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# Traverse City-Petoskey, MI Market Overview



## Metro Counties / Population (000)

Antrim, MI	24.5
Benzie, MI	17.1
Charlevoix, MI	27.1
Emmet, MI	33.0
Grand Traverse, MI	81.2
Kalkaska, MI	17.3
Leelanau, MI	22.4
	<hr/>
	222.6

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

### ESTIMATED GROSS REVENUES ★★★

1998	1999	2000	2001	2002	2003	Δ 98 - 03
\$9,700	\$11,000	\$13,200	\$12,200	\$12,800	\$12,400	4.9%
Δ 02 - 03	2004	2005	2006	2007	2008	Δ 03 - 08
-3.1%	\$12,900	\$13,600	\$14,300	\$15,100	\$15,900	5.2%

### Revenue/Retail Sales Revenue/Capita

1998	2003	2008	Est. Breakout
NA <sup>1/</sup>	\$3.50/1,000	\$3.71/1,000	Local 89%
\$49.31	\$55.71	\$66.19	National 11%

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1998	2003	Growth Rate	2003	2008	Growth Rate
MSA Population	196.7	222.6	2.5%	222.6	240.2	1.5%
Households	75.3	89.6	3.5%	89.6	99.2	2.1%
Retail Sales	NA <sup>1/</sup>	3,543.7	NA <sup>1/</sup>	3,543.7	4,286.3	3.9%
EBI <sup>2/</sup>	2,934.8	4,075.4	6.8%	4,075.4	5,145.9	4.8%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	109.7	17.1	10.3	9.8	11.9	16.2	17.6	26.8	
Women (000)	112.9	16.4	9.7	8.7	11.7	16.7	18.0	31.7	
Total	222.6	33.5	20.1	18.4	23.6	32.9	35.7	58.5	
Percentage	100.0%	15.0%	9.0%	8.3%	10.6%	14.8%	16.0%	26.3%	
Per Capita	\$ 18,307		Median Household		\$ 36,680		Avg Household		\$ 45,506
Ethnic Population:	White	95.7%	Black	0.4%	Asian	0.4%	Hispanic	1.6%	

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		19	14	22	8	30
Tot 12+	0.7		73.4	71.1	74.1	9.0	83.1
Avg 12+	0.2		3.9	5.1	3.4	1.1	2.8
Tot LCS	0.8		88.3	85.6	89.2	10.8	100.0
Avg LCS	0.3		4.6	6.1	4.1	1.4	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



## FCC Geographic Market Definition for Traverse City-Petoskey, MI

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Home Mkt Rank	Owner	City & State of License	County of License
WAVC	FM	93.9	C	Country	Traverse City-Petoskey, MI	190	Northern Star Broadcasting LLC	Mio, MI	Oscoda
WBCM	FM	93.5	C	Country	Traverse City-Petoskey, MI	190	Midwestern Broadcasting Company	Boyne City, MI	Charlevoix
WBNZ	FM	99.3	C	Hot AC	Traverse City-Petoskey, MI	190	Henderson, Roy E	Frankfort, MI	Benzie
WCCW	AM	1310	C	Sports	Traverse City-Petoskey, MI	190	Midwestern Broadcasting Company	Traverse City, MI	Grand Traverse
WCCW	FM	107.5	C	Oldies	Traverse City-Petoskey, MI	190	Midwestern Broadcasting Company	Traverse City, MI	Grand Traverse
WCMW	FM	103.9	NC	Clsc/Jazz	Traverse City-Petoskey, MI	190	Central Michigan University	Harbor Springs, MI	Emmet
WCZW	FM	107.9	C	Oldies	Traverse City-Petoskey, MI	190	Midwestern Broadcasting Company	Charlevoix, MI	Charlevoix
WFCX	FM	94.3	C	Clsc Rock	Traverse City-Petoskey, MI	190	Northern Broadcasting	Leland, MI	Leelanau
WFDX	FM	92.5	C	Clsc Rock	Traverse City-Petoskey, MI	190	Northern Broadcasting	Atlanta, MI	Montmorency
WGFM	FM	105.1	C	Clsc Rock	Traverse City-Petoskey, MI	190	Northern Star Broadcasting LLC	Cheboygan, MI	Cheboygan
WGFM	FM	98.1	C	Clsc Rock	Traverse City-Petoskey, MI	190	Northern Star Broadcasting LLC	Glen Arbor, MI	Leelanau
WIAA	FM	88.7	NC	Classical	Traverse City-Petoskey, MI	190	Interlochen Center of the Arts	Interlochen, MI	Grand Traverse
WICV	FM	100.9	NC	Classical	Traverse City-Petoskey, MI	190	Interlochen Center of the Arts	East Jordan, MI	Charlevoix
WJML	AM	1110	C	News/Talk	Traverse City-Petoskey, MI	190	Stone Communications Inc	Petoskey, MI	Emmet
WJZJ	FM	95.5	C	Modern	Traverse City-Petoskey, MI	190	Northern Star Broadcasting LLC	Glen Arbor, MI	Leelanau
WJZQ	FM	92.9	C	NAC/SmJaz	Traverse City-Petoskey, MI	190	Midwestern Broadcasting Company	Cadillac, MI	Wexford
WKHQ	FM	105.9	C	CHR/AC	Traverse City-Petoskey, MI	190	MacDonald Garber Broadcasting	Charlevoix, MI	Charlevoix
WKJF	AM	1370	C	Sports	Traverse City-Petoskey, MI	190	Good News Media Inc	Cadillac, MI	Wexford
WKLT	FM	97.5	C	AOR/CIRck	Traverse City-Petoskey, MI	190	Northern Broadcasting	Kalkaska, MI	Kalkaska
WKLZ	FM	98.9	C	AOR/CIRck	Traverse City-Petoskey, MI	190	Northern Broadcasting	Petoskey, MI	Emmet
WKPK	FM	106.7	C	Hot AC	Traverse City-Petoskey, MI	190	Northern Broadcasting	Gaylord, MI	Otsego
WKVK	FM	100.7	C	Hot AC	Traverse City-Petoskey, MI	190	Northern Broadcasting	Honor, MI	Benzie
WLDR	AM	1210	C	News/Talk	Traverse City-Petoskey, MI	190	Henderson, Roy E	Kingsley, MI	Grand Traverse
WLDR	FM	101.9	C	Clsc/Cntry	Traverse City-Petoskey, MI	190	Henderson, Roy E	Traverse City, MI	Grand Traverse
WLJN	AM	1400	NC	Inspiration	Traverse City-Petoskey, MI	190	Good News Media Inc	Elmwood Township, MI	Grand Traverse
WLJN	FM	89.9	NC	Religion	Traverse City-Petoskey, MI	190	Good News Media Inc	Traverse City, MI	Grand Traverse
WLJZ	FM	94.5	C	Modern	Traverse City-Petoskey, MI	190	Northern Star Broadcasting LLC	Mackinaw City, MI	Cheboygan
WLXT	FM	96.3	C	Soft AC	Traverse City-Petoskey, MI	190	MacDonald Garber Broadcasting	Petoskey, MI	Emmet
WMBN	AM	1340	C	Oldies	Traverse City-Petoskey, MI	190	MacDonald Garber Broadcasting	Petoskey, MI	Emmet
WMKC	FM	102.9	C	Country	Traverse City-Petoskey, MI	190	Northern Star Broadcasting LLC	St. Ignace, MI	Mackinac
WMKT	AM	1270	C	News/Talk	Traverse City-Petoskey, MI	190	MacDonald Garber Broadcasting	Charlevoix, MI	Charlevoix
WNMC	FM	90.7	NC	Variety	Traverse City-Petoskey, MI	190	Northwestern Michigan College	Traverse City, MI	Grand Traverse
WOUF	FM	92.1	C	AC	Traverse City-Petoskey, MI	190	Henderson, Roy E	Beulah, MI	Benzie
WTCM	AM	580	C	News/Talk	Traverse City-Petoskey, MI	190	Midwestern Broadcasting Company	Traverse City, MI	Grand Traverse

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed



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WTCM	FM	103.5	C	Country	Traverse City-Petoskey, MI	190	Midwestern Broadcasting Company	Traverse City, MI	Grand Traverse
WTLI	FM	89.3	NC	ChrsContem	Traverse City-Petoskey, MI	190	Superior Communications	Bear Creek Township, MI	Emmet
WWKK	AM	750	C	Sprts/Talk	Traverse City-Petoskey, MI	190	Stone Communications Inc	Petoskey, MI	Emmet

**Number of Stations in Geographic Market 37**