1981	6.4	10.3	.368	17.39	1.5	.0041	--	--	15.1	51.4	17	--	--	1981
1982	6.6	3.1	.369	17.88	1.6	.0040	--	--	15.4	52.0	19	--	--	1982
1983	6.7	1.5	.371	18.06	1.7	.0038	.089	--	15.4	56.4	19	11	--	1983
1984	7.0	4.5	.370	18.91	1.8	.0037	.088	WKZW-F 1.3	18.1	56.8	18	11	--	1984
1985	6.7	-4.3	.371	18.11	1.9	.0035	.081	WKZW-F 1.3	16.2	60.1	19	10	--	1985
1986	6.7	0	.371	18.82	2.1	.0035	.083	WKZW-F 1.2	16.3	65.6	19	9	--	1986
1987	6.9	3.0	.346	19.44	2.1	.0033	.081	WKZW-F 1.2	15.7	66.8	17	9	7.4	1987
1988	7.2	4.3	.342	20.63	2.3	.0032	.086	WKZW-F 1.3	14.4	69.7	16	9	8.7	1988
1989	7.8	8.3	.340	22.94	2.4	.0033	.095	WWCT-F 1.5	15.7	69.2	17	10	10.7	1989
1990	8.2	5.1	.338	23.70	2.5	.0033	.098	WWCT-F 1.5	16.0	74.4	15	10	11.5	1990
1991	7.7	6.1	.337	22.85	2.6	.0030	.095	WWCT-F 1.4	14.8	77.2	20	9.5	13.3	1991
1992	8.4	8.3	.338	24.85	2.7	.0031	.106	WWCT-F 1.6	15.7	74.2	16	9	16.3	1992
1993	9.2	9.3	.343	26.82	3.1	.0030	.110	WWCT-F 1.8	15.8	78.2	19	9	10.0	1993
1994	10.2	10.6	.344	29.65	3.1	.0033	.129	WXCL-F 2.0	15.8	80.8	19	10.5	16.1	1994
1995	12.1	18.6	.344	35.17	3.3	.0037	.153	WXCL-F 2.3	16.3	79.4	19	11.5	14.0	1995
1996	12.5	3.3	.345	36.23	3.6	.0035	.150	WWCT-F 2.3	14.7	78.3	20	13	10.5	1996
1997	13.4	7.2	.347	38.62	3.7	.0036	.162	WWCT-F 2.6	14.0	80.0	18	12.5	13.1	1997
1998	14.3	9.7	.351	40.74	3.8	.0038	.182	WXCL-F 2.2	13.5	80.6	22	11.5	14.9	1998
1999	15.4	7.1	.349	44.01	3.9	.0039	.199	WPBG-F 2.6	14.0	83.7	23	11.5	15.9	1999
2000	16.7	8.4	.346	48.27	4.6	.0036	.212	WPBG-F 2.8	14.2	79.5	22	12.5	14.8	2000
2001	14.8	-11.4	.348	41.95	4.7	.0032	.191	WSWT-F 2.4	13.0	82.3	22	13	17.0	2001
2002	14.5	-0.7	.349	41.55	4.9	.0030	.193	WSWT-F 2.5	13.2	77.5	25	--	14.1	2002
2003	15.0	3.4	.350	42.86	5.1	.0029	.199	WSWT-F 2.7	13.0	76.2	23	14	17.5	2003

MAJOR STATIONS - JANUARY 2004

WMBD	1470 5KW (DA-2)	Talk	Triad	WPMJ-F	94.3 6KW@300	AC	
WOAM	1350 1KW (DA-2)	Standards		WPPY-F	101.1 3KW@449	CHR	Regent
WPEO	1020 1KW (DAYS)	Religion		WRVP-F	98.5 6KW@328	CHR	Regent
WWFS	1290 5KW (DA-2)	Sports	Triad	WSWT-F	106.9 50KW@480	Soft AC	Triad
				WXMP-F	105.7 33KW@590	AOR	
WDQX-F	102.3 6KW@300	Classic Hits		WXCL-F	104.9 3KW@328	Country	
WFYR-F	97.3 24KW@338	Country	Regent	WWCT-F	96.5 4KW@377	AC	
WGLO-F	95.5 7KW@620	Classic AOR	Regent	WZPW-F	92.3 19KW@374	CHR/Dance	
WIXO-F	99.9 1.5KW@584	AOR	Regent				
WPBG-F	93.3 41KW@548	Oldies	Triad				

PEORIA

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	47	38	37	CHR	23	19	21		13	7	2	13
				AOR/CL	8	16	14		15	15	24	24
MOR/AC	18	19	27	MOR/FS	18	12	11		11	14	12	See Talk
				AC/GLD	13	20	22		9	9	3	1
								AC	8	12		15
								OLDIES	25	16		17
COUNTRY	20	19	16		18	11	13		24			
BTF/EZ/SAC	13	20	16		18	14	15					
								SOFT AC	15	8	11	11
NEWS/TALK	1	1	2		1	4	4		11	6	8	13
SPORTS												4
BLACK/URBAN										4	4	1
SMOOTH JAZZ											3	
STANDARDS					--	2	--			5	5	
HISPANIC												
RELIG/GOSPEL	2	3	4		3	2	2		2	1	1	2
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

WWFS	WIRL until 00; CHR to AC by 82; AC until 90; Talk until 99
WPBG-F	WMBD until 78; WKZW until 94; WMXP until 97; CHR until 94; AC until 97
WXCL-F	WZRO until 80; WKQA until 89; Country until 80; CHR until 83; AC until 89
WGLO-F	WSIV until 79; EZ until 85; AC until early 80's; Oldies until 97
WPMJ-F	WTRX until 87; WBZM until 90; WQEZ until 94; Country until 87; Standards until 88; Oldies until 90; EZ until 94; WKZW until 97; CHR until 97; WFXF until 99; Classic AOR until 98; WKSO until 00; AC until 00; WCNL until 03; Oldies-80's until 03
WOAM	WXCL until 94; WTAZ until late 90's; Country until 94; Standards until 98
WDQX-F	WTAZ until 99; WFXF until 00; Talk until 99; Classic AOR until 00
WXMP-F	WWCT until 03; AOR until 03
WZPW-F	WBGE until 00; Black until 00
WRVP-F	WCRI until 95; WIVR until 97; Soft AC until 97; WEEK until 99; Oldies until 99; WPPY until 02
WWCT-F	WJPL until 03; Jazz until 00; Black AC until 03
WPPY-F	WRVP until 02; AC until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 WSWT-F	Sold to Mid America	\$	325,000
1980 WXCL, WKQA-F	Sold to Manship		1,750,000
1985 WVEL, WGLO-F	Sold to Cromwell		675,000
1988 WIRL, WSWT-F	From Mid America to WIN		3,400,000
1986 WXCL, WKQA-F	From Manship to Kelly		1,400,000
1987 WBZM-F (Chillicothe)			500,000
1987 WIRL, WSWT-F	Sold by WIN		2,300,000
1993 WIRL, WSWT-F	70% sold		2,300,000
1994 WFYR-F (Elmwood)	Sold to Cromwell		825,000
1994 WRED-F (Chillicothe)	Sold to WXCL-F owner (Kelly)		525,000
1996 WIVR-F (Eureka)	Sold to WEEK-TV		1,000,000
1997 WIXO-F	Sold to Cromwell		853,000
1998 WTAZ-F	Sold to Kelly		1,800,000
1998 WWCT-F	Sold to Kelly		7,750,000 (cancelled)
1999 WMBD, WPBG-F	From Midwest TV to its management (JMP)		10,750,000
1999 WIRL, WSWT-F	From Community Service to JMP		11,900,000
2000 WWCT-F	Sold to AAA		7,750,000
2000 WJPL-F	Sold to AAA		2,600,000
2000 WKSO-F, WFXF-F	From Kelly to AAA		2,750,000
2001 WGLO-F, WPPY-F, WRVP-F	From Cromwell to Regent		20,000,000
WVEL, WIXO-F, WFYR-F			
2002 WXCL-F	From Kelly to JMP	5,000,000 + 94.3	
2002 WMBD, WWFS, WPBG-F, WSWT-F	Sold to Triad		37,000,000

PEORIA

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WKZW-F	1.3	WKZW-F	1.3	WKZW-F	1.2	WKZW-F	1.2	WKZW-F	1.3	WWCT-F	1.5
2 WMBD	1.1	WMBD	1.1	WMBD	1.0	WWCT-F	1.1	WWCT-F	1.1	WKZW-F	1.4
3 WXCL	0.9	WIRL	0.9	WIRL	0.8	WMBD	1.1	WMBD	1.0	WMBD	1.1
4 WSWT-F	0.8	WXCL	0.8	WWCT-F	0.8	WSWT-F	0.8	WSWT-F	0.8	WSWT-F	1.0
5 WIRL	0.7	WSWT-F	0.7	WSWT-F	0.7	WIRL	0.8	WIRL	0.6	WIRL	0.8
6		WWCT-F	0.7	WXCL	0.7	WXCL	0.7	WXCL	0.4	WXCL	0.8
7				WGLO-F	0.5	WKQA-F	0.5	WKQA-F	0.4	WKQA-F	0.4
8				WKQA-F	0.4	WGLO-F	0.3	WGLO-F	0.3	WGLO AF	0.4
9										WTAZ-F	0.3
10											
1990		1991		1992		1993		1994		1995	
1 WKZW-F	1.5	WWCT-F	1.4	WWCT-F	1.6	WWCT-F	1.8	WXCL-F	2.0	WXCL-F	2.3
2 WWCT-F	1.5	WMBD	1.3	WMBD	1.4	WXCL AF	1.8	WWCT-F	1.9	WWCT-F	1.9
3 WMBD	1.2	WKZW-F	1.2	WXCL AF	1.3	WSWT-F	1.5	WSWT-F	1.9	WSWT-F	1.8
4 WSWT-F	1.0	WSWT-F	0.92	WKZW-F	1.3	WMBD	1.2	WMBD	1.1	WMBD	1.5
5 WXCL AF	0.8	WXCL AF	0.9	WSWT-F	0.9	WSZW-F	1.0	WMXP-F	1.0	WMXP-F	0.9
6 WGLO-F	0.7	WGLO-F	0.7	WGLO-F	0.9	WGLO-F	1.0	WGLO-F	0.9	WGLO-F	0.7
7 WIRL	0.6	WIRL	0.4			WTAZ-F	0.6	WIRL	0.6	WIRL	0.6
8 WBZM-F	0.3	WTAZ-F	0.3					WTAZ-F	0.5		
9 WTAZ-F	0.3	WQEZ-F	0.2								
10											
11											
1996		1997		1998		1999		2000		2001	
1 WWCT-F	2.3	WWCT-F	2.6	WXCL-F	22.2	WPBG-F	2.6	WPBG-F	2.8	WSWT-F	2.4
2 WXCL-F	2.2	WXCL-F	2.2	WSWT-F	2.0	WXCL-F	2.3	WSWT-F	2.4	WPBG-F	2.3
3 WMBD	1.8	WMBD	1.7	WPBG-F	1.9	WSWT-F	2.0	WXCL-F	2.1	WGLO-F	1.6
4 WSWT-F	1.7	WSWT-F	1.7	WMBD	1.7	WGLO-F	1.8	WGLO-F	2.0	WMBD	1.6
5 WMXP-F	1.0	WPBG-F	1.1	WWCT-F	1.5	WMBD	1.7	WMBD	1.8	WXCL-F	1.5
6 WGLO-F	0.7	WGLO-F	0.9	WXCL-F	1.4	WWCT-F	1.3	WWCT-F	1.2	WWCT-F	0.9
7 WIRL	0.5	WFYR-F	0.6	WFYR-F	0.7	WFYR-F	0.8	WIXO-F	0.8	WFYR-F	0.7
8 WTAZ-F	0.5	WTAZ-F	0.5	WIXO-F	0.6	WIXO-F	0.7	WFYR-F	0.7	WZPW-F	0.7
9		WIRL	0.5			WPPY-F	0.7	WIXO-F	0.7	WIXO-F	0.7
10								WRVP-F	0.6		
11											
2002		2003									
1 WSWT-F	2.5	WSWT-F	2.7								
2 WPBG-F	2.3	WPBG-F	2.3								
3 WMBD	1.6	WGLO-F	1.7								
4 WGLO-F	1.5	WMBD	1.6								
5 WWCT-F	1.0	WWCT-F	1.0								
6 WXCL-F	1.0	WXCL-F	0.8								
7 WZPW-F	1.0	WZPW-F	0.8								
8 WDQX-F	0.9	WFYR-F	0.8								
9 WFYR-F	0.8	WDQX-F	0.7								
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 WOAM,WKZW,WXCL	\$ 2.4 (23.5)	1 Kelly - WXCL et.al.	\$ 2.8 (23.1)	1 Midwest TV	\$ 2.8 (22.4)
2 WIRL,WSWT	2.4 (23.5)	2 Midwest TV	2.4 (19.8)	2 Kelly	2.8 (22.3)
3 WMBD,WMXP	2.1 (20.1)	3 Comm. Service	2.4 (19.8)	3 WWCT-F	2.3 (18.4)
4 WWCT-F	1.9 (18.6)	4 WWCT-F	1.9 (15.7)	4 Comm. Service	2.2 (17.8)
5 Cromwell	1.2 (11.8)	5 Cromwell	1.2 (9.9)	5 Cromwell	1.2 (9.4)
1997		1998		1999	
1 Midwest TV	\$ 2.8 (20.5)	1 Kelly	\$ 4.6 (32.3)	1 JMP	\$ 6.7 (43.4)
2 WWCT-F	2.6 (19.4)	2 Midwest TV	3.6 (25.2)	2 Cromwell	3.6 (23.6)
3 Kelly	2.5 (18.8)	3 Cromwell	2.6 (18.2)	3 Kelly	3.2 (20.8)
4 Comm. Service	2.1 (15.9)	4 Comm. Service	2.4 (16.9)	4 WWCT,WJPL	1.5 (9.9)
5 Cromwell	1.8 (13.6)				
2000		2001		2002	
1 JMP	\$ 7.5 (44.6)	1 JMP	\$ 6.5 (44.6)	1 Triad	\$ 6.6
2 Cromwell	4.1 (24.7)	2 Regent	3.8 (26.3)	2 AAA	4.3
3 Kelly	2.4 (14.4)	3 WWCT et.al.	2.5 (17.4)	3 Regent	3.0
4 WWCT et.al.	1.7 (1.7)	4 Kelly	1.5 (10.6)		
2003					
1 Triad	\$ 6.9	All 2002 and 2003 financial data is provided by BIA Financial			
2 AAA	3.7				
3 Regent	3.5				
4					
5					

DUNCAN'S COMMENTS:

Peoria is a slightly below average small radio market. The number of viable stations has steadily increased over the years. The amount of listening to unlisted stations is fairly high. No station in Peoria has ever billed as much as \$3 million.

WSWT has been the most consistent station in Peoria. Note WPMJ which is an interesting case study. This station has changed call letters and formats eight times since 1987. Incredible!