

**BINGHAMTON
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>	
WBNF	20.3	12.7	19.3	19.0	17.6	10.6	15.6	13.8	15.1	14.2	15.5	13.7	16.8	15.2	15.9	12.6	12.7	11.9	10.2	12.4	8.2	8.7	7.8	7.8	7.3	7.4	7.9	9.2	9.8	WBNF, 1290 (N/T)
WHWK-F	12.3	13.0	19.3	16.1	19.6	17.4	14.2	12.5	9.2	10.4	7.9	11.6	13.8	15.2	15.1	14.9	17.2	16.8	21.7	19.9	19.9	18.4	21.0	14.9	14.3	11.3	9.4	11.2	12.6	WHWK-F, 98.1 (C)
WMRV-F	7.7	11.4	8.8	7.6	8.1	11.4	16.4	16.4	18.3	18.2	14.4	12.2	14.0	12.1	10.7	9.3	6.9	6.2	6.7	7.8	8.5	10.5	12.7	16.0	14.2	16.3	15.2	7.6	5.7	WMRV-F, 105.7 (CHR)
WAAL-F	6.7	12.7	12.6	13.9	14.5	12.4	11.5	12.2	13.5	12.2	24.6	27.7	23.1	23.9	19.5	20.6	16.2	15.8	13.9	10.2	11.6	11.0	9.6	10.4	12.8	9.0	7.9	8.1	7.3	WAAL-F, 99.1 (CL. AOR)
WENE	12.5	10.1	7.7	4.2	3.3	7.5	4.2	8.6	6.2	8.7	6.2	4.5	4.4	2.1	2.7	2.2	1.7	0.3	-	1.8	1.4	2.1	2.1	1.8	2.7	2.0	2.5	2.4	1.8	WENE, 1430 (S)
WYOS	8.3	11.9	6.7	11.3	8.9	6.2	10.3	8.6	5.4	3.7	2.6	-	5.0	4.5	2.7	1.0	-	1.2	-	0.9	1.7	3.0	2.4	2.3	2.0	1.6	3.0	1.2	1.3	WYOS, 1360 (T)
WLTB-F	5.4	2.6	4.6	2.5	3.3	8.0	7.1	5.2	2.7	4.0	2.9	-	3.0	4.2	3.6	3.8	3.7	2.5	3.7	5.2	4.6	3.2	2.9	4.1	3.3	5.0	4.4	4.6	6.3	WLTB-F, 101.7 (AC)
WINR	7.2	7.0	6.4	7.4	4.3	4.9	4.9	3.6	7.3	9.7	9.4	9.2	4.4	9.1	5.5	4.9	5.9	5.3	5.4	4.7	4.6	4.1	2.7	2.7	2.5	3.2	3.0	3.6	5.2	WINR, 680 (ST)
WKGB-F													4.4	7.8	6.0	4.9	10.1	12.2	9.3	7.1	5.5	4.7	4.2	4.0	4.8	5.8	6.7	7.8	8.3	WKGB-F, 92.5 (AOR)
WMXW-F															1.9	5.4	7.7	9.3	10.2	9.5	10.9	8.6	7.1	6.9	5.2	6.8	7.1	8.5	7.0	WMXW-F, 103.3 (AC)
WBBI-F																								3.2	3.8	5.0	5.7	4.4	4.4	WBBI-F, 107.5 (CL AOR)
WCDW-F																							1.3	1.8	2.3	1.6	1.2	2.5	3.1	WCDW-F, 100.5 (O)
WWYL-F																						10.4	5.2	5.8	5.2	4.9	7.3	7.5	7.7	WWYL-F, 104.1 (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>	
WBNF	39.5	31.2	27.1	30.5	30.7	30.3	29.6	27.9	28.0	23.7	25.9	25.1	24.8	24.2	21.6	20.8	17.7	18.8	15.4	14.0	16.6	13.0	15.3	17.9	15.2	
WHWK-F	27.5	27.6	26.3	24.4	22.4	16.9	14.6	18.6	23.4	20.8	23.6	20.8	25.9	30.9	30.8	29.2	30.0	31.1	31.5	26.5	24.7	18.3	20.0	22.4	25.6	
WMRV-F	23.6	24.8	31.2	30.5	33.2	35.0	31.4	29.6	30.0	29.1	24.4	21.0	22.0	18.1	19.0	22.3	22.9	28.1	32.0	34.1	32.5	24.4	29.1	24.0	20.8	
WAAL-F	32.1	27.4	22.4	28.2	25.7	24.6	39.5	37.2	40.6	41.9	41.4	42.3	37.2	32.0	34.3	28.7	24.8	24.2	22.7	23.2	23.5	21.9	19.8	22.6	20.7	
WENE	17.7	25.0	17.8	20.7	17.2	15.9	15.6	13.0	12.1	11.3	11.0	7.9	7.3	4.6	-	6.9	5.2	7.5	7.5	5.2	6.6	6.5	8.1	5.9	4.8	
WYOS	17.5	19.6	22.9	19.7	14.5	10.7	9.6	8.6	11.0	10.1	8.0	5.1	-	4.2	-	3.5	5.6	5.7	5.5	4.8	2.0	3.6	6.0	4.5	3.2	
WLTB-F	9.0	16.6	15.3	15.0	11.0	10.5	10.1	5.1	6.6	9.2	11.0	12.2	13.3	7.9	12.9	16.8	15.0	11.0	10.9	8.3	12.1	8.8	10.6	14.5	12.6	
WINR	19.2	17.3	19.8	16.0	15.3	15.6	14.1	14.5	12.1	15.5	12.1	11.9	12.0	11.1	11.2	9.9	9.6	8.3	6.5	5.4	9.1	6.5	5.9	7.7	8.8	
WKGB-F											12.4	12.9	18.9	21.1	19.9	16.4	10.8	10.2	7.9	9.4	9.1	12.5	14.7	14.2	15.7	
WMXW-F											2.1	13.3	18.4	18.8	20.1	20.9	21.4	20.3	16.9	14.5	16.0	16.8	20.7	19.5	18.0	
WBBI-F																				10.5	9.5	15.2	9.6	12.1	13.3	
WCDW-F																			4.7	7.1	2.3	5.4	5.0	8.1	7.7	
WWYL-F																		19.8	12.1	16.6	15.4	15.2	16.3	18.8	20.8	

BINGHAMTON

	<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	1.2	--	--	--	--	--	--	--	15.7 %	46.0 %	--	--	--	1976
1977	2.1	NM %	--	--	--	--	--	--	15.7	50.7	13	--	--	1977
1978	2.9	NM	--	--	--	--	--	--	14.0	47.4	13	--	--	1978
1979	3.5	20.7	--	--	--	--	--	--	15.5	55.1	10	--	--	1979
1980	3.9	11.4	--	--	--	--	--	--	15.3	62.4	15	--	--	1980
1981	4.3	10.3	.268	16.04	1.2	.0033	--	--	16.4	59.6	15	--	--	1981
1982	4.5	4.7	.267	16.85	1.3	.0032	--	--	15.4	57.8	12	--	--	1982
1983	4.8	6.7	.268	17.91	1.3	.0034	.056	--	14.7	57.3	16	9	--	1983
1984	5.1	6.3	.268	19.03	1.4	.0035	.066	--	15.8	56.6	14	8	--	1984
1985	5.5	7.8	.270	20.45	1.4	.0034	.066	WNB-F	15.1	60.9	14	8	--	1985
1986	5.9	7.3	.271	21.93	1.6	.0035	.067	WNB-F	14.8	62.3	14	8	--	1986
1987	6.3	6.8	.267	23.60	1.7	.0036	.073	WNB-F	16.0	63.6	10	7.5	13.8	1987
1988	6.7	6.3	.266	25.18	1.8	.0036	.076	WMRV-F	14.6	63.9	12	6	11.8	1988
1989	7.1	6.0	.264	26.89	1.9	.0037	.083	WAAL-F	16.2	67.5	14	6.5	13.7	1989
1990	7.3	2.8	.264	27.65	2.0	.0037	.086	WAAL-F	16.5	73.6	14	7	13.6	1990
1991	6.7	-8.2	.264	25.38	2.1	.0032	.080	WAAL-F	16.4	73.4	13	8.5	16.2	1991
1992	7.0	4.4	.263	26.62	2.0	.0035	.096	WHWK-F	15.9	77.4	11	8	16.3	1992
1993	7.3	4.0	.264	27.65	2.1	.0035	.092	WHWK-F	17.1	82.2	11	8	19.2	1993
1994	7.7	5.3	.264	29.17	2.1	.0037	.099	WHWK-F	16.0	78.5	15	8	19.3	1994
1995	8.0	4.2	.260	30.77	2.0	.0040	.101	WHWK-F	16.5	82.7	16	9	18.7	1995
1996	8.3	3.8	.256	32.42	2.1	.0040	.108	WHWK-F	15.5	79.0	14	10	20.2	1996
1997	8.6	3.5	.251	34.26	2.0	.0045	.108	WHWK-F	15.2	81.4	15	10	18.8	1997
1998	9.0	4.4	.247	36.44	1.9	.0049	.107	WHWK-F	15.1	81.3	15	10.5	14.9	1998
1999	9.7	7.2	.247	39.27	2.0	.0050	.122	WHWK-F	14.5	85.0	16	10.5	15.4	1999
2000	10.5	8.2	.247	42.51	3.0	.0035	.133	WHWK-F	15.6	81.9	18	10	18.0	2000
2001	10.0	-4.8	.251	39.84	3.2	.0031	.121	WHWK-F	15.2	79.5	14	10	15.6	2001
2002	11.5	NM	.249	46.18	3.3	.0035	.146	WHWK-F	13.9	78.4	17	--	17.7	2002
2003	12.1	5.2	.247	48.99	3.5	.0035	.150	WHWK-F	13.2	79.3	16	11.5	18.0	2003

MAJOR STATIONS - JANUARY 2004

WENE	1430 5KW (DA-N)	Sports	Clear Channel	WAAL-F	99.1 7KW@1090	Classic AOR	Citadel
WINR	680 5KW/500W (DA-2)	Standards	Clear Channel	WBBI-F	107.5 1KW@545	Classic AOR	Clear Channel
WNB-F	1290 9KW/5KW (DA-N)	Talk	Citadel	WCDW-F	100.5 1.4KW@692	Oldies	
WYOS	1360 5KW/500W (DA-2)	Talk	Citadel	WHWK-F	98.1 10KW@951	Country	Citadel
				WKGB-F	92.5 1.5KW@676	AOR	Clear Channel
				WLTB-F	101.7 1.3KW@699 (DA)	AC	Clear Channel
				WMRV-F	105.7 35KW@570	CHR	Clear Channel
				WMXW-F	103.3 0.6KW@1014	AC	Citadel
				WWYL-F	104.1 0.9KW@833 (DA)	CHR	

BINGHAMTON

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	41	47	43	CHR AOR/CL	28 15	27 --	27 11		17 15	22 11	22 16	18 22
MOR/AC	30	22	23	MOR/FS AC/OLD	18 6	25 28	18 25		15 9	-- AC	10 12	12 12
COUNTRY BTFL/EZ/SAC	8 22	10 19	20 14		22 1	16 --	17 --		27 SOFT AC	27 11	19 6	25 6
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ											12	10 8 3 2
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL					11	5	5		6	4	6	1

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WINR	Sold by Gannett	\$	307,000
1973 WRSG/WAAL-F			595,000
1975 WAAL-F	Sold to Regional		247,000
1975 WINR			450,000
1977 WRSG			110,000
1981 WRSG	Bought by Regional		720,000
1987 WENE, WMRV-F	Sold to Beacon		4,500,000
1987 WINR			975,000
1991 WEBO/WQXT-F (Owego)			1,300,000
1993 WBNF, WHWK-F	From Stoner to Amer. Radio		N/A
1993 WMXW-F	Sold to Enterprise		3,250,000
1993 WMRV A/F	Sold to Enterprise		N/A
1994 WBNF, WHWK-F	From Amer. Radio to Wicks		4,800,000
1996 WYOS-F (Chanango)	Sold to Wicks		550,000
1997 WKOP, WAAL-F	From Regional to Wicks		N/A
1997 WENE, WMRV-F, WMXW-F	Sold to Majac		6,000,000
1997 WKGB-F	Sold to Majac		675,000
1998 WAAL-F, WYOV-F, WKOP, WBNF, WHWK-F	From Wicks to Citadel		N/A
2000 WENE, WBBI-F, WKGB-F, WMRV-F, WMXW-F	From Majac to Clear Channel		20,000,000

STATION NOTES

(Major call letter and format changes)

WLTB-F	WEBO until 79; WWWT until 86; CHR until 86; WQWT-F until 87 AC until 88; WQXT-F until 91; Oldies until 91; WKGB until 98; AOR until 98
WENE	CHR until 80; AC until 81; Country until 87; WENE until 91; WMRV until about 94; Oldies until about 94; Talk until 96
WHWK-F	WQYT and EZ until 84
WYOS	WKOP Until 86; WRSG until 91; Oldies until ---; WKOP again until 02; Standards until 02
WINR	CHR until 83
WMRV-F	AC until about 96
WAAL-F	CHR until 97
WMXW-F	Soft AC until 96
WWYL-F	WYOS until 02; Oldies until 02
WCDW-F	AC until 01
WBBI-F	Country until about 02

BINGHAMTON

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
1		WNBF 1.2	WNBF 1.3	WNBF 1.3	WMRV-F 1.5	WAAL-F 1.6
2		WAAL-F 0.9	WAAL-F 1.2	WAAL-F 1.3	WAAL-F 1.4	WHWK-F 1.5
3		WMRV-F 0.9	WMRV-F 1.1	WMRV-F 1.2	WHWK-F 1.3	WMRV-F 1.5
4		WINR 0.7	WHWK-F 0.7	WHWK-F 0.9	WNBF 1.3	WNBF 1.1
5		WHWK-F 0.6	WINR 0.6	WENE 0.5	WINR 0.4	
6				WINR 0.3	WRSF 0.3	
7				WRSF 0.25	WENW 0.3	
8						
9						
10						
11						
	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>
1	WAAL-F 1.6	WAAL-F 1.6	WHWK-F 1.6	WHWK-F 1.7	WHWK-F 2.0	WHWK-F 2.2
2	WHWK-F 1.5	WHWK-F 1.5	WAAL-F 1.4	WAAL-F 1.4	WAAL-F 1.5	WAAL-F 1.4
3	WMRV-F 1.4	WNBF 0.9	WNBF 1.0	WMXW-F 1.3	WMXW-F 1.3	WMXW-F 1.3
4	WNBF 1.1	WMXW-F 0.8	WMXW-F 1.0	WKGB-F 0.9	WNBF 0.8	WMRV AF 0.8
5		WMRV-F 0.8	WKGB-F 0.9	WNBF 0.9	WMRV AF 0.7	WKGB-F 0.6
6		WKGB-F 0.45	WMRV-F 0.6	WMRV-F 0.6	WKGB-F 0.7	WNBF 0.6
7						
8						
9						
10						
11						
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
1	WHWK-F 2.2	WHWK-F 2.3	WHWK-F 2.4	WHWK-F 2.4	WHWK-F 2.6	WHWK-F 2.3
2	WAAL-F 1.5	WAAL-F 1.7	WAAL-F 1.6	WAAL-F 1.8	WAAL-F 1.9	WMRV-F 2.0
3	WMXW-F 1.5	WMXW-F 1.1	WMRV-F 1.2	WMRV-F 1.4	WMRV-F 1.7	WAAL-F 1.7
4	WMRV-F 0.7	WMRV-F 0.8	WMXW-F 1.0	WMXW-F 0.8	WMXW-F 0.9	WMXW-F 0.9
5	WNBF 0.6	WNBF 0.7	WNBF 0.7	WNBF 0.7	WNBF 0.8	WNBF 0.7
6	WKGB-F 0.6	WYOS-F 0.6	WYOS-F 0.6	WYOS-F 0.6	WLTB-F 0.8	WYOS-F 0.6
7						WLTB-F 0.6
8						
9						
10						
11						
	<u>2002</u>	<u>2003</u>				
1	WHWK-F 1.7	WHWK-F 2.0				
2	WAAL-F 1.7	WAAL-F 1.6				
3	WMRV-F 1.4	WKGB-F 1.4				
4	WMXW-F 1.3	WLTB-F 1.4				
5	WKGB-F 1.2	WMRV-F 1.2				
6	WLTB-F 1.2	WMXW-F 1.1				
7	WBBI-F 0.9	WNBF 0.8				
8	WNBF 0.7					
9						
10						
11						

HIGHEST BILLING RADIO ENTITIES

	<u>1994</u>	<u>1995</u>	<u>1996</u>
1	Amer. Radio \$ 2.8 (35.7)	1 Wicks \$ 2.8 (34.8)	1 Wicks \$ 3.0 (35.8)
2	Enterprise 2.0 (26.3)	2 Enterprise 2.2 (27.6)	2 Enterprise 2.3 (28.3)
3	Regional 1.6 (20.8)	3 Regional 1.5 (18.1)	3 Regional 1.6 (19.6)
	<u>1997</u>	<u>1998</u>	<u>1999</u>
1	Wicks \$ 5.4 (62.2)	1 Citadel \$ 5.4 (60.3)	1 Citadel \$ 5.7 (58.8)
2	Majac 2.6 (30.3)	2 Majac 2.9 (32.2)	2 Clear Channel 3.3 (33.5)
	<u>2000</u>	<u>2001</u>	<u>2002</u>
1	Citadel \$ 6.0 (57.0)	1 Citadel \$ 5.4 (53.9)	1 Clear Channel \$ 5.4
2	Clear Channel 3.3 (31.2)	2 Clear Channel 3.9 (39.5)	2 Citadel 4.6
			3 GM Bdcst. 1.2
	<u>2003</u>		
1	Clear Channel \$ 5.1		
2	Citadel 5.1		
3	GM Bdcst. 1.4		
4			
5			

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

DUNCAN'S COMMENTS:

Another slow growth, small Northeastern market. The addition of four new viable stations since 1989 has not helped the market. WHWK has long been the most important station in Binghamton although WNBF deserves credit for remaining a credible News/Talk operation.