

HARRISBURG 12+ METRO SHARE

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
WHP	20.3	17.6	17.5	15.5	18.8	17.0	16.1	12.0	10.9	10.3	7.6	6.4	6.6	6.6	6.0	6.3	6.6	6.9	8.8	8.9	8.2	9.4	8.7	8.9	8.5	8.6	8.9	8.6	8.1	WHP, 580 (T)
WRVV-F	7.1	12.0	11.5	12.8	14.1	13.3	12.4	10.5	12.5	10.5	10.9	8.5	7.7	4.9	4.2	2.8	2.3	8.2	7.9	8.2	8.6	7.5	7.3	6.8	8.2	7.0	7.6	8.1	8.9	WRVV-F, 97.3 (CH)
WKBO	14.7	17.2	17.0	13.9	9.9	5.5	7.0	5.5	7.0	7.0	3.2	2.8	1.4	1.1	0.8	1.3	1.6	1.7	1.1	-	0.6	0.7	1.0	1.4	1.6	0.4	0.6	0.9	0.8	WKBO, 1230 (REL)
WNNK-F	-	-	1.4	4.1	4.0	5.1	10.6	11.6	10.8	12.4	17.0	16.6	19.6	21.3	19.3	15.2	14.1	10.4	12.9	13.6	11.4	11.8	10.5	11.2	10.7	11.3	9.7	7.9	8.1	WNNK-F, 104.1 (CHR)
WTKT	7.2	8.8	6.9	2.5	3.5	3.0	4.9	4.9	3.6	4.4	3.0	3.5	3.8	2.3	2.1	0.9	0.4	-	0.8	1.1	1.2	1.3	1.4	0.1	-	-	0.3	0.7	0.5	WTKT, 1460 (S)
WHYL										*	*	*	*	*	*	3.8	3.1	4.3	4.2	4.0	3.6	3.2	3.1	2.8	1.8	2.5	2.3	1.7	1.7	WHYL, 960 (ST)
WRKZ-F	8.2	9.5	7.3	5.7	6.9	7.6	6.0	6.8	7.4	4.7	3.4	5.7	4.6	3.6	3.3	3.9	3.8	3.3	3.0	3.1	2.6	2.8	2.4	1.8	-	1.2	1.0	1.6	1.3	WRKZ-F, 102.3 (O-80'S)
WTPA-F				1.9	2.8	3.0	3.2	1.8	1.8	2.1	2.8	4.3	3.9	6.4	6.6	8.0	10.3	7.8	8.3	7.7	7.5	6.8	5.4	5.0	4.4	6.1	6.3	7.4	5.5	WTPA-F, 93.5 (CL AOR)
WTCY	7.2	3.4	5.0	3.7	1.2	2.7	1.9	3.2	3.1	4.3	3.4	3.3	2.4	2.2	0.7	0.4	-	-	0.8	2.0	2.3	1.9	2.2	2.9	2.6	2.6	2.6	1.9	2.4	WTCY, 1400 (B)
WRBT-F	-	-	-	-	-	-	-	-	-	-	-	0.8	0.7	1.0	3.3	6.8	7.9	6.5	5.9	6.2	2.9	3.5	5.9	7.4	6.7	7.0	6.5	5.8	7.4	WRBT-F, 94.9 (C)
WHKF-F	4.3	2.1	6.4	11.3	8.8	5.3	5.2	7.5	6.3	8.9	5.7	5.1	4.8	6.0	5.0	4.0	5.3	4.9	3.1	2.0	5.7	4.8	5.4	5.1	5.4	5.8	5.9	6.3	4.3	WHKF-F, 99.3 (CHR)
WQXA-F	-	4.8	3.6	3.7	5.6	5.8	4.9	6.4	6.5	5.3	5.5	4.3	4.5	3.7	4.2	4.5	4.0	4.7	0.6	1.1	2.4	4.1	5.0	5.6	6.0	5.6	5.4	5.7	5.4	WQXA-F, 105.7 (AOR)
WCAT-F						6.7	8.9	8.2	7.7	8.0	8.9	8.1	7.3	7.9	9.8	6.9	9.4	8.3	9.0	8.7	9.0	8.7	7.3	4.8	6.6	5.1	4.8	4.8	4.6	WCAT-F, 106.7 (C)
WLBR																		2.6	2.7	2.0	2.1	2.0	2.1	2.1	2.3	2.0	2.0	2.3	2.3	WLBR, 1270 (T)
WQIC-F																		0.9	0.7	0.5	0.9	-	0.9	0.7	1.1	0.9	1.3	0.8	1.3	WQIC-F, 100.1 (SAC)
WWKL-F																			0.9	2.4	3.0	3.2	2.7	2.1	-	-	0.3	2.7	3.4	WWKL-F, 92.1 (CHR)

* WHYL simulcasted with WHYL-F

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
WHP	39.6	34.8	32.6	28.4	24.0	23.7	20.8	15.4	14.9	13.2	15.0	14.3	12.0	17.3	20.9	17.5	17.8	21.8	18.2	19.7	19.4	18.5	18.9	16.0	16.1	
WRVV-F	26.1	26.1	23.3	20.8	23.0	22.0	19.0	19.5	17.7	12.7	12.1	11.2	8.9	21.5	19.0	17.8	15.8	16.5	17.3	16.1	16.4	15.4	17.5	14.9	17.8	
WKBO	24.7	20.3	23.8	16.3	16.9	16.9	12.0	7.6	5.3	5.4	2.9	4.5	4.9	7.5	4.0	-	3.1	2.5	3.6	3.6	3.9	1.4	1.4	2.8	1.5	
WNNK-F	12.1	14.4	20.1	20.2	20.9	22.4	34.6	28.5	34.9	36.3	38.3	34.0	29.0	27.9	28.7	30.8	25.3	26.7	24.0	26.3	26.6	27.7	22.8	16.5	19.4	
WTKT	-	-	17.7	11.4	9.7	10.6	7.6	7.4	7.0	7.4	7.1	3.5	3.1	-	3.9	4.4	5.0	4.4	4.2	0.9	-	-	2.3	2.5	2.0	
WHYL												6.9	7.8	8.3	7.6	7.2	7.0	6.2	7.3	4.9	4.9	6.0	3.9	4.1	4.3	
WRKZ-F				14.1	12.0	10.7	7.8	9.7	9.8	9.2	8.9	6.4	7.8	5.9	5.8	7.3	4.4	6.7	5.3	5.7	-	2.0	2.0	6.5	4.1	
WTPA-F				9.1	7.4	5.9	8.3	11.4	11.5	11.0	12.5	14.7	19.5	15.5	17.3	15.2	15.2	15.8	13.9	13.6	13.3	13.5	13.7	13.7	12.9	
WTCY				9.2	14.0	8.1	8.1	6.9	5.6	3.8	4.3	1.8	-	-	1.6	2.9	4.4	3.2	4.5	4.2	3.4	3.6	2.7	3.0	3.8	
WRBT-F									1.8	3.2	6.6	12.1	14.7	15.1	15.9	15.6	14.0	13.6	15.3	13.4	15.3	14.1	13.5	11.9	14.8	
WHKF-F	21.0	13.8	15.7	14.3	17.1	15.5	13.7	11.6	12.7	15.2	12.0	11.5	11.0	14.0	7.2	9.1	9.4	11.8	13.4	13.3	12.6	13.7	17.8	15.9	13.3	
WQXA-F	15.3	15.1	13.2	15.5	15.8	12.6	13.4	15.1	13.8	12.8	12.6	12.3	13.5	11.8	4.8	6.5	9.5	14.6	14.8	15.2	16.5	13.4	15.9	11.6	14.8	
WCAT-F	-	10.4	15.0	16.0	13.8	15.0	13.5	15.0	16.7	16.0	18.6	13.6	17.4	19.4	17.8	18.1	17.5	18.9	14.0	12.2	13.8	10.9	9.2	11.4	10.3	
WLBR														5.3	7.3	5.0	5.3	5.7	5.4	4.4	5.5	4.3	4.8	4.1	4.4	
WQIC-F														2.6	2.3	2.6	2.6	-	2.2	1.7	2.5	2.8	2.1	2.4	3.6	
WWKL-F															3.1	4.9	6.3	7.0	6.8	4.6	-	-	2.6	11.5	10.4	

HARRISBURG

	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	3.7	--	--	--	--	--	--	--	14.8 %	35.9 %	--	--	--	1976
1977	4.4	18.9 %	--	--	--	--	--	--	16.2	38.1	21	--	--	1977
1978	5.1	15.9	--	--	--	--	--	--	16.5	52.2	22	--	--	1978
1979	5.6	9.8	--	--	--	--	--	--	15.5	56.1	22	--	--	1979
1980	6.0	7.1	--	--	--	--	--	--	18.5	54.7	21	--	--	1980
1981	6.4	6.6	.564	11.35	2.7	.0024	--	--	18.2	58.8	22	--	--	1981
1982	6.8	5.9	.568	11.97	2.9	.0023	--	--	17.2	62.3	25	--	--	1982
1983	7.5	9.0	.573	13.09	3.2	.0024	.098	--	17.1	62.0	23	10	--	1983
1984	8.1	8.0	.576	14.06	3.6	.0023	.110	WHP 1.4	17.9	65.6	22	10	--	1984
1985	8.8	8.6	.579	15.17	3.8	.0024	.122	WNNK-F 1.9	17.2	74.1	23	10	--	1985
1986	10.6	20.5	.583	18.24	4.1	.0025	.116	WNNK-F 2.9	17.4	73.7	31	10	--	1986
1987	11.9	12.3	.585	20.34	4.5	.0027	.179	WNNK-F 4.1	18.1	80.4	30	10	10.0	1987
1988	12.9	8.4	.589	22.05	4.8	.0029	.179	WNNK-F 4.8	16.6	78.4	31	9.5	9.2	1988
1989	14.4	11.6	.594	24.24	5.0	.0029	.195	WNNK-F 5.7	17.2	84.8	31	9	11.7	1989
1990	14.6	1.4	.592	24.46	4.9	.0027	.228	WNNK-F 5.7	17.4	79.8	28	10	13.1	1990
1991	14.1	-3.4	.595	23.70	5.0	.0028	.199	WNNK-F 4.7	17.5	84.1	28	11	11.9	1991
1992	14.5	2.8	.600	24.17	5.1	.0028	.213	WNNK-F 4.5	17.9	79.0	28	10	14.5	1992
1993	15.6	7.6	.607	25.71	6.0	.0026	.218	WNNK-F 4.8	17.0	75.0	30	10	15.9	1993
1994	16.7	6.9	.615	27.15	6.4	.0026	.221	WNNK-F 5.6	16.9	78.2	30	10.5	12.0	1994
1995	19.0	13.8	.616	30.84	6.0	.0032	.275	WNNK-F 6.5	17.2	77.5	33	11	14.9	1995
1996	21.7	14.2	.617	35.17	6.5	.0035	.307	WNNK-F 6.4	16.6	77.4	31	11	12.7	1996
1997	23.4	7.9	.619	37.80	6.9	.0034	.345	WNNK-F 7.3	15.8	79.6	33	11.5	12.9	1997
1998	25.5	9.0	.619	41.20	7.2	.0035	.385	WNNK-F 7.6	16.0	77.2	32	10	13.4	1998
1999	26.7	4.5	.623	42.85	7.6	.0035	.395	WNNK-F 8.1	15.5	80.1	34	9.5	14.5	1999
2000	28.3	5.6	.619	45.72	9.1	.0031	.396	WNNK-F 8.0	16.1	79.0	35	10.5	13.1	2000
2001	28.6	1.1	.632	45.25	9.3	.0031	.406	WNNK-F 7.9	15.8	77.0	30	11	14.0	2001
2002	34.5	NM	.635	54.33	9.7	.0036	.501	WNNK-F 5.9	13.6	78.4	29	--	17.6	2002
2003	35.5	3.2	.639	55.55	10.1	.0035	.536	WRVV-F 6.0	14.3	78.3	29	12	17.4	2003

MAJOR STATIONS - JANUARY 2004

WHP	580 5KW (DA-N)	Talk	Clear Channel	WCAT-F	106.7 14KW@928	Country	Citadel
WHYL	960 5KW (DAYS, DA)	Standards	Citadel	WHKF-F	99.3 1.4KW@679	CHR	Clear Channel
WKBO	1230 500W	Religion		WNNK-F	104.1 23KW@725	CHR/AC	Cumulus
WLBR	1270 5KW/1KW (DA-2)	Talk		WQIC-F	100.1 3KW@270	Soft AC	
WTCY	1400 1KW	Black	Cumulus	WQXA-F	105.7 25KW@705	AOR	Citadel
WTKT	1460 5KW (DA-N)	Sports	Clear Channel				
				WRBT-F	94.9 25KW@699 (DA)	Country	Clear Channel
				WRKZ-F	102.3 3KW@328 (DA)	Oldies-80's	Citadel
				WRVV-F	97.3 17KW@840	Classic Hits	Clear Channel
				WTPA-F	93.5 1.3KW@718	Classic AOR	Cumulus
				WWKL-F	92.1 3.3KW@298	CHR/Dance	Cumulus

HARRISBURG

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	34	36	26	CHR	12	31	26		20		15	18	20
				AOR/CL	14	11	14		22		9	14	16
MOR/AC	35	27	33	MOR/FS	15	9	13		11		12	12	See Talk
				AC/OLD	20	16	18		13	AC	20	8	2
										OLDIES	7	7	16
COUNTRY	10	8	22		21	14	14		19		16	19	18
BTF/EZ/SAC	17	24	16		13	13	8						
								SOFT AC	4		5	8	8
NEWS/TALK					--	--	1		3		2	1	12
SPORTS													
BLACK/URBAN					--	1	--		--		3	4	3
SMOOTH JAZZ													
STANDARDS	--	--	2		5	3	4		5		7	8	3
HISPANIC											--	--	
RELIG/GOSPEL	2	1	1		2	3	2		1		4	3	3
CLASSICAL													

STATION NOTES

(Major call letter and format changes)

WHYL	Standards after 1989
WRKZ-F	WHYL-F until 95; WYMJ until 96; Oldies until 95; AC until 96
WKBO	CHR changing to AC by 82; AC to Oldies until about 89; News/Talk until 93; Standards until 99
WTKT	WCMB until 98; WHYL until ---; CHR until 78; AC until 81; Country until 84; AC again changing to Oldies 88; Oldies until 93; Talk until 97; Oldies until 01
WHKF-F	WSFM until 87; WHIT until 88; WIMX until 95; CHR until about 81; AC until 95; WWKL until 00; Oldies until 00
WTCY	WFEC until 84; WHGB until 91; WNNK until 93; CHR until 84
WNNK-F	WTPA and AOR until 84
WTPA-F	WQVE until 82; WKCD until 85; CHR until 85
WRVV-F	WHP until 90; WXBB until 91; EZ or Soft AC until 90; AC until 91; AC/AOR mix until 00
WHP	Full Service to News/Talk by early 90's
WRBT-F	WWKL until 97; Oldies until 97
WCAT-F	WRKZ until 02
WWKL-F	WCTX until 95; WNCE until 01; EZ until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WKBO	Sold by Steinman	\$	500,000
1982 WNNK-F	From Newhouse to Foster		1,250,000
1984 WNNK-F	From Sky to Keymarket		3,600,000
1988 WHKS-F	Sold to Barnstable		4,000,000
1988 WRKZ-F	Sold by Eastern		N/A
1989 WHYL AF (Carlisle)			1,700,000
1989 WHGB	From Scott to Kaymarket		250,000
1989 WCMB, WIMX-F	Sold by McKenna		4,900,000
1991 WHP AF	From Commonwealth to Dame		3,250,000
1992 WNNK A/F	From Keymarket to Calendar		12,000,000
1995 WCMB, WIMX-F	Sold to Barnstable		2,250,000
1995 WCTX-F (Palmyra)	Sold to WTPA-F owner		870,000
1995 WTCY, WNNK-F	From Calendar to Patterson		20,300,000
1996 WCMB, WWKL-F, WYMJ-F	From Barnstable to Dame		11,000,000
1997 WRKZ-F	From Telemedia to Citadel		13,000,000
1997 WTCY, WNNK-F	From Patterson to Capstar		31,800,000
1998 WRVV-F	From Dame to Clear Channel		16,900,000
1998 WRBT-F	From Dame to Clear Channel		5,000,000
1998 WKBO	From Dame to Clear Channel		700,000
1998 WWKL (1460)	From Dame to Clear Channel		600,000
1998 WHP	From Dame to Clear Channel		9,000,000
1998 WHYL A/F	Sold to Citadel		4,250,000
1999 WNCE-F, WTPA-F	Sold to Capstar		15,000,000
1999	All Capstar/AM FM stations sold to Clear Channel		---
2000 WTCY, WNCE-F, WTPA-F WNNK-F	Divested by Clear Channel to Cumulus		---

HARRISBURG

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WHP	1.4	WNNK-F	1.9	WNNK-F	2.9	WNNK-F	4.1	WNNK-F	4.8	WNNK-F	5.7
2 WSFM-F	1.3	WRKZ-F	1.5	WRKZ-F	2.5	WRKZ-F	3.1	WRKZ-F	4.0	WRKZ-F	4.0
3 WTPA-F	1.1	WHP	1.3	WSFM-F	1.5	WHIT-F	1.4	WHP	1.3	WHP	1.3
4 WRKZ-F	1.0	WHP-F	1.0	WHP	1.3	WHP	1.2	WHP-F	1.2	WHP-F	1.2
5 WHP-F	0.9	WKBO	0.8	WHP-F	1.1	WHP-F	1.0	WIMX-F	1.2	WTPA-F	1.1
6 WKBO	0.8	WSFM-F	0.8	WKBO	0.8	WTPA-F	0.8	WTPA-F	1.0	WIMX-F	1.0
7						WTPA-F	0.7	WHYL AF	0.7		
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 WNNK AF	5.7	WNNK AF	4.7	WNNK AF	4.5	WNNK-F	4.8	WNNK-F	5.6	WNNK-F	6.5
2 WRKZ-F	3.6	WRKZ-F	3.3	WRKZ-F	3.0	WRKZ-F	3.1	WRKZ-F	3.0	WRKZ-F	3.3
3 WTPA-F	1.5	WTPA-F	2.5	WTPA-F	2.1	WRVV-F	2.8	WTPA-F	2.7	WRVV-F	3.0
4 WWKL-F	1.5	WWKL-F	2.5	WWKL-F	2.0	WTPA-F	2.2	WRVV-F	2.7	WTPA-F	2.9
5 WHP	1.4	WHP	1.1	WRVV-F	1.5	WWKL-F	2.0	WHP AA	2.1	WHP AA	2.3
6		WIMX-F	0.8	WHP	1.2	WHP	1.8	WWKL-F	2.0	WWKL-F	2.1
7				WIMX-F	0.8	WIMX-F	0.9	WIMX-F	0.8	WYMJ-F	0.5
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1 WNNK-F	6.4	WNNK-F	7.3	WNNK-F	7.6	WNNK-F	8.1	WNNK-F	8.0	WNNK-F	7.9
2 WRVV-F	6.2	WRVV-F	3.8	WRVV-F	4.2	WRVV-F	4.4	WRVV-F	5.0	WRVV-F	4.7
3 WRKZ-F	3.1	WRKZ-F	3.3	WTPA-F	3.5	WRKZ-F	2.5	WRKZ-F	3.2	WTPA-F	3.1
4 WTPA-F	2.9	WTPA-F	3.1	WRKZ-F	3.2	WRBT-F	2.5	WTPA FF	2.7	WHP AA	3.0
5 WHP	2.0	WHP	2.4	WHP	2.6	WTPA-F	2.3	WHP AA	2.7	WRKZ-F	2.9
6 WWKL-F	1.9	WWKL-F	2.1	WWKL-F	2.4	WHP	2.2	WRBT-F	2.6	WRBT-F	2.4
7 WYMJ-F	0.9	WRBT-F	1.4	WRBT-F	1.8	WWKL-F	1.9	WQXA-F	2.2	WQXA-F	1.9
8 WHYL-F	0.6	WHYL AF	1.0			WWKL-F	1.6	WWKL-F	1.6	WHKF-F	1.2
9											
10											
11											
2002		2003									
1 WNNK-F	5.9	WRVV-F	6.0								
2 WRVV-F	5.7	WNNK-F	5.7								
3 WTPA-F	4.7	WTPA-F	5.0								
4 WHP	2.9	WHP	2.8								
5 WHKF-F	2.8	WCPP-F	2.8								
6 WCPP-F	2.7	WRBT-F	2.8								
7 WRBT-F	2.6	WHKF-F	2.5								
8 WQXA-F	2.3	WQXA-F	2.3								
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Calendar	\$ 6.0 (35.7)	1 Patterson	\$ 6.9 (36.2)	1 Dame	\$ 8.4 (38.7)
2 Dame	4.8 (28.7)	2 Dame	5.3 (22.1)	2 Patterson	6.6 (30.5)
		3 WTPA, WCTX	3.4 (17.8)	3 WTPA, WNCE	3.4 (15.6)
		4 Barnstable	2.8 (14.8)	4 Telemedia	3.1 (NA)
		5 Telemedia	2.3 (12.1)		
1997		1998		1999	
1 Dame	\$ 10.0 (35.4)	1 Capstar	\$ 11.4 (45.1)	1 Clear Channel	\$ 11.1 (41.7)
2 Capstar	7.8 (33.1)	2 Clear Channel	11.2 (44.7)	2 Cumulus	10.8 (40.6)
3 WTPA, WNCE	3.6 (15.4)	3 Citadel	3.8 (14.9)	3 Citadel	3.0 (11.3)
4 Citadel	3.3 (11.8)				
2000		2001		2002	
1 Clear Channel	\$ 11.9 (43.6)	1 Cumulus	\$ 11.3 (39.5)	1 Clear Channel	\$ 14.4
2 Cumulus	11.0 (40.3)	2 Clear Channel	11.2 (39.3)	2 Cumulus	11.7
3 Citadel	5.9 (21.7)	3 Citadel	5.1 (17.9)	3 Citadel	5.7
2003					
1 Clear Channel	\$ 14.8				
2 Cumulus	11.9				
3 Citadel	5.9				
4					
5					

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

DUNCAN'S COMMENTS:

Harrisburg is a below average small to medium radio market. Revenues have grown well but population has not. The number of local viable stations has been steady. However, a lot of listening is lost to adjacent markets and to unlisted stations.

WNNK has been a great radio station since the early 1980's. It is very interesting to me that in a low-ethnic market a good CHR can, and often does, have a long and very successful life.