

YORK
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		
WSBA	15.2	11.2	14.8	11.0	14.3	11.9	10.9	12.8	8.9	12.3	9.6	8.2	7.1	8.5	7.2	7.8	5.8	5.7	5.9	5.8	4.2	5.1	4.4	4.5	3.4	2.9	3.7	3.1	3.7	WSBA, 910 (T)	
WARM-F	14.5	14.1	16.1	13.1	10.7	9.5	7.5	7.5	6.6	9.2	9.0	8.5	11.2	8.7	10.4	11.1	11.1	12.7	10.5	11.2	10.4	11.8	9.9	10.6	8.3	8.2	8.6	8.7	8.3	WARM-F, 103.3 (AC)	
WYCR-F	9.2	10.3	13.5	12.5	5.2	9.4	8.4	9.1	7.1	4.8	6.1	3.4	5.7	11.6	12.6	10.2	7.4	6.7	6.8	6.1	5.5	5.1	6.1	7.1	8.0	7.2	6.9	6.2	5.1	WYCR-F, 98.5 (CHR)	
WQXA-F	5.4	7.2	5.9	7.4	12.5	9.7	11.1	10.2	9.8	7.4	10.3	11.6	10.7	7.2	6.2	6.1	5.6	4.6	1.8	2.6	3.6	4.5	6.7	6.8	6.5	6.9	6.7	6.5	7.1	WQXA-F, 105.7 (AOR)	
WQXA	7.2	9.6	9.6	5.7	11.6	5.7	7.6	4.7	5.1	4.3	1.9	1.0	1.4	0.5	0.6	0.7	0.4	-	0.5	0.7	0.3	1.8	1.7	1.5	0.3	0.8	1.0	-	1.0	WQXA, 1250 (C)	
WHVR	4.5	3.3	3.7	4.2	2.0	4.3	2.7	2.1	2.3	5.0	1.9	2.2	1.3	0.6	1.6	1.3	1.3	1.2	1.9	1.3	1.0	1.6	1.6	0.9	1.2	1.0	0.9	0.9	1.0	WHVR, 1280 (C/O)	
WOYK	4.0	7.4	7.2	6.1	3.9	2.0	1.8	1.8	1.6	1.6	2.6	3.6	2.2	1.0	0.7	0.7	0.4	0.9	1.0	2.0	0.3	1.6	1.5	1.0	0.8	0.8	1.1	1.1	1.2	WOYK, 1350 (S)	
WHBO-F	2.5	-	2.4	3.0	4.5	2.5	3.2	1.6	4.1	5.9	5.8	6.4	3.2	3.6	3.6	2.3	2.8	2.1	4.1	4.5	3.4	3.5	4.2	3.2	2.6	2.8	1.8	1.7	1.3	WHBO-F, 92.7 (O)	
WGTY-F											3.5	4.4	2.7	6.8		9.8	11.8	10.8	10.3	10.6	11.1	10.0	8.8	8.7	8.0	6.7	7.5	7.5	8.4	WGTY-F, 107.7 (C)	
WSOX-F																															WSOX-F, 96.1 (O)

HARRISBURG AND LANCASTER STATIONS

WCAT-F	-	4.7																													WCAT-F
WROZ-F	5.8		6.5																												WROZ-F
WRVV-F	-		-																												WRVV-F
WTPA-F	-		-																												WTPA-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						
WSBA	35.4	30.6	29.8	26.7	21.6	27.6	20.9	18.6	18.7	17.2	14.9	18.4	14.2	15.7	14.5	14.9	14.0	14.9	12.1	12.8	10.9	8.6	11.4	10.4	8.8						
WARM-F	21.9	17.6	15.5	15.6	17.5	20.7	18.2	17.4	22.6	21.0	21.9	22.4	23.6	20.9	22.7	18.7	19.0	23.8	21.0	17.6	16.9	17.0	15.9	16.9	15.1						
WYCR-F	16.5	22.2	22.8	26.5	24.4	17.6	18.3	12.5	13.1	24.4	27.1	29.4	21.1	19.9	20.9	19.0	17.5	18.2	17.4	22.9	14.6	24.7	21.9	21.0	16.7						
WQXA-F	26.8	23.1	29.4	25.2	31.2	20.8	22.3	26.3	25.2	24.2	22.2	18.0	17.8	11.7	8.4	10.2	11.5	13.3	19.0	17.3	18.8	16.1	15.5	17.2	16.9						
WQXA				6.4	9.1	8.2	4.9	5.0	3.5	2.7	2.2	2.1	3.0	-	2.2	2.7	1.2	4.2	3.4	1.9	1.4	0.8	1.5	-	2.0						
WHVR						11.8	7.6	8.0	5.7	6.4	4.2	3.7	5.0	3.9	4.0	5.0	3.3	4.0	4.7	5.2	1.6	2.7	4.0	2.4	2.7	2.4	3.0				
WOYK						11.2	5.5	8.6	7.6	8.2	6.8	4.5	3.8	2.5	3.9	3.7	2.7	4.6	2.3	4.4	1.5	2.6	3.4	2.5	3.2	3.7	5.0				
WHBO-F						7.9	-	6.8	5.3	18.8	10.2	12.2	7.3	9.8	10.2	8.3	9.9	7.9	11.8	12.1	8.3	10.7	13.2	10.6	10.0	7.1	5.1	5.3	4.7		
WGTY-F											7.1	6.8	13.1	15.1	17.1	22.3	18.9	20.6	21.5	18.8	17.5	15.6	15.3	14.1	13.5	14.9	16.1				
WSOX-F																															

WCAT-F	-	20.5																													WCAT-F
WROZ-F	11.9		16.9																												WROZ-F
WRVV-F	-		-																												WRVV-F
WTPA-F	-		-																												WTPA-F

YORK

	<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	3.7	--	--	--	--	--	--	--	14.9 %	54.8 %	--	--	--	1976
1977	4.0	8.1 %	--	--	--	--	--	--	16.1	56.9	23	--	--	1977
1978	4.9	22.5	--	--	--	--	--	--	16.3	61.7	24	--	--	1978
1979	5.8	18.4	--	--	--	--	--	--	14.9	58.6	22	--	--	1979
1980	6.1	5.2	--	--	--	--	--	--	17.0	65.2	27	--	--	1980
1981	7.3	19.7	.379	19.26	1.5	.0034	--	--	17.4	65.5	28	--	--	1981
1982	7.8	6.8	.391	19.95	1.6	.0036	--	--	17.4	68.5	29	--	--	1982
1983	8.5	9.0	.398	21.36	1.7	.0036	.188	--	19.1	77.6	29	8	--	1983
1984	9.1	7.1	.398	22.86	1.8	.0039	.174	WSBA	19.1	71.6	30	8	--	1984
1985	9.8	7.7	.401	24.44	1.9	.0038	.210	WSBA-F	18.1	67.1	23	8	--	1985
1986	10.4	6.1	.404	25.68	2.1	.0039	.225	NA	17.7	79.0	33	8	--	1986
1987	11.0	5.8	.407	27.03	2.8	.0039	.258	WSBA-F	16.8	82.1	31	7.5	8.5	1987
1988	11.7	6.4	.413	28.33	3.0	.0039	.237	NA	17.3	82.8	28	7.5	9.8	1988
1989	12.3	5.1	.420	29.29	3.1	.0040	.249	WARM-F	19.2	86.4	31	7	11.7	1989
1990	12.5	1.6	.422	29.62	3.1	.0040	.279	WARM-F	18.4	83.4	31	7	10.2	1990
1991	11.7	-6.4	.425	27.29	3.2	.0036	.247	WARM-F	19.3	88.1	30	7	11.5	1991
1992	12.1	3.4	.432	28.00	3.2	.0038	.247	WARM-F	18.4	88.2	33	7	10.1	1992
1993	12.8	5.9	.435	29.43	3.5	.0037	.300	WARM-F	18.1	87.4	30	7	13.0	1993
1994	13.4	4.7	.439	30.52	3.7	.0036	.300	WARM-F	17.0	84.1	32	6.5	14.2	1994
1995	14.2	6.0	.442	32.12	3.8	.0037	.317	WARM-F	17.4	85.4	32	7.5	11.1	1995
1996	15.1	6.4	.445	33.93	4.0	.0038	.347	WARM-F	16.8	84.4	38	7	11.3	1996
1997	15.8	4.6	.449	35.19	4.3	.0037	.340	WARM-F	16.7	83.7	33	7.5	11.3	1997
1998	17.2	9.0	.376	45.74	3.9	.0044	.360	WARM-F	17.2	84.4	39	8.5	10.6	1998
1999	19.0	9.5	.380	49.93	4.2	.0045	.472	WARM-F	15.9	88.0	39	8.5	13.6	1999
2000	20.7	8.9	.382	54.19	4.2	.0049	.550	WARM-F	16.1	90.3	38	7.5	11.6	2000
2001	18.8	-9.2	.385	48.83	4.4	.0043	.485	WARM-F	16.4	86.2	31	7.5	12.8	2001
2002	17.2	NM	.389	44.22	4.6	.0037	.455	WARM-F	14.8	89.6	32	--	12.7	2002
2003	17.3	0.6	.393	44.02	4.7	.0037	.496	WARM-F	13.6	85.1	32	7.5	15.7	2003

MAJOR STATIONS - JANUARY 2004

WHVR	1280 5KW/500W (DA-2)	Country Oldies	WARM-F	103.3 6KW@1305	AC	Susquehanna
WOYK	1350 5KW/1KW (DA)	Sports	WGTY-F	107.7 50KW@351	Country	
WQXA	1250 1KW/33W	Country	WHB0-F	92.7 1.4KW@700	Oldies	Hall
WSBA	910 5KW/1KW (DA-2)	Citadel Talk Susquehanna	WQXA-F	105.7 25KW@705	AOR	Citadel
			WSOX-F	96.1 50KW@500 (DA)	Oldies	Susquehanna
			WYCR-F	98.5 11KW@930	CHR	

Note: A County was dropped from the York metro in 1998

YORK

FORMAT SHARES (%)											
CHR/AOR	<u>77</u> 31	<u>80</u> 38	<u>82</u> 32	CHR	<u>84</u> 17	<u>87</u> 24	<u>90</u> 24	<u>92</u> 15	<u>95</u> 12	<u>98</u> 13	<u>2000</u> 16
				AOR/CL	12	13	14	16	12	18	18
MOR/AC	24	23	27	MOR/FS	20	13	14	12	8	9	See Talk
				AC/OLD	14	12	17	17	20	15	10
COUNTRY	15	12	19		22	21	20	29	5	5	16
BTFL/EZ/SAC	27	25	17		12	11	8		27	24	20
								OLDIES	13	6	6
								SOFT AC	8		
NEWS/TALK					--	1	1		1	2	9
SPORTS						1	2				1
BLACK/URBAN											
SMOOTH JAZZ											
STANDARDS	--	--	3		--	3	1		3	7	2
HISPANIC											
RELIG/GOSPEL	1	3	2		2	--	1		2	2	3
CLASSICAL											

MAJOR STATION TRANSACTIONS: 1970 to 2003

1981 WOYK	\$	664,000
1983 WHTF-F		525,000
1983 WOBG, WQXA-F		4,000,000
1987 WOYK		250,000
1995 WQXA A/F		5,000,000
1995 WHTF-F		3,200,000
Sold by Rust		
Sold to Telemedia		
Sold to Hall		
From Telemedia to Citadel		7,000,000
Sold to Susquehanna		10,000,000 (E)

STATION NOTES

(Major call letter and format changes)

WOYK WZIX until 81; CHR to AC by 81; AC until 84; Standards until 88; Oldies until 95; Country Oldies until 99

WHBO-F WRHY until 83; WHTF until 96; WEGK until 01; AOR until 79; Standards until 83; CHR until 85; AOR until 96; Classic OAR until 01

WARM-F WSBA until 87; EZ until 83; AC or Soft AC from 83 on

WQXA WNOW until 85; WOBG until 88; WXKU until 92; Country until 85; Oldies or MOR until 88; Standards until late 90's

WQXA-F XHR until 93; AC until 95

WHVR Formal until 90 unknown; Standards until 99

WSBA Full Service evolving to News/Talk

WSOX-F WGCB until 98; Religion until 98

YORK

HIGHEST BILLING STATIONS

	<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1	WSBA	2.0	WSBA-F	2.5	NA		WSBA-F	2.8	NA		WARM-F	3.4
2	WSBA-F	1.7	WSBA	2.0			WQXA-F	2.5			WSBA	2.4
3	WQXA-F	1.4	WQXA-F	1.6			WSBA	2.1			WYCR-F	1.6
4			WRKZ-F	1.5			WHTF-F	1.1			WQXA-F	1.2
5			WYCR-F	0.9							WHTF-F	1.0
6			WHTF-F	0.6							WGTY-F	0.7
7												
8												
9												
10												

HIGHEST BILLING RADIO ENTITIES

		<u>1994</u>		<u>1995</u>		<u>1996</u>
1	Susquehanna	\$ 7.0 (52.2)		1 Susquehanna	\$ 7.0 (49.3)	1 Susquehanna \$ 7.7 (51.0)
2	WGTY-F	2.2 (16.4)		2 WGTY-F	2.5 (17.6)	2 WGTY-F 2.8 (18.5)
3	WHVR,WYCR			3 WHVR,WYCR	1.5 (10.6)	3 WHVR,WYCR 1.6 (10.6)
4	Hall			4 Hall	1.0 (NA)	4 Telemedia 1.0 (6.6)
						5 Hall 0.9 (6.0)

	<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1	WARM-F	3.5	WARM-F	3.3	WARM-F	3.6	WARM-F	4.2	WARM-F	4.4	WARM-F	4.6
2	WSBA	2.4	WSBA	2.2	WSBA	2.4	WSBA	2.6	WSBA	2.6	WGTY-F	2.5
3	WYCR-F	1.8	WGTY-F	1.5	WGTY-F	1.9	WGTY-F	2.1	WGTY-F	2.2	WSBA	2.4
4	WGTY-F	1.3	WYCR-F	1.4	WYCR-F	1.1	WYCR-F	1.0	WYCR-F	1.1	WYCR-F	1.4
5	WQXA-F	1.1	WQXA-F	1.0	WQXA-F	0.8	WHTF-F	0.9	WHTF-F	1.0	WHTF-F	1.0
6	WHTF-F	1.0	WHTF-F	0.9	WHTF-F	0.7	WQXA-F	0.7	WQXA-F	0.7	WQXA-F	0.8
7												
8												
9												
10												
11												

	<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>		<u>2002</u>
1	Susquehanna	\$ 8.2 (51.6)		1 Susquehanna	\$ 8.5 (49.4)	1 Susquehanna \$ 7.6 (40.0)					
2	WGTY-F	3.1 (19.4)		2 WGTY-F	3.4 (19.8)	2 WGTY-F 3.0 (15.8)					
3	Citadel	1.6 (10.1)		3 Citadel	1.9 (11.2)	3 WSOX,WTHM 2.5 (13.2)					
4	WHVR,WYCR	1.5 (9.4)		4 WYCR-F	1.5 (8.7)	4 Citadel 2.1 (11.2)					
5	Hall	1.4 (8.8)		5 Hall	1.3 (7.6)	5 WHVR,WYCR 1.9 (9.9)					
						6 Hall 1.5 (7.9)					
	<u>2000</u>		<u>2001</u>		<u>2002</u>		<u>2003</u>				
1	Susquehanna	\$ 8.1 (39.1)		1 Susquehanna	\$ 6.8 (36.2)	1 Susquehanna \$ 10.7					
2	WGTY-F	2.9 (14.0)		2 WSOX	3.3 (17.6)	2 WGTY et.al. 3.2					
3	WSOX,WTHM	2.8 (13.5)		3 WGTY-F	2.5 (13.3)	3 WYCR et.al. 2.2					
4	Citadel	2.4 (11.7)		4 Hall	1.8 (9.6)						
5	WHVR,WYCR	2.1 (10.1)		5 WHVR,WYCR	1.7 (9.0)						
6	Hall	2.0 (9.7)									

	<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1	WARM-F	5.1	WARM-F	5.1	WARM-F	5.4	WARM-F	5.0	WARM-F	5.4	WARM-F	4.7
2	WGTY-F	2.8	WGTY-F	3.1	WGTY-F	3.4	WGTY-F	3.0	WGTY-F	2.9	WSOX-F	3.3
3	WSBA	2.6	WSBA	3.1	WSBA	3.1	WSBA	2.6	WSOX-F	2.8	WGTY-F	2.5
4	WYCR-F	1.5	WQXA-F	1.5	WQXA-F	1.7	WSOX-F	2.5	WSBA	2.7	WSBA	2.1
5	WQXA-F	1.0	WEGK-F	1.4	WYCR-F	1.5	WQXA-F	1.9	WQXA-F	2.2	WHBO-F	1.8
6	WEGK-F	0.9	WYCR-F	1.3	WEGK-F	1.3	WYCR-F	1.7	WYCR-F	2.1	WYCR-F	1.7
7												
8												
9												
10												
11												

<u>2002</u>	<u>2003</u>
1 WARM-F	5.3
2 WSOX-F	3.3
3 WGTY-F	2.6
4 WSBA	2.1
5 WYCR-F	1.8

DUNCAN'S COMMENTS

York is another small market which is about an average radio market. Revenues have grown at about an average pace and the number of viable stations has remained fixed. Some of the Lancaster and Harrisburg stations take money out of the York market. York has lost nearly 30% of its radio usage in the last 13 years. This is a much above average figure.

WARM has been York's most successful station over the decades. The station successfully, if slowly, made the transition from EZ to AC and since the mid 80's has always been the highest billing station in the market.

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