

ALBANY-SCHNECTADY

	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	7.0	--	--	--	--	--	--	--	15.7 %	30.7 %	--	--	--	1976
1977	7.7	10.0 %	--	--	--	--	--	--	15.8	37.8	20	--	--	1977
1978	8.4	16.9	--	--	--	--	--	--	16.0	35.9	20	--	--	1978
1979	8.8	4.8	--	--	--	--	--	--	14.8	33.6	22	--	--	1979
1980	9.9	12.5	--	--	--	--	--	--	16.7	44.1	19	--	--	1980
1981	11.9	20.2	.846	13.93	3.7	.0032	--	--	17.1	47.1	23	--	--	1981
1982	12.7	10.1	.849	14.82	3.9	.0033	--	--	17.7	49.5	24	--	--	1982
1983	13.4	10.2	.854	15.55	4.4	.0031	.150	--	17.5	49.1	22	14	--	1983
1984	14.0	4.5	.856	16.20	4.7	.0031	.164	WGY	17.5	56.5	22	13	--	1984
1985	15.2	8.6	.861	17.49	5.0	.0030	.171	WGY	17.6	58.4	20	13	--	1985
1986	16.3	7.2	.865	19.09	5.4	.0030	.177	WGY	17.6	59.9	24	14	9.0	1986
1987	18.3	12.3	.870	21.43	5.7	.0033	.200	WGY	17.0	64.2	25	13	11.2	1987
1988	20.0	9.3	.873	23.31	6.3	.0032	.228	WGY	16.7	64.0	21	12	12.3	1988
1989	21.2	6.0	.875	24.33	7.0	.0033	.241	WPYX-F	18.3	70.4	30	12	11.3	1989
1990	21.9	3.2	.881	25.43	7.0	.0030	.259	WPYX-F	17.6	69.4	25	12	15.2	1990
1991	19.0	-13.2	.886	21.69	7.1	.0026	.257	WGY	16.9	71.3	26	13	15.7	1991
1992	21.0	10.5	.890	23.60	7.2	.0029	.266	WGNA A/F	16.9	74.9	30	14	16.7	1992
1993	21.6	2.8	.880	24.55	7.3	.0030	.257	WGNA A/F	16.6	76.4	31	15	13.8	1993
1994	24.5	13.2	.885	27.68	7.4	.0033	.293	WGNA A/F	16.2	80.1	27	15.5	16.5	1994
1995	26.1	6.5	.877	29.76	8.1	.0032	.304	WGNA A/F	16.4	75.5	31	14	13.9	1995
1996	28.0	7.0	.872	32.11	8.2	.0034	.333	WGNA A/F	16.1	80.0	32	14	15.3	1996
1997	30.8	10.0	.876	35.16	8.6	.0036	.368	WGNA A/F	16.5	81.3	32	13.5	15.3	1997
1998	33.7	9.4	.870	38.74	8.7	.0039	.395	WGNA A/F	16.7	82.4	33	14	14.4	1998
1999	37.5	10.1	.871	43.05	8.9	.0042	.451	WGNA A/F	16.0	82.4	34	14.5	16.4	1999
2000	41.4	9.6	.870	47.24	10.7	.0038	.488	WGNA A/F	15.2	79.9	39	16.5	13.7	2000
2001	39.2	-4.6	.876	44.75	11.3	.0035	.470	WGNA A/F	15.1	79.6	31	17.5	15.4	2001
2002	44.9	NM	.874	51.37	11.5	.0039	.538	WGNA-F	14.6	84.9	31	--	14.2	2002
2003	47.4	5.6	.871	54.42	12.0	.0040	.557	WGNA-F	14.3	80.6	32	18.5	13.7	2003

MAJOR STATIONS - JANUARY 2004

WGY	810 50KW	Talk	Clear Channel	WGNA-F	107.7 13KW@980	Country	Regent
WROW	590 5KW/1KW (DA-2)	Talk/Sports	Pamal	WHRL-F	103.1 6KW@325	Prog.AOR	Clear Channel
WPTR	1540 50KW (DA-1)	Standards		WKKF-F	102.3 4KW@387	CHR	Clear Channel
WOFX	980 5KW (DA-N)	Sports	Clear Channel	WKLI-F	100.9 6KW@328	Standards	Pamal
WTMM	1300 5KW (DA-2)	Sports	Regent	WPYX-F	106.5 15KW@902	Classic AOR	Clear Channel
WABT-F	104.5 5KW@351	Oldies-80's	Regent	WQBK-F	103.9 6KW@302	AOR/Modern	Regent
WAJZ-F	96.3 0.5KW@961	Black	Pamal	WRCZ-F	94.5 3KW@328	Classic AOR	Galaxy
WBKK-F	97.7 1.6KW@623	Classical		WRVE-F	99.9 14KW@925	AC/CHR	Clear Channel
WEQX-F	102.7 1.3KW@2490	AOR/Modern	-	WTRY-F	98.3 6KW@318	Oldies	Clear Channel
WFLY-F	92.3 17KW@850	CHR	Pamal	WYJB-F	95.5 12KW@1020	Soft AC	Pamal
				WZMR-F	104.9 0.5KW@932	Jazz	Pamal

ALBANY-SCHNECTADY

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	36	33	33	CHR 17 AOR/CL 17	19 17	16 19	12 21	11 19	11 21	9 19
MOR/AC	36	24	25	MOR/FS 20 AC/OLD 12	19 12	13 16	11 20	11 14	11 10	See Talk 11
COUNTRY	7	6	11	12	11	12	13	16	16	14
BTFL/EZ/SAC	13	26	23	8	14	15	SOFT AC 10	10	9	12
NEWS/TALK	8	6	6	7	6	6	6	5	3	13
SPORTS								3	--	2
BLACK/URBAN								4		
SMOOTH JAZZ							1	2	3	2
STANDARDS			1	3	3	2	6	6	8	6
HISPANIC										
RELIG/GOSPEL	1	--	1	1	1	2	1	1	1	1
CLASSICAL								1	2	2

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 WABY	Sold to CCA Electronics	\$ 400,000
1971 WFLY-F	Sold by Troy Record	150,000
1973 WTRY/WPYX-F	From Kops/Monahan to Scott	1,900,000
1975 WFLY-F	Sold to Rust	360,000
1977 WABY	Sold to Broadcast Management	275,000
1980 WWOM-F	Sold to Liberty	800,000
1982 WABY	Sold by Broadcast Management	550,000
1983 WPTR/WFLY-F	From Rust to Dyson	4,000,000
1983 WGY/WGFM-F	From GE to Sky/Foster	N/A
1983 WROW AF	From Capital Cities to JAG	3,200,000
1984 WQBK AF		1,300,000
1985 WGY/WGFM-F	Sold to Israel, et al	11,000,000
1986 WTRY,WPYX-F	Sold to Merv Griffin	15,000,000
1986 WGNA-F		4,500,000
1987 WROW AF	From JAG to Wilkes-Schwartz	N/A
1987 WPTR,WFLY		7,500,000
1988 WOKO, WGNA-F	Sold to Barnstable	6,750,000
1988 WQBK AF		2,900,000
1988 WCSS	(Amsterdam)	900,000
1989 WNJR-F	(Rotterdam)	2,900,000
1989 WKAJ, WQQY-F	(Saratoga Spgs)	2,250,000
1989 WKOL AF	(Amsterdam) Sold by Sage	1,500,000
1990 WABY/WKLI-F	From Premiere to Bendat	800,000(e)
1993 WROW A/F	Sold to WFLY-F Owners	5,000,000
1993 WGY A/F	From Empire to Dame	5,500,000
1993 WGNA A/F	From Barnstable to Liberty	13,500,000
1995 WTRY-F	(Rotterdam) From Griffin to Jarad	250,000
1996 WQBK A/F, WQBJ-F	Sold to Arcara	7,500,000
1996 WYSR-F	From Jarad to SFX	1,000,000
1996 WHRL-F	Sold to Dame	2,600,000
1998 WGY, WHRL-F, WRVE-F	From Dame to Clear Channel	29,100,000
2000 All AM/FM Stations	Sold to Clear Channel	---
2001 WQBJ-F, WQBK-F	Sold to Regent	N/A
2001 WABY, WKLI-F	From Telemedia to Galaxy	3,500,000
2001 WCPT-F, WKBE-F	From Telemedia to Pamal	11,000,000
2001 WGNA	From Regent to ABC	2,000,000

STATION NOTES

(Major call letter and format changes)

WPYX-F	WHSB and EZ until 80
WQLI-F	WWOM and EZ until 86; WCPT from 98 to 02
WRVE-F	WGFM until 88; WGY-F until 94; CHR until 90; Oldies until 94
WYJB	EZ until 90; WROW-F until 92
WPTR	Country until 88; Was WDCD and Religion until 99
WROW	MOR until 89
WOFX	CHR to AC by 83; AC until 87; Oldies until 00; WTRY until 00
WGNA-AM(1460)	WWCN until 88
WABY(1400)	Simulcast with 94.5 in mid 90's...Briefly WMVI in early 2000's
WTMM	WQBK until 97; Talk until 97
WKKF-F	WZRQ-F until --; AOR until 95; WXLE until 96; CHR until 98; Black Oldies until 00
WDCD-F	WVKZ-F until 92; WWCP until 96
WAJZ-F	WCDA until 96; Country until 98; WPTR-F until 99
WBKK-F	WKOL until 95
WRCZ-F	WRAV until 93; WEMX until 97; AOR until 95; Standards until 98; WABY-F until 98; WKLI-F and Soft AC until 02
WABT-F	WXLE until 98; AOR until 98
WTRY-F	WTRY until 94; WYSR until 96
WZMR-F	WSRD until 96; Oldies until 96; AC until 99
WDDY	WGNA and usually simulcasted with WGNA-F until 99
WHRL-F	EZ or Soft AC until early 1990's; then Jazz until 99

ALBANY - SCHENECTADY

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WGY	3.0	WGY	3.3	WGY	3.2	WGY	3.5	WGY	3.8	WPYX-F	4.3
2 WPYX-F	1.8	WPYX-F	2.4	WPYX-F	2.6	WPYX-F	2.8	WPYX-F	3.7	WGY	3.7
3 WTRY	1.6	WROW AF	1.8	WROW AF	2.1	WKLI-F	2.3	WKLI-F	2.5	WKLI-F	2.5
4 WGF-F	1.4	WGF-F	1.7	WKLI-F	1.8	WFLY-F	1.7	WFLY-F	2.0	WGNA AF	2.2
5 WWOM-F	1.3	WWOM-F	1.7	WGF-F	1.6	WGF-F	1.6	WGNA-F	1.6	WFLY-F	2.0
6 WROW	1.2	WTRY	1.3	WFLY-F	1.3	WROW-F	1.5	WROW AF	1.6	WROW AF	1.8
7 WFLY-F	1.2	WFLY-F	1.2	WQBK AF	1.2	WGNA-F	1.2	WTRY	1.3	WTRY	1.3
8				WGNA-F	0.9	WTRY	0.8	WGF-F	1.3	WQBK-F	0.9
9				WTRY	0.8	WROW-F	0.7	WQBK AF	1.1	WGY-F	0.9
10				WQBK	0.7	WQBK	0.7	WABY	0.4	WQBK	0.6
11											
1990		1991		1992		1993		1994		1995	
1 WPYX-F	4.4	WGY	3.0	WGNA AF	3.7	WGNA AF	4.1	WGNA AF	4.8	WGNA-F	5.0
2 WGY	3.8	WGNA AF	2.8	WGY	2.9	WGY	2.8	WPYX-F	3.2	WFLY-F	3.5
3 WGNA AF	3.0	WPYX-F	2.8	WFLY-F	2.8	WFLY-F	2.8	WFLY-F	3.1	WPYX-F	3.4
4 WKLI-F	2.6	WFLY-F	2.7	WPYX-F	2.5	WKLI-F	2.5	WKLI-F	2.7	WGY	2.8
5 WFLY-F	2.0	WKLI-F	2.5	WKLI-F	2.3	WPYX-F	2.2	WGY	2.4	WRVE-F	2.6
6 WROW AF	1.9	WROW AF	1.8	WROW AF	1.9	WROW AF	1.6	WRVE-F	2.0	WYJB-F	2.2
7 WTRY	1.2	WQBK-F	0.9	WQBK-F	1.2	WQBK-F	1.5	WYJB-F	1.8	WKLI-F	2.0
8 WQBK-F	1.0	WGY-F	0.8	WQBK	0.8	WGY-F	1.0	WQBK-F	1.7	WQBK F/F	1.6
9 WGY-F	0.9	WQBK-F	0.8			WTRY AF	0.7	WZRQ-F	0.7	WZRQ-F	0.8
10 WQBK	0.6	WTRY	0.4								
11											
1996		1997		1998		1999		2000		2001	
1 WGNA-F	4.8	WGNA AF	6.1	WGNA AF	6.4	WGNA AF	6.3	WGNA AF	6.6	WGNA-F	6.7
2 WGY	4.0	WPYX-F	4.3	WFLY-F	4.4	WPYX-F	5.0	WPYX-F	5.7	WYJB-F	5.6
3 WFLY-F	3.9	WFLY-F	3.9	WPYX-F	4.3	WFLY-F	4.9	WFLY-F	5.5	WPYX-F	5.4
4 WPYX-F	3.8	WGY	3.8	WGY	4.2	WYJB-F	4.4	WYJB-F	5.2	WFLY-F	4.3
5 WYJB-F	2.4	WYJB-F	2.9	WYJB-F	3.2	WGY	3.6	WGY	3.9	WRVE-F	4.0
6 WRVE-F	2.3	WRVE-F	2.6	WRVE-F	2.9	WQBK F/F	3.1	WRVE-F	3.7	WGY	3.2
7 WQBK F/F	2.0	WQBK F/F	2.2	WQBK F/F	2.4	WRVE-F	3.1	WQBK F/F	2.8	WQBK-F	2.7
8 WKLI-F	1.7	WKLI F/F	1.1	WTRY AF	1.2	WTRY AF	1.3	WTRY AF	1.2	WTRY-F	1.2
9 WZRQ-F	0.8	WTRY AF	0.9	WKLI F/F	1.0	WHRL-F	0.9	WHRL-F	1.1	WHRL-F	1.0
10				WABY AF	0.8	WAJZ-F	0.8	WAJZ-F	0.9	WROW	0.8
11										WAJZ-F	0.7
2002		2003									
1 WGNA-F	6.7	WGNA-F	6.8								
2 WYJB-F	5.4	WYJB-F	5.6								
3 WPYX-F	4.6	WRVE-F	4.9								
4 WRVE-F	4.3	WPYX-F	3.9								
5 WFLY-F	4.2	WFLY-F	3.9								
6 WGY	3.5	WGY	3.6								
7 WQBK-F	2.8	WQBK-F	2.7								
8 WTRY-F	1.7	WTRY-F	1.9								
9 WROW	1.0	WKLI-F	1.4								
10		WHRL-F	1.4								
11		WROW	1.3								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Liberty	\$ 8.1 (33.1)	1 Multimarket	\$ 8.6 (33.0)	1 SFX	\$ 9.3 (33.0)
2 WFLY, WYJB	5.3 (21.6)	2 WROW, WFLY, WYJB	6.0 (22.8)	2 Damo	6.6 (23.6)
3 Damo	4.4 (18.0)	3 Damo	5.4 (20.7)	3 WROW, WFLY, WYJB	6.6 (23.4)
4 Bondat	3.1 (12.5)	4 WABY, WKLI-F	2.3 (8.8)	4 Arcaro	3.2 (11.4)
5 WQBK AF	2.2 (9.0)	5 WQBK, WQBK	1.9 (7.3)	5 WABY, WKLI	2.1 (7.4)
6					
1997		1998		1999	
1 Capstar	\$ 11.3 (36.5)	1 Capstar	\$ 12.6 (37.2)	1 Clear Channel	\$ 14.4 (38.3)
2 Albany	7.2 (23.4)	2 Clear Channel	10.9 (32.3)	2 Albany	10.5 (27.9)
3 Damo	6.9 (22.5)	3 Albany	8.1 (24.0)	3 Regent	10.1 (26.9)
4 Radio Enterprises/ Arcara	2.9 (9.4)	4 Tele-Media	1.8 (5.3)	4 Tele-Media	1.4 (3.7)
2000		2001		2002	
1 Clear Channel	\$ 16.0 (39.0)	1 Clear Channel	\$ 15.8 (40.5)	1 Clear Channel	16.5
2 Albany	12.7 (31.0)	2 Pamal	12.2 (30.9)	2 Pamal	13.2
3 Regent	9.9 (24.2)	3 Regent	10.0 (25.5)	3 Regent	10.9
				4 Galaxy	0.9
2003					
1 Clear Channel	\$ 17.3	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Pamal	14.0				
3 Regent	11.3				
4 Galaxy	1.0				
5					

DUNCAN'S COMMENTS:

Albany-Schenectady has shown slow to moderate growth over the last thirty years. Radio revenues have grown fairly well but this growth has been offset by the addition of nearly ten new FM's since the early 90's. Most of these "new" FM stations are move-ins with low power and have not been able to achieve as much as a million dollars in revenue.

The station which I admire is WGNA-F. It has led the market in revenue for the last 12 years. Also, despite the increased competition, WGNA has maintained a double digit 12+ share since 1991.