

PORTSMOUTH-DOVER-ROCHESTER, NH.

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>		
WOKQ-F										14.2	11.7	16.0	13.0	12.0	9.2	12.8	12.0	13.5	13.6	12.4	13.3	11.4	10.9	9.9	8.7	10.2	10.6	8.0	10.2	WOKQ-F, 97.5 (C)	
WHEB-F										4.9	10.1	9.1	8.1	8.9	8.7	8.4	8.7	9.2	6.2	11.8	10.7	8.3	8.8	8.0	7.8	6.7	5.6	6.2	5.9	WHEB-F, 100.3 (AOR)	
WERZ-F										11.3	8.2	6.5	5.6	4.9	6.1	6.8	7.5	7.2	5.7	3.3	4.8	4.2	4.7	8.5	6.6	8.4	6.1	5.0	4.7	WERZ-F, 107.1 (CHR)	
WTSN										3.0	4.9	2.6	4.5	2.7	3.3	3.2	3.5	3.0	4.2	3.8	3.3	4.5	4.2	2.3	1.8	2.1	1.2	1.7	2.1	WTSN, 1270 (NT)	
WQSO-F										1.0	1.4	0.6	2.6	3.3	2.1	2.3	2.2	1.3	1.1	0.5	1.3	1.6	1.5	2.5	1.9	1.9	2.2	2.4	1.9	WQSO-F, 96.7 (O)	
WGIN										1.8	1.0	0.8	0.6	2.1	2.1	0.8	0.5	0.8	-	1.3	1.7	0.9	0.9	-	0.4	0.3	-	0.3	0.4	WGIN, 930 (T)	
WUBB-F													0.5	2.0	2.2	2.9	3.2	3.2	2.8	2.6	2.2	1.6	1.2	0.7	0.6	0.9	-	0.5	1.1	WUBB-F, 95.3 (C)	
WPHX-F													0.8	1.1	1.4	1.1	1.2	0.7	0.9	0.4	0.8	0.7	-	-	-	-	1.4	1.4	0.9	WPHX-F, 92.1 (AOR)	
WGIP															-	1.7	2.5	2.7	2.9	3.3	3.7	2.2	1.4	-	-	-	-	-	-	WGIP, 1540 (T)	
WBYY-F																							1.3	1.7	1.5	3.3	2.4	2.0	2.4	3.0	WBYY-F, 98.7 (SAC)
WMEX-F																										0.3	-	1.0	1.0	WMEX-F, 106.5 (O)	
WMYF																										1.3	1.2	1.6	1.3	WMYF, 1380 (ST)	
WSHK-F																			0.4	1.6	1.7	3.0	3.2	4.1	3.3	3.8	2.2	2.2	2.1	WSHK-F, 105.3 (CL AOR)	

OUT OF MARKET STATIONS

WBCN-F												5.1				3.3										3.5			1.6	WBCN-F
WBZ																5.0										2.9			3.3	WBZ
WHOM-F																3.4										2.6			2.1	WHOM-F
WRKO																4.0										3.0			5.1	WRKO
WXRV-F																1.8										3.9			4.1	WXRV-F
WZID-F																1.8										5.1			3.8	WZID-F

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>					
WOKQ-F						24.1	24.5	26.3	22.9	24.1	21.1	26.3	21.7	25.1	27.1	23.9	22.9	18.9	20.9	22.4	20.0	19.2	22.5	20.6	18.5					
WHEB-F						17.7	18.2	20.3	22.6	19.3	18.7	18.7	19.0	19.8	20.0	22.1	23.6	21.0	19.3	15.0	15.9	16.4	12.9	13.6	12.7					
WERZ-F						23.6	20.9	17.9	18.1	14.8	15.6	16.8	18.9	18.1	17.0	13.3	14.5	14.5	16.8	17.5	19.0	17.7	14.6	14.8	14.1					
WTSN						9.9	11.0	8.6	9.6	10.2	9.6	8.4	9.5	7.8	9.1	11.9	9.8	9.5	9.8	5.9	9.6	6.0	5.2	5.0	7.2					
WQSO-F						2.8	3.0	4.4	6.4	9.9	7.6	6.4	7.0	4.5	4.9	3.8	7.1	6.2	7.2	6.0	6.4	6.9	5.7	6.9	6.8					
WGIN						5.7	4.1	2.9	4.3	4.7	5.3	2.9	3.4	5.7	-	6.0	3.5	3.1	2.7	-	-	1.3	-	0.9	1.7					
WUBB-F										1.3	3.4	8.0	9.4	9.3	9.1	8.1	7.6	5.9	6.5	2.6	3.1	2.8	2.4	3.1	2.5					
WPHX-F										3.8	4.3	3.0	3.8	2.5	3.4	1.8	2.9	2.5	-	-	-	-	5.2	5.5	3.1					
WGIP											-	-	3.0	4.0	3.7	3.3	3.7	3.1	1.9	-	-	-	-	-	-					
WBYY-F																			3.3	5.3	5.8	8.0	4.9	5.6	7.1	7.1				
WMEX-F																						1.1		2.9	2.7					
WMYF																						2.5	2.3	2.6	1.8					
WSHK-F															2.8	6.4	8.1	9.0	10.3	12.1	8.6	9.1	6.7	6.8	7.0					
WBCN-F																										10.2			10.5	
WBZ																										9.3			11.9	
WHOM-F																										7.8			7.0	
WRKO																										7.3			7.8	
WXRV-F																										9.5			9.7	
WZID-F																										10.7			8.1	

PORTSMOUTH-DOVER, NH.

	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		--	--	--	--	--	--	--	%	%	--	--	--	1976
1977			--	--	--	--	--	--				--	--	1977
1978			--	--	--	--	--	--				--	--	1978
1979			--	--	--	--	--	--				--	--	1979
1980			--	--	--	--	--	--				--	--	1980
1981							--	--				--	--	1981
1982							--	--				--	--	1982
1983							--	--				--	--	1983
1984	6.5	--	.303	21.45	2.1	.0031	--	NA	17.7	80.2	30	--	--	1984
1985	7.4	13.8 %	.311	24.10	2.3	.0031	.202	WOKQ-F	16.9	74.8	30	8	--	1985
1986	8.2	10.8	.317	25.23	2.6	.0032	.249	WOKQ-F	16.8	81.3	33	8	--	1986
1987	9.0	9.8	.335	26.87	2.9	.0031	.276	WOKQ-F	17.4	80.0	31	7	10.5	1987
1988	9.8	8.9	.345	28.41	3.2	.0031	.246	WOKQ-F	15.9	83.3	31	6	9.2	1988
1989	9.4	-4.1	.353	26.63	3.6	.0026	.291	WOKQ-F	18.3	79.6	32	6	14.9	1989
1990	8.8	-6.4	.357	24.65	3.7	.0023	.228	WOKQ-F	17.6	86.8	34	6	14.3	1990
1991	7.8	-11.4	.360	21.67	3.8	.0021	.199	WOKQ-F	17.8	82.6	40	6.5	12.4	1991
1992	7.9	1.3	.365	21.64	3.7	.0021	.198	WOKQ-F	18.4	83.5	36	6	13.9	1992
1993	8.2	3.8	.370	22.16	4.0	.0021	.210	WOKQ-F	17.6	81.4	36	6	16.1	1993
1994	8.9	8.3	.358	24.86	4.3	.0021	.196	WOKQ-F	16.6	83.5	36	7	15.5	1994
1995	9.2	3.4	.365	25.20	4.4	.0021	.203	WOKQ-F	16.6	82.4	36	7	14.8	1995
1996	11.6	NA	.373	31.10	4.5	.0026	.272	WOKQ-F	16.8	80.8	40	7	10.9	1996
1997	12.7	9.5	.375	33.87	5.0	.0025	.297	WHEB-F	16.0	82.5	38	6.5	11.3	1997
1998	14.1	11.0	.384	36.72	5.0	.0028	.344	WHEB-F	15.7	83.2	43	6	9.5	1998
1999	15.6	9.6	.380	41.05	5.3	.0029	.461	WHEB-F	16.0	85.5	44	6	11.2	1999
2000	16.8	7.7	.389	43.19	7.6	.0022	.452	WHEB-F	15.2	87.1	45	7.5	10.5	2000
2001	17.4	3.6	.393	40.97	8.0	.0020	.552	WOKQ-F	14.7	86.3	43	7.5	11.4	2001
2002	16.9	-2.9	.398	42.46	8.3	.0020	.487	WOKQ-F	14.1	82.7	48	--	13.7	2002
2003	16.8	-0.6	.405	41.48	8.7	.0019	.499	WOKQ-F	13.0	82.5	45	8	13.4	2003

MAJOR STATIONS - JANUARY 2004

WGIN	930 5KW (DA-2)	Talk	Clear Channel	WBYY-F	98.7 6KW@315	Soft AC	
WMYF	1380 5KW/2KW (DA-2)	Standards	Clear Channel	WERZ-F	107.1 5KW@348	CHR	Clear Channel
WTSN	1270 5KW (DA-2)	News/Talk		WHEB-F	100.3 50KW@466 (DA)	AOR	Clear Channel
				WMEX-F	106.5 1.5KW@486 (DA)	Oldies	
				WOKQ-F	97.5 50KW@500	Country	Citadel
				WPHX-F	92.1 1.8KW@476 (DA)	AOR	
				WQSO-F	96.7 3KW@328	Oldies	Clear Channel
				WSHK-F	105.3 2KW@371	Classic AOR	Citadel
				WUBB-F	95.3 1.4KW@682 (DA)	Country	Clear Channel

PORTSMOUTH-DOVER, NH

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR				18	14	15	13	13	15	16
				15	24	26	25	24	29	28
MOR/AC				11	12	8	8			
				22	18	23	15	4	11	11
							AC	8	9	7
							OLDIES	22	12	16
COUNTRY				17	16	15	17			
BTFL/EZ/SAC				10	9	7		9	5	4
							SOFT AC			
NEWS/TALK				4	6	5	6	12	11	11
SPORTS								1	2	2
BLACK/URBAN										2
SMOOTH JAZZ									1	
STANDARDS							4	4	4	3
HISPANIC										
RELIG/GOSPEL										
CLASSICAL				--	--	1	1	1	3	2

MAJOR STATION TRANSACTIONS: 1970 to 2003

1985 WBBX		\$	450,000
1986 WMYF, WERZ-F	From Porter to Justice		5,000,000
1987 WKOS A/F			1,400,000
1987 WAVI	Sold to Winward		325,000
1989 WQMI A/F (York)	Sold to Sunshine		1,000,000
1990 WKOX A/F			1,800,000
1993 WZNN, WWEM-F	From Bear to Precision		1,025,000
1993 WXBB-F	From Bear to Precision Media		1,000,000
1994 WCQL A/F	From Sunshine to Knight		1,600,000
1995 WZEA-F (Hampton)			1,100,000
1997 WCQL	From Knight to Capstar		700,000
1997 WHEB-F	From Knight to Capstar		13,800,000
1997 WXHT-F	From Knight to Capstar		2,600,000
1997 WSTG-F	Sold to Fuller-Jeffrey		1,000,000
1997 WMYF, WZNN, WERZ-F	From Precision to Amer. Radio to Capstar		6,000,000
WQSO-F			
1999 WSME, WCDQ-F	Sold to WFNX-F owner		1,000,000
1999 WOKQ-F, WXBB-F, WXPB-F	From Fuller-Jeffrey to Citadel		---
1999	All Capstar stations sold to Clear Channel		---
2000 WLKZ-F	Sold to Tele-Media		1,700,000

STATION NOTES

(Major call letter and format changes)

WQSO-F	WCYT until 88; WKOS until 90; WWEM until 95; WSRI until 97; AC until 97
WGIN	WWNH until 87; WKOS until 90; WZNN until 99; Standards until 99
WPHX	WQMI until 89; WCDQ until late 90's; Classic AOR until late 90's
WGIP	WMYF until 98; Standards until 98
WUBB-F	WCQL until 96; Oldies until 96; AC until 98; AOR until 99
WSHK-F	WXBB until 99; Country until 95; Oldies until 97
WMYF	WTMN until 98; Sports until 98
WMEX-F	WZEN until 02

PORTSMOUTH-DOVER, NH

HIGHEST BILLING STATIONS

HIGHEST BILLING RADIO ENTITIES

1984	1985	1986	1987	1988	1989
1 Not Available	Not Available	Not Available	Not Available	Not Available	Not Available
2					
3					
4					
5					
6					
7					
8					
9					
10					
1990	1991	1992	1993	1994	1995
1 Not Available	Not Available	WOKQ-F 2.7	WOKQ-F 3.1	WOKQ-F 3.0	WOKQ-F 3.3
2		WHEB-F 1.5	WHEB-F 1.8	WHEB-F 2.0	WHEB-F 2.2
3		WERZ-F 1.5	WERZ-F 1.6	WERZ-F 1.9	WERZ-F 1.9
4				WSRI-F 0.6	WSRI-F 0.6
5				WXBB-F 0.5	WXBB-F 0.5
6					
7					
8					
9					
10					
11					
1996	1997	1998	1999	2000	2001
1 WOKQ-F 3.8	WHEB-F 4.1	WHEB-F 4.4	WHEB-F 4.6	WHEB-F 4.9	WOKQ-F 4.5
2 WHEB-F 3.3	WOKQ-F 3.4	WOKQ-F 3.5	WOKQ-F 4.4	WOKQ-F 4.7	WHEB-F 4.4
3 WERZ-F 1.6	WERZ-F 1.7	WERZ-F 2.4	WERZ-F 2.6	WERZ-F 3.5	WERZ-F 3.5
4 WSRI-F 0.6	WXBB FF 1.0	WQSO-F 0.8	WXBB-F 1.2	WSHK FF 1.4	WSHK FF 1.3
5		WXBB FF 0.7	WQSO-F 0.8	WQSO-F 0.7	WQSO-F 0.7
6			WBYY-F 0.6	WBYY-F 0.7	WBYY-F 0.6
7					
8					
9					
10					
11					
2002	2003				
1 WOKQ-F 6.0	WOKQ-F 5.7				
2 WHEB-F 4.4	WHEB-F 4.2				
3 WERZ-F 2.6	WERZ-F 2.4				
4 WSHK-F 1.2	WSHK-F 1.3				
5					
6					
7					
8					
9					
10					
11					

1994	1995	1998
1 Fuller-Jeffrey \$ 3.6 (40.0)	1 Fuller-Jeffrey \$ 3.8 (34.8)	1 Knight \$ 3.9 (33.6)
2 Precision 2.6 (28.9)	2 Precision 3.0 (32.6)	2 Fuller-Jeffrey 3.5 (30.6)
3 Knight 2.5 (27.7)	3 Knight 2.6 (28.2)	3 Precision 2.6 (22.6)
1997	1998	1999
1 Capstar \$ 7.2 (56.7)	1 Capstar \$ 8.3 (58.9)	1 Clear Channel \$ 8.8 (56.5)
2 Fuller-Jeffrey 4.4 (34.6)	2 Fuller-Jeffrey 4.2 (29.4)	2 Citadel 5.6 (35.9)
3 WTSN,WBYY-F 0.9 (7.2)	3 WTSN,WBYY-F 1.2 (8.2)	3 WTSN,WBYY-F 1.1 (7.3)
2000	2001	2002
1 Clear Channel \$ 9.8 (58.3)	1 Clear Channel \$ 9.2 (53.1)	1 Clear Channel \$ 8.3
2 Citadel 6.1 (36.3)	2 Citadel 5.8 (33.1)	2 Citadel 7.2
3 WTSN,WBYY-F 1.0 (5.9)	3 WTSN,WBYY-F 1.0 (5.6)	

2003
1 Clear Channel \$ 8.2
2 Citadel 7
3
4
5

All 2002 and 2003 financial data is provided by BIA Financial.

DUNCAN'S COMMENTS:
 Portsmouth-Dover-Rochester has been an average small market. However, as with other similar markets, one, two or three stations dominate the revenues and for them it is an excellent market. By similar I mean there are several traits those markets usually have in common. They are urban areas carved out from the shadows of larger urban areas. They are often hyphenated markets. They have lots of stations showing up in the ratings but only about 25% of them are local (home to the metro). Only a few of those local stations have full or robust signals.
 Portsmouth is such a market, an umbrella market if you will. WOKQ, WHEB and WERZ end up with 75% of the revenue. All are worthy stations but WOKQ is an excellent station.