

WILKES BARRE-SCRANTON

| | <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 | 6.0 | -- | -- | -- | -- | -- | -- | -- | 19.2 % | 20.8 % | -- | -- | -- | 1976 |
| 1977 | 6.3 | 5.0 % | -- | -- | -- | -- | -- | -- | 18.4 | 35.9 | 26 | -- | -- | 1977 |
| 1978 | 7.2 | 14.3 | -- | -- | -- | -- | -- | -- | 18.8 | 34.6 | 30 | -- | -- | 1978 |
| 1979 | 7.4 | 2.8 | -- | -- | -- | -- | -- | -- | 19.9 | 39.5 | 33 | -- | -- | 1979 |
| 1980 | 8.1 | 9.5 | -- | -- | -- | -- | -- | -- | 18.6 | 44.2 | 30 | -- | -- | 1980 |
| 1981 | 8.6 | 6.2 | .731 | 11.76 | 2.6 | .0033 | -- | -- | 18.7 | 48.5 | 34 | -- | -- | 1981 |
| 1982 | 9.3 | 8.1 | .735 | 12.65 | 2.8 | .0033 | -- | -- | 20.3 | 45.8 | 34 | -- | -- | 1982 |
| 1983 | 10.2 | 9.7 | .738 | 13.82 | 3.1 | .0033 | .122 | -- | 20.0 | 46.5 | 32 | 19 | -- | 1983 |
| 1984 | 11.6 | 13.7 | .737 | 15.74 | 3.6 | .0033 | .134 | WKRZ-F 1.9 | 18.5 | 52.4 | 34 | 20 | -- | 1984 |
| 1985 | 12.0 | 3.4 | .736 | 16.24 | 3.7 | .0032 | .143 | WKRZ-F 2.1 | 19.3 | 54.2 | 37 | 20 | -- | 1985 |
| 1986 | 12.8 | 6.7 | .737 | 17.01 | 4.0 | .0031 | .154 | WKRZ-F 2.3 | 18.9 | 57.7 | 37 | 19 | -- | 1986 |
| 1987 | 13.6 | 6.3 | .732 | 18.58 | 4.3 | .0032 | .169 | WKRZ-F 2.3 | 17.5 | 64.3 | 38 | 18 | 10.4 | 1987 |
| 1988 | 14.5 | 6.6 | .736 | 19.70 | 4.7 | .0031 | .179 | WKRZ-F 2.4 | 16.7 | 65.3 | 36 | 14 | 12.2 | 1988 |
| 1989 | 15.2 | 4.8 | .740 | 20.54 | 5.3 | .0029 | .198 | WKRZ-F 3.1 | 18.5 | 65.7 | 37 | 15 | 13.7 | 1989 |
| 1990 | 15.7 | 3.3 | .736 | 21.33 | 5.4 | .0029 | .207 | WKRZ-F 4.0 | 18.5 | 69.0 | 34 | 15.5 | 14.2 | 1990 |
| 1991 | 15.0 | -4.5 | .738 | 20.32 | 5.6 | .0027 | .196 | WKRZ-F 4.2 | 17.7 | 69.6 | 42 | 18 | 14.5 | 1991 |
| 1992 | 16.2 | 8.0 | .742 | 21.83 | 5.5 | .0029 | .214 | WKRZ-F 4.8 | 18.1 | 70.4 | 39 | 18 | 14.6 | 1992 |
| 1993 | 17.8 | 10.0 | .639 | 27.85 | 5.4 | .0033 | .233 | WKRZ-F 5.1 | 17.7 | 74.0 | 41 | 18 | 15.0 | 1993 |
| 1994 | 19.6 | 10.2 | .640 | 30.63 | 5.6 | .0035 | .248 | WKRZ-F 5.5 | 18.2 | 77.9 | 39 | 18 | 13.4 | 1994 |
| 1995 | 20.8 | 6.1 | .634 | 32.81 | 5.5 | .0038 | .265 | WKRZ-F 4.4 | 17.7 | 76.4 | 36 | 15 | 14.9 | 1995 |
| 1996 | 22.2 | 6.7 | .630 | 35.24 | 5.6 | .0040 | .282 | WKRZ-F 5.0 | 17.2 | 77.4 | 42 | 14 | 14.2 | 1996 |
| 1997 | 24.0 | 8.1 | .622 | 38.58 | 6.2 | .0039 | .309 | WKRZ-F 5.7 | 17.3 | 77.6 | 40 | 14.5 | 13.8 | 1997 |
| 1998 | 25.8 | 7.5 | .615 | 41.95 | 6.3 | .0042 | .327 | WKRZ-F 5.7 | 18.2 | 76.6 | 42 | 14.5 | 13.7 | 1998 |
| 1999 | 27.7 | 6.9 | .614 | 45.11 | 6.4 | .0043 | .358 | WKRZ-F 6.1 | 16.6 | 79.2 | 42 | 14 | 14.0 | 1999 |
| 2000 | 28.8 | 4.0 | .603 | 47.76 | 7.2 | .0040 | .380 | WKRZ-F 7.0 | 16.6 | 80.6 | 44 | 14.5 | 14.1 | 2000 |
| 2001 | 29.7 | 3.1 | .624 | 47.60 | 7.5 | .0040 | .388 | WKRZ-F 5.4 | 16.2 | 78.9 | 40 | 14.5 | 13.9 | 2001 |
| 2002 | 26.7 | NM | .619 | 43.13 | 7.7 | .0035 | .359 | WKRZ-F 5.6 | 14.3 | 81.7 | 37 | -- | 17.6 | 2002 |
| 2003 | 28.1 | 4.2 | .615 | 45.69 | 7.8 | .0036 | .329 | WKRZ-F 4.8 | 14.4 | 83.0 | 40 | 15.5 | 15.1 | 2003 |

MAJOR STATIONS - JANUARY 2004

| | | | | | | | |
|------|--------------------|-----------|----------|--------|--------------------|--------------|----------|
| WARM | 590 5KW (DA-2) | News/Talk | Citadel | WBHT-F | 97.1 0.5KW@1102 | CHR | Citadel |
| WBAX | 1240 1KW | Sports | Shamrock | WBSX-F | 97.9 20KW@728 (DA) | AOR | Citadel |
| WEJL | 630 2KW/32W | Sports | Shamrock | WCMQ-F | 93.7 1.5KW@679 | AOR | Citadel |
| WGBI | 910 1KW/500W | Talk | Entercom | WDMT-F | 102.3 6KW@71 | AOR | Entercom |
| WICK | 1400 1KW | Oldies | | WEZX-F | 106.9 1.5KW@617 | Classic AOR | Shamrock |
| | | | | | | | |
| WILK | 980 5KW/LKW (DA-2) | Talk | Entercom | WFYY-F | 106.5 11KW@1027 | AC/CHR | |
| WNAK | 730 1KW/12W | Standards | | WGGY-F | 101.3 7KW@1109 | Country | Entercom |
| WVPO | 840 250W (DAYS) | Standards | Nassau | WKAB-F | 103.5 4KW@387 | Classic Hits | |
| WYCK | 1340 0.8KW | Oldies | | WKRZ-F | 98.5 9KW@1172 | CHR | Entercom |
| | | | | WMGS-F | 92.9 5KW@1385 | Soft AC | Citadel |
| | | | | | | | |
| | | | | WQFM-F | 92.1 0.7KW@994 | Oldies | Shamrock |
| | | | | WSBG-F | 93.5 0.6KW@764 | Classic Hits | Nassau |
| | | | | WDDL-F | 104.9 0.3KW@1093 | AC | |

WILKES BARRE-SCRANTON

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 | 45 | 34 | 39 | CHR AOR/CL | 11 | 12 | 12 | | 28 13 | 22 13 | 24 13 | 20 24 |
| MOR/AC | 27 | 38 | 26 | MOR/FS AC/OLD | 13 | 15 | 11 | | 6 20 | 7 13 | 14 12 | See Talk 13 |
| COUNTRY BTFL/EZ/SAC | 4 | 10 | 7 | | 7 | 6 | 7 | | 12 | 17 | 17 | 11 |
| | 11 | 14 | 11 | | 12 | 10 | 6 | | 5 | 7 | 3 | 1 |
| NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ | 11 | 6 | 4 | | 6 | 1 | 4 | | 5 | 5 | 7 | 7 1 |
| STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL | -- | -- | 12 | | 17 | 12 | 12 | | 13 | 10 | 3 | 9 1 |

STATION NOTES

(Major call letter and format changes)

| | |
|---------------|--|
| WYCK | WBRE until 80; WKRZ until 88; WPLJ until 89; WYOM until 89; WBCR until mid 90's; Simulcasted until 81; Standards until 85; CHR until 88; Country until 89; Religion until mid 90's |
| WBSX-F | WVCD until 85; WWSH until 94; WZMT until 99; EZ until 94; WXBE until 01 |
| WGGY-F | WGBI until 93; CHR to AC by 83; AC until 93 |
| WMGS-F | WYZZ until 85; EZ until 85; AC or Soft AC from 85 on |
| WQFM-F | WMJW until 88; WEAY until 91; WYOS until 94; CHR until 88; WTZR until 96; Oldies until 95; AOR until 96 |
| WDMT-F | WTLQ until 89; WWRB until 90; WTLQ again until 93; CHR until 94; Soft AC until 98; WSKS until 94; WWSH until 98; WSHG until 01; WBZJ until 03; Oldies-80's until 03 |
| WFYY-F | WHLM until 01 |
| WCWQ-F | WDLS until 98; WCTD until 03; Country until 00 |
| WCWI-F | WSGD until 98; WCTD until 03; Oldies until 98; Country began in 98 |
| WNAK | MOR until 80 when it became Standards |
| WAZL | CHR to AC by 82; AC until mid 90's |
| WBAX | CHR until 78; Country until 83; Standards until 94 |
| WEJL | MOR/FS until 82; Standards until 00 |
| WILK | MOR evolving to Talk by 89 |
| WARM | FS evolving to News/Talk |
| WEZX-F | AOR until evolving to Classic AOR by 96 |
| WICK | EZ until late 90's |
| WGBI | Country |
| WITK | WARD until ?; Talk until ? |
| WSBG-F | CHR until 00 |
| WKAB-F | AC until 94; Oldies or Classic Hits after that |

MAJOR STATION TRANSACTIONS: 1970 to 2003

| | | | |
|--|--------------------------------|----|------------|
| 1971 WBAX | Sold to Merv Griffin | \$ | 657,000 |
| 1978 WICK | | | 305,000 |
| 1979 WSCR (?) | | | 390,000 |
| 1980 WKRZ, WKRZ-F | Sold to Wilkes-Schwartz | | 850,000 |
| 1984 WKRZ A/F | Sold by Wilkes-Schwartz | | 5,000,000 |
| 1985 WMGS-F | Sold to Susquehanna | | 2,000,000 |
| 1985 WKRZ A/F | Sold to Osborn | | 7,600,000 |
| 1987 WMJW-F | | | 750,000 |
| 1988 WCDL, WLSP-F (Carbondale) | Sold to Sage | | 700,000 |
| 1988 WPLJ, WKRZ-F | From Osborn to Keymarket | | 12,000,000 |
| 1989 WYOM | From Keymarket to Gore | | 125,000 |
| 1989 WILK | Sold to Keymarket | | ? |
| 1990 WCDL, WSGD-F (Carbondale) | Sold by Sage | | 2,000,000 |
| 1992 WGBI A/F | Sold to Keymarket | | 3,000,000 |
| 1992 WZZC-F | Sold by Hoyt | | 540,000 |
| 1993 WAZL, WWSH-F | Sold to owners of WKAB-F | | 750,000 |
| 1994 WBAX, WTZR-F | Sold to Shamrock | | N/A |
| 1994 WVPO, WSGB-F (Stroudsburg) | Sold to Nassau | | 2,200,000 |
| 1995 WVPO, WSBG-F | | | 2,000,000 |
| 1995 WILK, WGBI, WKRZ-F, WGGY-F | From Keymarket to River City | | 25,000,000 |
| 1995 WARD (Pittston) | | | 275,000 |
| 1996 WGBI, WGGY-F, WILK, WKRZ-F | From River City to Sinclair TV | | --- |
| 1996 WDLS-F | | | 950,000 |
| 1996 WAZL, WZMT-F | Sold to Telemedia | | 3,500,000 |
| 1996 WILP, WWFH-F (Hazleton) | Sold to Sinclair Bcst Gp | | 575,000 |
| 1996 WARM, WMGS-F | From Susquehanna to Telemedia | | 9,400,000 |
| 1997 WKRF-F | Sold to Sinclair Bcst Gp | | 150,000 |
| 1997 WWSH-F | Sold to Sinclair Bcst Gp | | 750,000 |
| 1997 WARM, WMGS-F | From Telemedia to Citadel | | 2,000,000 |
| 1997 WAZL | From Telemedia to Citadel | | 800,000 |
| 1997 WZMT-F | From Telemedia to Citadel | | 3,100,000 |
| 1997 WMGS-F | From Telemedia to Citadel | | 7,400,000 |
| 1997 WEMR A/F | Sold to Citadel | | 1,000,000 |
| 1997 WCDL, WDLS-F, WSGD-F | Sold to Citadel | | 6,000,000 |
| 1998 WGGI-F | Sold to Sinclair Bcst Gp | | 850,000 |
| 1998 WBHT-F | Sold to Citadel | | 1,200,000 |
| 1998 WJMW, WHLM-F (Bloomsburg) | | | 2,510,000 |
| 1998 WSBG-F, WVPO | From Nassau to Multicultural | | 7,000,000 |
| 1999 WKQV A/F | Sold to Citadel | | 2,500,000 |
| 1999 WILK, WGBI, WILT, WGGY-F, WGGI-F, WKRZ-F, WKRF-F, WSHG-F, WWFH-F | From Sinclair to Entercom | | |
| 2003 WNAK | | | N/A |
| 2003 WCWI-F, WHYL, WAZL | | | N/A |

WILKES BARRE - SCRANTON

HIGHEST BILLING STATIONS

| 1984 | | 1985 | | 1986 | | 1987 | | 1988 | | 1989 | |
|------|--------------|----------------|----------------|----------------|--------------|--------------|--|------|--|------|--|
| 1 | WKRZ-F 1.9 | WKRZ-F 2.1 | WKRZ-F 2.3 | WKRZ-F 2.3 | WKRZ-F 2.4 | WKRZ-F 3.1 | | | | | |
| 2 | WARM 1.6 | ARM/MGS 2.0 | WARM 1.7 | WARM 1.7 | WARM 1.9 | WARM 1.7 | | | | | |
| 3 | WGBI-F 0.9 | WGBI-F 0.8 | WMGS-F 0.8 | WMGS-F 1.2 | WEZX-F 1.5 | WMGS-F 1.6 | | | | | |
| 4 | WEZX-F 0.8 | WEZX-F 0.8 | WGBI-F 0.8 | WEZX-F 1.1 | WMGS-F 1.4 | WEZX-F 1.6 | | | | | |
| 5 | | | WEZX-F 0.8 | WGBI-F 1.0 | WGBI-F 0.9 | | | | | | |
| 6 | | | | | | | | | | | |
| 7 | | | | | | | | | | | |
| 8 | | | | | | | | | | | |
| 9 | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| 1990 | | 1991 | | 1992 | | 1993 | | 1994 | | 1995 | |
| 1 | WKRZ-F 4.0 | WKRZ-F 4.2 | WKRZ-F 4.8 | WKRZ-F 5.1 | WKRZ-F 5.5 | WKRZ-F 4.4 | | | | | |
| 2 | WARM 1.8 | WARM 1.7 | WEZX-F 2.1 | WEZX-F 2.2 | WEZX-F 2.4 | WMGS-F 2.3 | | | | | |
| 3 | WEZX-F 1.7 | WEZX-F 1.5 | WARM 1.6 | WMGS-F 1.8 | WGGY-F 2.2 | WGGY-F 2.1 | | | | | |
| 4 | WMGS-F 1.6 | WMGS-F 1.0 | WMGS-F 1.0 | WARM 1.3 | WMGS-F 2.0 | WEZX-F 1.9 | | | | | |
| 5 | | WNAK 0.5 | WDLS-F 0.7 | WGGY A/F 0.8 | WARM 1.4 | WARM 1.5 | | | | | |
| 6 | | | WILK 0.6 | WILK 0.8 | WILK A/A 0.9 | WILK A/A 0.9 | | | | | |
| 7 | | | WNAK 0.6 | WDLS-F 0.6 | WDLS-F 0.7 | WBHT-F 0.9 | | | | | |
| 8 | | | WEJL 0.5 | WNAK 0.6 | WBHT-F 0.6 | WZMT-F 0.7 | | | | | |
| 9 | | | | | WNAK 0.6 | WNAK 0.7 | | | | | |
| 10 | | | | | | WTZR-F 0.6 | | | | | |
| 11 | | | | | | | | | | | |
| 1996 | | 1997 | | 1998 | | 1999 | | 2000 | | 2001 | |
| 1 | WKRZ-F 5.0 | WKRZ F/F 5.7 | WKRZ F/F 5.7 | WKRZ F/F 6.1 | WKRZ F/F 7.0 | WKRZ F/F 5.4 | | | | | |
| 2 | WMGS-F 2.7 | WGGY-F 3.2 | WMGS-F 3.4 | WGGY-F 3.6 | WEZX-F 3.7 | WMGS-F 3.0 | | | | | |
| 3 | WGGY-F 2.6 | WMGS-F 2.9 | WGGY-F 3.3 | WMGS-F 3.6 | WMGS-F 3.5 | WEZX F/F 2.9 | | | | | |
| 4 | WEZX-F 1.6 | WEZX-F 2.1 | WEZX-F 2.6 | WEZX-F 3.0 | WGGY-F 3.2 | WGGY-F 2.7 | | | | | |
| 5 | WARM 1.0 | WZMT F/F 1.4 | WZMT F/F 1.5 | WXBE F/F 1.5 | WXBE F/F 2.4 | WBHT F/F 1.0 | | | | | |
| 6 | WZMT-F 0.9 | WILK A/A/A 0.9 | WARM 0.8 | WILK A/A/A 1.1 | WBHT F/F 1.2 | WAOZ-F 0.9 | | | | | |
| 7 | WILK A/A 0.9 | WARM 0.9 | WBHT-F 0.8 | WBHT-F 0.8 | WILK A/A 0.9 | WILK A/A 0.8 | | | | | |
| 8 | WBHT-F 0.8 | WBHT-F 0.8 | WILK A/A/A 0.8 | WARM A/A 0.8 | WQFM-F 0.9 | WBZJ F/F 0.8 | | | | | |
| 9 | | WSGD F/F 0.6 | WCTP F/F 0.7 | WQFM-F 0.7 | WCTD F/F 0.8 | WQFM F/F 0.8 | | | | | |
| 10 | | WNAK 0.5 | WQFM-F 0.7 | WCTD F/F 0.7 | WARM A/A 0.7 | WBSX F/F 0.7 | | | | | |
| 11 | | | WNAK 0.6 | WNAK 0.6 | WSHG-F 0.6 | WNAK 0.7 | | | | | |
| | | | | | WNAK 0.6 | WARM A/A 0.6 | | | | | |
| 2002 | | 2003 | | | | | | | | | |
| 1 | WKRZ-F 5.6 | WKRZ-F 4.8 | | | | | | | | | |
| 2 | WGGY-F 3.6 | WGGY-F 3.9 | | | | | | | | | |
| 3 | WEZX-F 2.9 | WMGS-F 3.2 | | | | | | | | | |
| 4 | WMGS-F 2.5 | WEZX-F 2.9 | | | | | | | | | |
| 5 | WSBG-F 2.0 | WSBG-F 2.3 | | | | | | | | | |
| 6 | WDMT-F 1.1 | WBHT-F 1.3 | | | | | | | | | |
| 7 | WBHT-F 1.0 | WQFM-F 1.3 | | | | | | | | | |
| 8 | WQFM-F 1.0 | WILK 1.1 | | | | | | | | | |
| 9 | WILK 0.9 | WBSX-F 1.1 | | | | | | | | | |
| 10 | WNAK 0.8 | WDMT-F 0.8 | | | | | | | | | |
| 11 | | WNAK 0.8 | | | | | | | | | |

HIGHEST BILLING RADIO ENTITIES

| 1994 | | 1995 | | 1996 | |
|------|-------------------------|--|--------------------------|------|-------------------------|
| 1 | Keymarket \$ 8.6 (43.8) | 1 | River City \$ 7.4 (35.6) | 1 | Sinclair \$ 8.7 (39.3) |
| 2 | Shamrock 3.5 (17.6) | 2 | Susquehanna 3.8 (18.3) | 2 | Telemedia 4.6 (20.9) |
| 3 | Susquehanna 3.4 (17.3) | 3 | Shamrock 3.0 (14.4) | 3 | Shamrock 2.2 (9.9) |
| | | 4 | WBHT 0.9 (4.3) | 4 | Nassau 1.1 (5.0) |
| | | 5 | WNAK 0.7 (3.3) | | |
| 1997 | | 1998 | | 1999 | |
| 1 | Sinclair \$ 10.1 (41.9) | 1 | Sinclair \$ 10.0 (38.6) | 1 | Entercom \$ 11.0 (39.5) |
| 2 | Citadel 6.4 (26.5) | 2 | Citadel 7.2 (27.8) | 2 | Citadel 7.4 (26.6) |
| 3 | Shamrock 3.0 (12.5) | 3 | Shamrock 3.7 (14.3) | 3 | Shamrock 4.2 (15.2) |
| 4 | WBHT-F 0.8 (3.3) | 4 | WWDL et.al. 0.6 (2.2) | | |
| 2000 | | 2001 | | 2002 | |
| 1 | Entercom \$ 11.7 (40.7) | 1 | Entercom \$ 9.7 (38.2) | 1 | Entercom \$ 11.2 |
| 2 | Citadel 8.6 (29.9) | 2 | Citadel 6.1 (24.1) | 2 | Citadel 5.6 |
| 3 | Shamrock 5.0 (17.3) | 3 | Shamrock 4.0 (15.8) | 3 | Shamrock 4.3 |
| 4 | WNAK 0.6 (2.1) | 4 | WNAK 0.7 (2.6) | 4 | Nassau 2.3 |
| 2003 | | | | | |
| 1 | Entercom \$ 10.6 | All 2002 and 2003 financial data is provided by BIA Financial. | | | |
| 2 | Citadel 7.0 | | | | |
| 3 | Shamrock 4.4 | | | | |
| 4 | Nassau 2.7 | | | | |
| 5 | | | | | |

DUNCAN'S COMMENTS:

Wilkes Barre - Scranton is just a slightly below average small radio market. Radio revenues have grown at an average rate. The number of viable stations has actually declined over the years. The most serious problem is the general decline in population.

WKRZ is far and away the most successful station in the market since 1980. WMGS and WEZX have also done well. However, the station I admire and respect the most is little WNAK in Nanticoke. This station has hung in there to remain viable despite great odds. WNAK has been a work of love by Bob Neilson and Charmaine Grove. They just sold WNAK in 2003 and both retired from the business. Both Bob and Charmaine deserve great credit.