

**NASSAU-SUFFOLK  
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>	
WBLI-F	-	4.3	5.0	6.1	4.2	4.7	4.9	5.8	6.1	5.7	5.9	5.5	5.0	4.7	5.6	4.6	4.9	4.5	4.3	3.8	4.0	3.3	4.3	4.6	4.8	4.9	4.9	5.2	4.5	WBLI-F, 106.1 (CHR)
WHLI	-	1.1	2.0	1.2	1.5	3.8	3.3	3.9	3.4	3.6	3.0	3.2	4.1	3.2	3.5	2.4	3.4	2.8	3.1	3.3	3.3	3.2	3.1	3.0	3.6	3.1	2.7	3.5	3.1	WHLI, 1100 (ST)
WBAB-F	-	1.1	1.1	1.5	1.5	2.3	2.6	3.4	3.3	3.6	5.0	4.2	5.7	5.2	5.3	4.4	4.3	4.6	4.9	3.8	3.3	3.1	3.1	3.1	3.7	3.7	3.6	4.1	3.6	WBAB-F, 102.3 (AOR)
WALK-F	-	1.7	1.9	3.6	3.3	2.6	2.8	3.3	4.2	5.0	5.0	5.8	5.4	6.2	7.1	7.1	6.7	5.4	5.6	6.1	6.2	6.6	5.8	5.7	6.1	5.4	5.4	5.5	6.6	WALK-F, 97.5 (AC)
WKJY-F	-	1.5	2.0	1.2	1.8	1.7	2.0	1.6	2.1	1.8	1.7	2.0	1.8	3.1	3.0	3.2	2.7	2.6	3.0	3.4	3.1	2.7	2.6	2.7	2.1	2.4	2.7	2.3	2.5	WKJY-F, 98.3 (AC)
WGSM	-	2.5	1.9	2.6	2.0	1.4	1.7	1.5	1.8	1.7	2.6	2.3	2.3	2.0	1.8	2.3	2.2	2.5	2.0	1.0	-	-	-	-	-	-	0.3	-	-	WGSM, 740 (E)
WMJC-F	4.0	4.0	4.3	3.3	3.2	3.1	2.8	1.9	1.7	2.8	2.1	2.1	2.5	2.4	2.5	2.4	2.6	1.8	2.2	-	-	1.7	1.5	1.7	1.5	1.4	1.3	1.1	1.0	WMJC-F, 94.3 (O-80)
WLIR-F	-	1.0	2.3	2.5	3.4	1.8	1.8	1.6	2.1	1.6	1.6	2.2	2.5	1.7	1.6	1.8	2.2	1.6	1.9	2.0	1.1	1.1	1.5	1.6	1.5	1.8	1.6	1.6	1.5	WLIR-F, 92.7 (AOR)
WGBB	-	1.5	1.2	1.3	1.4	1.1	0.7	0.9	0.7	0.8	1.1	0.6	-	0.4	0.3	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	WGBB, 1240 (E)
WRCN-F	-	-	0.7	1.2	1.9	1.1	1.2	0.8	0.8	1.0	0.9	0.9	0.7	0.6	0.8	1.0	1.3	1.1	1.0	2.1	1.4	1.1	0.9	0.8	0.8	0.9	1.1	1.2	0.9	WRCN-F, 103.9 (CL AOR)
WBZO-F																				1.3	2.3	2.7	2.8	2.8	2.6	3.0	2.8	2.8	2.6	WBZO-F, 103.1 (O)
WDRE-F																											0.2	-	0.9	WDRE-F, 98.5 (CL AOR)

NOTE: For WKTU, see New York

**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>				
WBLI-F	11.7	11.4	12.6	12.8	15.3	14.2	13.2	13.5	13.3	12.9	13.5	13.0	14.9	12.9	11.1	11.1	10.9	10.4	13.5	13.3	15.4	15.2	15.4	16.3	14.2				
WHLI	4.3	6.4	5.4	6.0	6.1	6.1	6.1	5.2	4.4	4.2	4.4	4.3	4.6	3.2	4.1	3.8	3.2	3.6	3.5	3.5	5.3	4.2	3.1	4.4	3.9				
WBAB-F	4.4	6.9	10.4	12.1	11.3	9.9	15.3	12.1	13.5	15.2	14.4	11.7	13.9	14.1	14.0	10.7	10.5	9.3	1.5	9.5	9.5	9.6	10.1	9.8	10.7				
WALK-F	5.7	5.9	6.4	6.3	8.4	10.2	10.1	11.6	10.5	15.2	15.7	13.7	16.0	15.0	12.9	13.6	14.5	13.4	12.7	12.7	12.0	11.5	10.9	11.9	12.4				
WKJY-F	-	4.3	3.6	4.1	4.5	2.9	3.5	4.4	5.2	6.3	7.2	8.3	7.4	6.2	8.8	7.8	7.5	6.3	6.4	6.9	5.8	6.4	7.1	6.4	6.3				
WGSM	4.3	3.4	3.2	4.5	3.9	2.8	3.6	2.8	3.8	2.7	2.6	3.4	3.6	3.3	3.1	1.7	-	-	-	-	-	-	0.6	-	-				
WMJC-F	8.5	6.4	5.8	5.4	5.1	4.5	4.8	3.6	5.1	4.0	6.2	5.4	5.5	5.0	5.9	-	-	5.2	4.3	3.7	3.7	3.5	4.2	4.4	3.6				
WLIR-F	8.3	7.6	7.6	6.1	6.9	5.2	6.6	4.8	6.4	5.4	5.4	5.6	7.1	4.3	6.1	6.8	5.2	5.0	7.6	8.2	6.1	7.8	6.7	5.3	5.7				
WGBB	5.2	3.7	2.9	3.3	3.3	2.8	4.1	2.9	1.8	2.2	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
WRCN-F	5.1	3.6	3.2	3.0	3.1	2.6	4.0	4.1	2.2	2.4	3.1	2.5	3.1	3.5	3.7	5.0	5.3	2.4	2.5	2.5	2.3	2.4	3.3	2.6	2.5				
WBZO-F																										7.6	7.7	6.6	7.3
WDRE-F																											0.7	-	2.0

### NASSAU-SUFFOLK (LONG ISLAND)

	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	11.3	--	--	--	--	--	--	--	17.3 %	%	--	--	--	1976
1977	10.0	-2.7 %	--	--	--	--	--	--	17.4		--	--	--	1977
1978	12.3	11.8	--	--	--	--	--	--	16.3		--	--	--	1978
1979	15.4	25.2	--	--	--	--	--	--	17.6		--	--	--	1979
1980	17.0	10.4	--	--	--	--	--	--	17.2		--	--	--	1980
1981									17.8		--	--	--	1981
1982									18.0		--	--	--	1982
1983									17.9		--	--	--	1983
1984									18.5		--	--	--	1984
1985									19.4		--	--	--	1985
1986	24.8	--	2.64	9.40	19.4	.0013	--	--	18.6		--	--	--	1986
1987	28.7	15.7	2.66	10.79	21.8	.0013	--	--	18.1		42	9.5	--	1987
1988	30.6	6.6	2.67	11.46	24.4	.0013		WALK A/F 7.7	18.2		43	9	--	1988
1989	32.2	5.2	2.67	12.38	26.1	.0013		WALK A/F 8.0	18.2		42	9	--	1989
1990	34.0	5.6	2.62	12.97	26.1	.0012		WALK A/F 8.5	18.8		40	9	--	1990
1991	32.1	-5.6	2.63	12.21	27.2	.0011		WALK A/F 7.5	19.0		40	9	--	1991
1992	32.9	2.4	2.67	12.32	26.5	.0013		WALK A/F 7.6	17.7	--	43	9	--	1992
1993	33.2	1.0	2.67	12.43	27.5	.0012		WALK A/F 7.7	18.4	--	43	9	--	1993
1994	35.1	5.9	2.68	13.10	28.3	.0012		WALK A/F 10.0	18.2	--	41	9	--	1994
1995	36.5	4.0	2.67	13.67	29.6	.0012		WALK A/F 11.4	17.5	--	42	8	--	1995
1996	38.0	4.1	2.66	14.29	30.1	.0013		WALK A/F 13.0	17.6	--	43	9	--	1996
1997	41.0	7.9	2.67	15.36	31.0	.0013		WALK A/F 13.7	17.6	--	43	9	--	1997
1998	41.9	2.2	2.67	15.69	31.9	.0013		WALK A/F 14.0	16.8	--	43	9	--	1998
1999	47.5	11.8	2.69	17.66	33.4	.0014		WALK A/F 15.5	16.3	--	42	9.5	--	1999
2000	56.7	21.9	2.72	20.88	41.4	.0014		WALK A/F 16.7	15.9	--	40	11.5	--	2000
2001	52.2	-7.9	2.76	18.91	42.2	.0012		WALK A/F 14.8	16.4	77.5	44	12	--	2001
2002	60.8	NM	2.77	21.95	42.2	.0014	NA	WALK A/F 16.5	NA	NA	38	--	NA	2002
2003	63.3	4.1	2.78	22.77	43.6	.0015	NA	WALK A/F 19.7	NA	NA	40	10	NA	2003

#### MAJOR STATIONS - JANUARY 2004

Call Letters	Power	Frequency	Service	Format	Comments
WHLI	1100	10KW	(DAYS, DA)	Standards	Barnstable
WALK-F	97.5	39KW@554	(DA)	AC	Clear Channel
WBAB-F	102.3	6KW@269		AOR	Cox
WBLI-F	106.1	49KW@499	(DA)	CHR	Cox
WBZO-F	103.1	1.6KW@463	(DA)	Oldies	Barnstable
WDRE-F	98.5	3KW@328	(DA)	Classic AOR	Jarad
WKJY-F	98.3	3KW@328		AC	Barnstable
WLIR-F	92.7	2KW@522	(DA)	AOR	Univision
WMJC-F	94.3	2.6KW@299		Oldies-80's	Barnstable
WRCN-F	103.9	1.4KW@486		Classic AOR	Barnstable

FORMAT SHARES NOT AVAILABLE

	<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				CHR AOR/CL									
MOR/AC				MOR/FS AC/OLD					AC OLDIES				
COUNTRY BTFL/EZ/SAC										SOFT AC			
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ													
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL													

STATION NOTES

(Major call letter and format changes)

WALK-F	EZ to MOR to AC by 84
WKJY-F	WIOK until 80
WHLI	CHR or AC until 80
WLIR-F	WLIR until 87; WDRE until about 96; AOR for entire period except AC in 96
WGBB-F	WGBB until 88; WBAB until 90; MOR until 87; AOR until 90; Talk until 94
WGSM	Standards until 95; Country until 97; Kids until late 90's
WMJC-F	WCTO until 92; EZ until 92; AOR until 95; Country until 00
WRCN	AOR until 98; Classic Hits until 99; then to Classic AOR
WDRE-F	Usually simulcasted with WLIR from 90 on

**NASSAU-SUFFOLK**

MAJOR STATION TRANSACTIONS: 1970 to 2003

1978 WGLI (Babylon)	From Beck-Ross to Israel	\$	575,000
1979 WBAB-F (Babylon)	Sold to Franz Allina		950,000
1979 WKJY-F, WHLI (Hempstead)	Sold to Robert Williams		1,418,000
1981 WFYA (Patchogue)			620,000
1981 WALK A/F (Patchogue)	From Horizons to American		3,805,000
1981 WGBB	From Susquehanna to Franz Allina		1,005,000
1982 WLNA, WHUD-F (Peekskill)			4,200,000
1984 WHLI, WKJY-F	From Williams to New Barnstable		5,275,000
1985 WSBH-F	Sold to Faircom		2,150,000
1986 WGGG, WBAB-F	Sold to Noble		13,000,000
1986 WGSM, WCTO-F	From Greater Media to Williams		9,000,000
1989 WGLI			350,000
1989 WRHD, WRCN-F			4,900,000
1989 WBAB A/F	Sold by Noble		26,000,000
1990 WWHB-F	Sold to WBAB		1,850,000 (cancelled)
1992 WBAB A/F	From Noble to Mike Craven		16,000,000
1993 WGLI	From SRN to Heftel		600,000
1994 WALK A/F	From Amer. Media to Chancellor		37,900,000
1994 WBLI-F	From Beck-Ross to Liberty		15,500,000
1995 WLIX			1,100,000
1995 WGBB, WBAB-F, WBLI-F WHFM-F	From Liberty to SFX		54,000,000
1996 WGSM, WRCN-F, WMJC-F	From Starr to Bamstable		---
1996 WLNG (1600)	Sold to WWRL owner		1,600,000
1996 WGBB, WBAB-F, WBLI-F WHFM-F	Traded by SFX to Chancellor	Jacksonville stations + \$11 mil.	
1996 WWHB-F	From Eddie Simon to Odyssey		4,000,000
1997 WBZO-F	Sold to Bamstable		10,000,000
1997 WBAZ-F, CP 102.5(Bridgehampton)			1,650,000
1998 WBLI-F	From Capstar to Cox		25,000,000
1998 WBAB-F/WHFM-F	From Capstar to Cox		22,000,000
1998 WGBB	From Capstar to Cox		1,000,000
1998 WGBB	From Cox		1,700,000
1999	All Capstar and AM/FM stations sold to Clear Channel		---
1999 WLVG-F	From Gary Starr to Beacon		3,200,000 (cancelled)
1999 WNYG	Sold to Multicultural		860,000
2000 WLVG-F	From Gary Starr to Multicultural		3,000,000
2001 WGSM	Sold by Bamstable		2,500,000
2003 WLXE			37,000,000
2003 WLIR-F	From Jarad to Univision		60,000,000

NASSAU - SUFFOLK (LONG ISLAND)

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989
1					WALK AF 7.7	WALK AF 8.0
2	Not Available	Not Available	Not Available	Not Available	WRAB AF 5.7	WRAB AF 6.6
3					WBLI-F 5.4	WBLI-F 5.5
4					WKJY-F 2.2	WKJY-F 3.5
5					WCTO-F 1.6	WCTO-F 1.7
6					WHLI 1.5	WGSM 1.2
7					WGSM 1.5	WHLI 1.2
8						WBCN-F 1.1
9						
10						
	1990	1991	1992	1993	1994	1995
1	WALK AF 8.5	WALK AF 7.5	WALK AF 7.6	WALK AF 7.7	WALK AF 10.0	WALK AF 11.4
2	WBAB-F 6.9	WBLI-F 6.4	WBLI-F 6.4	WBLI-F 6.7	WBAB-F 6.5	WBAB-F 6.6
3	WBLI-F 6.5	WBAB-F 6.2	WBAB-F 6.0	WBAB-F 5.9	WBLI-F 5.9	WBLI-F 6.0
4	WKJY-F 3.8	WKJY-F 3.2	WKJY-F 3.4	WKJY-F 3.7	WKJY-F 4.1	WKJY-F 4.6
5	WDRE-F 3.0	WDRE-F 2.8	WDRE-F 2.9	WDRE-F 2.9	WDRE-F 3.1	WDRE-F 2.4
6	WCTO-F 1.8	WCTO-F 1.8	WMJC-F 1.6	WMJC-F 1.6	WRCN FF 2.5	WBZO-F 2.2
7	WHLI 1.2	WHLI 1.0	WHLI 1.0	WRCN-F 1.0	WBZO-F 1.3	WRCN FF 2.1
8	WGSM 1.1	WRCN-F 1.0	WRCN-F 1.0	WHLI 1.0	WHLI 1.1	WHLI 1.0
9	WRCN-F 1.1	WGSM 0.95	WGSM 1.0	WGSM 0.7	WGSM 0.6	
10	WLNG AF 1.0	WHFM-F 0.6				
11						
	1996	1997	1998	1999	2000	2001
1	WALK AF 13.0	WALK AF 13.7	WALK AF 14.0	WALK-F 15.5	WALK AF 16.7	WALK-F 14.8
2	WBAB-F 5.4	WBLI-F 5.4	WBLI-F 5.5	WBAB FF 6.0	WBLI-F 9.1	WBLI-F 9.4
3	WBLI-F 5.2	WKJY-F 5.1	WBAB FF 5.0	WBLI-F 5.7	WBAB-F 8.5	WBAB-F 8.2
4	WKJY-F 5.2	WBAB-F 5.1	WKJY-F 4.8	WKJY-F 5.3	WKJY-F 6.2	WKJY-F 5.5
5	WBZO-F 3.0	WBZO-F 3.0	WBZO-F 3.1	WBZO-F 3.5	WBZO-F 4.3	WBZO-F 3.4
6	WLIR FF 2.8	WLIR FF 2.9	WLIR FF 2.8	WLIR FF 3.3	WLIR FF 4.0	WLIR-F 3.3
7	WRCN-F 1.6	WMJC-F 1.3	WMJC-F 1.7	WRCN-F 1.4	WRCN-F 1.9	WRCN-F 1.8
8	WHLI 0.9	WRCN-F 1.0	WRCN-F 1.1	WMJC-F 1.1	WMJC-F 1.5	WMJC-F 1.4
9			WHLI 1.0	WHLI 1.1	WHLI AA 1.3	WHLI 1.2
10					WXXP-F 1.0	WXXP-F 0.9
11						
	2002	2003				
1	WALK A/F 16.5	WALK A/F 19.7				
2	WBLI-F 9.4	WBLI-F 9.7				
3	WBAB-F 9.0	WBAB-F 8.4				
4	WKJY-F 6.2	WKJY-F 6.1				
5	WBZO-F 4.1	WBZO-F 3.8				
6	WZAA 2.7	WZAA 2.5				
7	WMJC-F 2.2	WMJC-F 2.3				
8	WRCN-F 2.0	WRCN-F 2.1				
9						
10						
11						

HIGHEST BILLING RADIO ENTITIES

	1994	1995	1996
1 Liberty	\$ 12.4 (35.3)	\$ 12.6 (34.3)	\$ 24.0 (63.2)
2 Chancellor	10.0 (28.5)	11.4 (31.1)	11.2 (29.3)
3 Barnstable	5.2 (14.8)	5.6 (15.3)	2.8 (7.4)
4 Starr	3.1 (8.8)	2.5 (6.8)	
5 WDRE-F	3.1 (8.8)	2.4 (6.5)	
		2.2 (6.0)	
	1997	1998	1999
1 Chancellor	\$ 13.7 (33.4)	\$ 14.0 (33.4)	\$ 15.5 (32.6)
2 Barnstable	11.3 (27.6)	11.7 (27.9)	12.4 (26.0)
3 Cox	11.2 (27.3)	10.5 (25.1)	11.7 (24.6)
4 Jarad	2.9 (7.1)	2.8 (6.7)	4.1 (8.5)
	2000	2001	2002
1 Cox	\$ 17.6 (31.0)	\$ 17.6 (33.7)	\$ 18.5
2 Clear Channel	16.7 (29.5)	14.8 (28.4)	16.5
3 Barnstable	15.5 (27.3)	13.2 (25.3)	16.3
4 Jarad	5.0 (8.8)	4.6 (8.7)	
	2003		
1 Clear Channel	\$ 19.7		
2 Cox	18.2		
3 Barnstable	16.3		
4			
5			

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

**DUNCAN'S COMMENTS:**  
 Yes, this market is a subset of New York. Also radio revenues on the Island have grown at a slower pace than the city. However, owning a station here has been the same as an annuity: guaranteed revenue, format protection and restful nights. Smart operators staked out positions here. The number of stations has been fixed yet revenues grew from \$11 million to \$63 million during the years covered by this book. If any market has been a cakewalk it is Nassau-Suffolk.