

**HARTFORD
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>	
WTIC	29.5	28.5	25.1	24.3	26.6	23.6	23.6	21.5	20.4	19.0	19.2	18.8	19.4	17.5	15.5	16.8	15.7	13.7	12.8	12.2	12.1	11.4	11.7	11.0	11.3	10.2	10.9	9.6	10.4	WTIC, 1080 (N/T)
WTIC-F	2.8	3.5	3.9	6.5	5.2	7.1	5.9	9.0	12.0	12.8	15.4	15.4	14.5	13.1	12.5	8.7	8.3	7.6	6.2	6.7	6.0	6.6	6.8	7.0	6.8	6.7	6.6	5.6	5.5	WTIC-F, 96.5 (AC)
WLAT	4.2	4.8	5.7	4.1	3.8	3.3	1.9	4.4	4.1	4.7	4.1	3.6	3.4	2.8	2.6	0.7	0.4	-	0.6	0.5	0.3	-	2.0	2.3	1.7	1.7	1.3	1.3	1.6	WLAT, 910 (SP)
WRCH-F	8.9	8.4	9.8	8.2	8.8	10.4	7.0	7.0	10.1	8.6	11.7	9.6	9.3	10.8	8.3	7.8	7.5	6.9	8.2	8.3	9.5	10.7	11.5	11.3	10.9	11.4	11.9	11.2	10.9	WRCH-F, 100.5 (SAC)
WHCN-F	2.9	2.2	2.7	3.1	3.9	4.7	6.4	6.1	5.8	6.3	6.0	4.5	4.8	6.2	6.0	6.3	5.9	5.6	5.3	4.9	4.0	4.1	2.8	2.7	3.7	3.4	3.5	5.2	5.3	WHCN-F, 105.9 (AOR)
WPOP	4.7	2.9	4.5	4.2	4.0	5.0	3.7	4.4	3.2	4.3	3.7	2.2	3.2	2.4	2.3	2.2	3.0	2.7	2.9	2.1	1.6	1.1	0.4	0.3	0.7	0.8	1.0	0.9	0.8	WPOP, 1410 (S)
WPHH-F				1.8	2.2	4.0	3.9	3.5	3.8	5.0	5.1	5.4	4.4	5.9	6.3	5.6	3.6	3.5	3.5	2.8	4.8	5.6	4.7	4.6	3.8	3.6	3.4	3.0	3.0	WPHH-F, 104.1 (B)
WKSS-F	7.6	7.4	6.2	7.3	6.8	5.7	6.9	5.2	5.0	3.5	4.2	5.3	5.3	5.3	4.7	6.4	5.3	4.9	6.0	6.8	6.8	6.3	6.2	7.4	8.9	9.6	6.0	5.3	4.7	WKSS-F, 95.7 (CHR)
WMMW	2.6	3.0	2.7	3.5	2.7	2.3	4.1	2.7	2.4	1.5	0.8	0.6	1.3	0.7	0.3	0.3	-	0.5	0.7	0.5	0.5	-	-	-	-	-		0.2	0.1	WMMW, 1470 (T)
WCCC-F	-	2.9	4.0	3.6	3.5	3.9	4.3	5.5	4.3	4.3	3.2	4.8	4.8	4.0	5.5	5.6	5.4	5.1	5.2	4.8	1.9	2.4	3.3	4.6	4.6	4.2	4.4	4.1	4.6	WCCC-F, 106.9 (AOR)
WDRC	8.9	9.2	8.6	8.6	5.2	4.3	3.9	3.2	3.0	2.9	2.6	3.1	1.9	1.5	1.4	1.0	2.0	3.4	3.7	4.1	4.9	4.2	5.1	5.0	4.5	4.4	3.2	2.8	2.9	WDRC, 1360 (T)
WDRC-F	4.8	5.5	3.0	3.6	2.9	3.6	4.7	3.7	4.2	5.1	4.2	4.2	8.1	7.4	6.2	6.1	5.5	5.1	4.9	5.3	5.3	5.6	5.7	5.6	5.3	5.0	5.3	5.6	5.2	WDRC-F, 102.9 (O)
WWYZ-F	-	2.2	1.9	5.3	4.2	3.3	3.9	3.9	3.0	2.6	1.9	2.5	1.6	3.8	7.6	7.6	6.7	8.4	7.1	6.7	7.6	7.9	8.0	7.2	7.9	7.3	7.2	7.0	6.2	WWYZ-F, 92.5 (C)
WZMX-F													0.2	0.9	0.8	4.6	5.5	5.0	4.5	6.3	5.1	3.9	3.3	3.7	3.7	3.4	7.5	9.3	9.3	WZMX-F, 93.7 (CHR/D)
WNEZ																		0.4	1.3	0.8	1.2	1.3	0.9	1.1	1.1	1.4	0.6	-	0.5	WNEZ, 1230 (SP)

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>
WTIC	53.0	47.0	45.1	47.1	41.8	39.5	38.8	34.6	35.1	34.2	33.6	30.3	30.0	28.0	26.1	23.8	25.7	25.0	24.6	24.0	24.1	22.3	21.9	21.3	22.3
WTIC-F	21.5	18.2	19.6	22.8	29.2	33.5	35.7	35.2	34.2	31.4	30.7	26.7	26.2	21.7	22.1	22.5	19.5	22.4	22.8	23.8	20.8	22.0	18.9	18.6	18.4
WLAT	-	-	-	9.1	10.0	10.0	8.7	7.0	7.4	6.9	6.5	2.0	1.7	-	3.0	2.6	2.0	-	6.8	5.3	4.3	4.4	1.8	2.9	2.5
WRCH-F	18.6	19.1	18.3	15.0	22.8	15.8	20.3	21.2	20.4	20.9	19.6	17.9	16.7	16.1	18.4	17.1	19.4	23.0	21.4	21.9	19.2	21.1	24.2	20.6	20.1
WHCN-F	11.0	13.8	15.8	18.0	17.3	17.2	19.5	13.9	16.1	17.5	17.2	16.2	16.5	13.1	15.7	13.7	13.8	11.0	11.8	11.4	10.1	9.7	10.5	15.0	16.3
WPOP	-	-	-	14.4	12.8	14.1	11.1	11.1	10.9	8.6	9.2	7.0	8.5	8.0	7.9	5.4	5.6	5.6	2.1	2.2	3.5	2.8	3.8	3.5	3.8
WPHH-F	-	-	-	11.5	13.9	13.3	13.4	14.5	15.6	15.4	13.9	15.3	12.2	12.0	11.2	10.9	14.3	15.8	14.5	13.5	12.9	11.5	10.1	9.7	11.4
WKSS-F	18.0	11.8	13.4	11.4	13.7	12.2	14.3	17.2	18.5	18.1	18.5	21.9	19.0	17.1	20.8	21.7	21.0	18.7	21.9	23.4	24.6	24.5	20.4	18.0	16.9
WMMW				6.3	-	-	2.1	-	2.5	2.0	1.2	1.8	-	1.1	1.5	1.0	0.9	-	-	-	-	-	0.4	0.4	0.4
WCCC-F	11.8	15.9	13.6	16.8	16.6	13.9	14.4	11.8	15.7	14.2	16.9	16.2	16.8	15.1	16.0	13.7	8.6	10.1	12.5	12.4	12.1	10.7	9.9	12.0	11.7
WDRC				13.0	12.4	10.8	7.8	9.2	6.0	6.4	3.8	3.7	3.5	7.6	8.4	7.4	9.0	9.2	8.4	9.7	9.5	7.3	5.5	5.4	5.8
WDRC-F	11.0	12.8	16.4	14.4	17.4	19.3	15.2	12.4	17.1	18.1	16.9	15.8	15.5	13.5	15.3	15.2	14.0	15.6	17.2	14.1	13.6	13.9	15.4	13.9	12.4
WWYZ-F	9.1	9.8	10.9	11.7	11.4	9.5	7.9	7.2	5.4	6.7	16.0	13.7	12.8	18.1	16.7	17.3	15.8	14.2	15.5	15.1	15.2	13.9	14.7	15.5	14.8
WZMX-F									0.9	1.4		-	12.8	15.8	12.3	14.4	16.9	13.4	14.0	11.1	10.0	10.3	19.1	17.1	17.4
WNEZ														0.9	1.7	1.3	2.2	1.8	2.0	2.6	2.2	2.2	0.6	-	1.0

HARTFORD

	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	8.0	--	--	--	--	--	--	--	17.9 %	42.4 %	--	--	--	1976
1977	8.3	3.8 %	--	--	--	--	--	--	18.8	42.3	22	--	--	1977
1978	10.2	22.9	--	--	--	--	--	--	17.3	46.2	20	--	--	1978
1979	11.6	13.7	--	--	--	--	--	--	17.6	48.4	22	--	--	1979
1980	13.4	15.5	--	--	--	--	--	--	17.3	54.4	22	--	--	1980
1981	18.7	39.5	1.04	17.98	5.6	.0033	--	--	18.0	52.8	25	--	--	1981
1982	20.7	10.7	1.05	19.71	6.0	.0035	--	--	18.6	53.3	27	--	--	1982
1983	22.5	8.7	1.05	21.43	6.4	.0035	.205	--	18.9	60.9	25	13	--	1983
1984	25.5	13.3	1.06	24.06	6.7	.0038	.293	WTIC 5.0	18.3	57.4	27	13	--	1984
1985	27.5	7.8	1.08	25.94	7.4	.0041	.344	WTIC 6.0	18.4	61.1	23	13	--	1985
1986	33.5	21.8	1.08	30.45	8.0	.0039	.397	WTIC 7.5	19.1	62.1	22	12	--	1986
1987	37.4	11.6	1.11	33.69	8.7	.0043	.413	WTIC 9.0	17.6	63.7	25	11.5	11.4	1987
1988	40.9	10.4	1.12	36.52	9.0	.0044	.425	WTIC 10.0	17.2	69.0	20	11	10.5	1988
1989	43.0	5.1	1.13	38.05	9.4	.0046	.503	WTIC 9.2	17.9	72.4	25	11	11.4	1989
1990	39.8	-7.4	1.13	35.22	9.4	.0042	.578	WTIC 8.8	18.2	72.8	25	11	12.8	1990
1991	37.4	-6.0	1.14	32.81	9.6	.0039	.547	WTIC 7.9	17.2	70.2	25	11	13.3	1991
1992	36.9	-1.3	1.14	32.37	9.1	.0041	.562	WTIC 7.4	17.4	72.5	28	12	15.6	1992
1993	37.9	2.7	1.12	33.84	10.3	.0037	.547	WTIC 6.8	16.6	71.9	25	11	17.5	1993
1994	42.3	11.6	1.12	37.77	10.0	.0042	.682	WTIC 7.2	17.0	72.9	27	12.5	18.6	1994
1995	46.9	10.7	1.12	41.88	11.1	.0042	.645	WTIC 7.7	17.1	70.5	26	12	18.6	1995
1996	51.2	7.9	1.11	46.12	10.7	.0048	.788	WRCH-F 8.0	16.7	72.7	27	12	16.3	1996
1997	56.8	10.9	1.11	51.17	11.5	.0049	.869	WRCH-F 9.9	16.6	72.3	25	11.5	20.3	1997
1998	65.9	16.0	1.11	59.37	11.6	.0057	.883	WRCH-F 11.4	15.9	74.1	27	11.5	16.8	1998
1999	72.7	9.4	1.12	64.91	12.5	.0058	.972	WRCH-F 12.2	15.7	74.7	26	11.5	16.7	1999
2000	75.1	3.3	1.12	66.82	14.0	.0054	.999	WRCH-F 12.4	15.3	74.9	26	12	18.0	2000
2001	75.0	-1.3	1.15	66.35	14.9	.0051	1.04	WRCH-F 12.5	14.7	76.4	28	13	17.0	2001
2002	77.4	1.4	1.15	67.30	15.3	.0051	1.090	WRCH-F 13.8	15.1	78.0	26	--	19.2	2002
2003	80.7	4.2	1.15	70.17	15.7	.0051	1.116	WRCH-F 14.0	14.1	76.3	23	13	19.6	2003

MAJOR STATIONS - JANUARY 2004

WDRC	1360 5KW (DA-N)	Talk	Buckley	WCCC-F	106.9 23KW@725	AOR	Marlin
WLAT	910 5KW (DA-2)	Hispanic		WDRF-F	102.9 20KW@810	Oldies	Buckley
WMMW	1470 2.5KW (DA-2)	Talk	Buckley	WHCN-F	105.9 16KW@867 (DA)	Classic Hits	Clear Channel
WNEZ	1230 1KW	Hispanic		WKSS-F	95.7 17KW@879 (DA)	CHR	Clear Channel
WPOP	1410 5KW (DA-2)	Sports	Clear Channel	WPHH-F	104.1 18KW@836 (DA)	Black	Clear Channel
WTIC	1080 50KW (DA-N)	News/Talk	CBS				
				WRCH-F	100.5 8KW@1250	Soft AC	CBS
				WTIC-F	96.5 20KW@810	AC	CBS
				WVYZ-F	92.5 18KW@879	Country	Clear Channel
				WZMX-F	93.7 21KW@780	CHR/Dance	CBS

HARTFORD

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	39	40	40	CHR AOR/CL	19 15	23 14	20 19		15 18	17 14	10 18	15 16
MOR/AC	29	31	33	MOR/FS AC/OLD	22 13	22 19	22 17		16 16	15 1	13 10	See Talk 10
COUNTRY BTFL/EZ/SAC	3 21	2 18	2 14		3 14	1 10	8 9		9 13			SOFT AC 9 12 15 14
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	3 3	5 3	6 4		6 2	4 2	3 --		6 1	3 2	1 3	14 3 5
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL					5	4	--		4 2	7 4	6 2	1 3

STATION NOTES

(Major call letter and format changes)

WTIC-F	Classical/EZ until 77; CHR until 97
WDRF-F	CHR until about 84; AC until 86
WWYZ-F	AC until 88
WZMX-F	WL VH until 90; Hispanic until 89; AC until 94; Oldies-70's until 97; Classic Hits until 98; Classic AOR until 99; Black/Oldies until 00
WPHH-F	WIOF until 92; AC until 94; WYSR until 95; AOR until 03; WMRQ until 03
WMMW	WKND until 96; Black until 96; 1480 until 98; Hispanic until 98; Standards until --
WLAT	WRCQ until 89; WNEZ until 97; CHR until late 70's; AC until 82; EZ/Standards until 97
WKSS-F	EZ until 84
WDRF	CHR until about 82; AC until 86; Oldies until 91
WTIC	Full Service evolving to News/Talk
WPOP	News/Talk evolving to Sports by 97
WNEZ	WLAT until 97; Black until --

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$
1970 WCCC AF		325,000
1971 WKSS-F		427,000
1973 WPOP	Sold to Merv Griffin	2,750,000
1974 WTIC AF	Sold by Traver's Corp.	6,000,000
1974 WHCN-F	Sold to Beck-Ross	569,000
1977 WKSS-F	Sold to Insilco	1,700,000
1980 WKSS-F	From Insilco to Howard Tanger	2,200,000
1981 WKND	Sold to John Cattlett	500,000
1984 WKSS-F		3,400,000
1984 WMLB		425,000
1986 WL VH-F	Sold to Sage	4,500,000
1989 WL VH-F	From Sage to First City (cancelled)	7,600,000
1990 WL VH-F	From Sage to Pearlman	6,400,000
1993 WNEZ, WRCH-F	From DeDominicis to Amer. Radio	15,000,000
1993 WZMX-F	From Pearlman to Amer. Radio	---
1994 WHCN-F	From Beck-Ross to Liberty	10,000,000
1994 WPOP, WYSR-F	From Griffin to Liberty	N/A
1995 WTIC A/F	From Chase to Amer. Radio Syst.	41,000,000
1995 WPOP, WHCN-F, WMRQ-F	From Liberty to Multimarket	20,000,000
1996 WKSS-F	From Precision to SFX	18,000,000
1996 WTIC-AF	From Chase to Amer. Radio Syst.	37,000,000
1996 WNEZ	From Amer. Radio to Mega	750,000
1996 WWYZ-F (Waterbury)	Sold to SFX	25,250,000
1996 WSWG (Tomington)	Sold to Buckley	275,000
1997 WWCO (1240: Waterbury)	Sold to Buckley	500,000
1997 WLAT	Sold to Mega	550,000
1997 WHCN-F	From SFX to Hicks/Chancellor (AM/FM)	21,000,000
1997 WKSS-F	From SFX to Hicks/Chancellor (AM/FM)	28,000,000
1997 WMRQ-F	From SFX to Hicks/Chancellor (AM/FM)	17,000,000
1997 WPOP	From SFX to Hicks/Chancellor (AM/FM)	4,000,000
1997 WWYZ-F	From SFX to Hicks/Chancellor (AM/FM)	36,000,000
1997 WCCC-AF	Sold to Marlin	15,000,000
1997 WRCH-F	From Amer. Radio Syst. To CBS	73,000,000
1997 WTIC	From Amer. Radio Syst. To CBS	42,000,000
1997 WTIC-F	From Amer. Radio Syst. To CBS	27,000,000
1997 WZMX-F	From Amer. Radio Syst. To CBS	22,000,000
1998 WRDM	Sold to Hibemia	1,500,000
1998 WMMV (1470; Meriden)	Sold to Buckley	630,000
1999	All AM/FM stations sold to Clear Channel	---
2000 WZDK	Sold to ABC	---
2004 WRYM		1,060,000
2004 WNEZ, WLAT		3,000,000

HARTFORD

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WTIC	5.0	WTIC	6.0	WTIC	7.5	WTIC	9.0	WTIC	10.0	WTIC	9.2
2 WTIC-F	2.4	WTIC-F	3.7	WTIC-F	5.9	WTIC-F	7.2	WTIC-F	7.6	WTIC-F	8.3
3 WRCH-F	1.7	RCQ/RCH	3.4	RCQ/RCH	3.7	WDRG AF	4.0	WDRG AF	5.2	WDRG AF	6.0
4 WIOF-F	1.4	POP/IOF	2.7	POP/IOF	3.5	WRCH-F	3.0	WRCH AF	3.1	WIOF-F	3.1
5 WPOP	1.2	WDRG AF	2.5	WDRG AF	3.2	WKSS-F	2.6	WIOF-F	2.5	WHCN-F	3.0
6 WDRG-F	1.2	WHCN-F	1.7	WHCN-F	2.1	WIOF-F	2.2	WHCN-F	2.2	WKSS-F	2.8
7 WHCN-F	1.1			WKSS-F	1.8	WHCN-F	1.8	WKSS-F	2.0	WRCH-F	2.0
8								WPOP	1.4	WCCC-F	1.5
9								WCCC-F	1.0	WPOP	1.3
10											
1990		1991		1992		1993		1994		1995	
1 WTIC	8.8	WTIC	7.9	WTIC	7.4	WTIC	6.8	WTIC	7.2	WTIC	7.7
2 WTIC-F	7.4	WTIC-F	4.7	WHCN-F	4.3	WWYZ-F	4.2	WRCH-F	5.0	WRCH-F	6.5
3 WDRG AF	5.4	WDRG AF	4.6	WTIC-F	4.2	WHCN-F	4.0	WHCN-F	4.3	WWYZ-F	5.3
4 WIOF-F	3.5	WHCN-F	4.0	WDRG-F	4.0	WRCH-F	4.0	WKSS-F	4.2	WZMX-F	5.0
5 WHCN-F	3.5	WWYZ-F	3.5	WWYZ-F	3.8	WDRG-F	3.6	WDRG-F	3.8	WKSS-F	4.9
6 WKSS-F	2.7	WKSS-F	2.8	WRCH-F	2.8	WZMX-F	3.5	WWYZ-F	3.7	WDRG-F	4.4
7 WWYZ-F	2.5	WIOF-F	2.5	WKSS-F	2.4	WTIC-F	3.2	WTIC-F	3.5	WTIC-F	4.0
8 WRCH-F	2.0	WRCH-F	2.3	WZMX-F	2.3	WKSS-F	2.9	WCCC-F	3.4	WHCN-F	3.0
9 WCCC-F	1.4	WZMX-F	1.8	WYSR-F	1.7	WCCC AF	2.7	WZMX-F	3.3	WCCC-F	2.0
10 WPOP	1.1	WCCC-F	1.5	WCCC AF	1.5	WYSR-F	1.2	WYSR-F	1.4	WMRQ-F	1.9
11				WPOP	1.1	WPOP	1.0	WDRG-F	0.9	WDRG	1.0
12				WDRG	0.9	WDRG	0.7	WPOP	0.9	WPOP	0.8
1996		1997		1998		1999		2000		2001	
1 WRCH-F	8.0	WRCH-F	9.9	WRCH-F	11.4	WRCH-F	12.2	WRCH-F	12.4	WRCH-F	12.5
2 WTIC	7.7	WTIC	8.4	WTIC	10.0	WTIC	10.6	WKSS-F	10.5	WKSS-F	10.2
3 WZMX-F	6.5	WWYZ-F	6.8	WWYZ-F	7.9	WWYZ-F	8.7	WTIC	10.0	WTIC	10.0
4 WWYZ-F	5.5	WTIC-F	5.8	WTIC-F	7.4	WKSS-F	8.6	WTIC-F	9.3	WTIC-F	9.5
5 WDRG-F	4.8	WKSS-F	4.9	WKSS-F	6.5	WTIC-F	7.5	WWYZ-F	8.8	WWYZ-F	8.3
6 WKSS-F	4.6	WDRG-F	4.6	WDRG-F	5.5	WDRG-F	5.9	WCCC-F	4.9	WDRG-F	5.2
7 WTIC-F	4.1	WZMX-F	4.5	WMRQ-F	5.0	WMRQ-F	5.8	WMRQ-F	4.8	WCCC-F	4.9
8 WHCN-F	3.5	WMRQ-F	3.9	WZMX-F	3.6	WCCC AF	3.7	WHCN-F	4.5	WMRQ-F	4.7
9 WMRQ-F	2.8	WHCN-F	3.7	WCCC AF	3.5	WHCN-F	3.5	WDRG-F	3.8	WHCN-F	4.1
10 WCCC-F	1.8	WCCC AF	2.3	WHCN-F	2.5	WZMX-F	2.5	WZMX-F	3.1	WZMX-F	3.2
11 WPOP	0.7	WDRG	0.9	WDRG	1.3	WDRG AAA	1.8	WDRG AA	1.7	WDRG AA	1.4
12 WDRG	0.6	WPOP	0.7					WLAT	1.0		
2002		2003									
1 WRCH-F	13.8	WRCH-F	14.0								
2 WTIC	9.8	WTIC	9.5								
3 WWYZ-F	8.2	WWYZ-F	9.0								
4 WTIC-F	7.8	WTIC-F	8.0								
5 WZMX-F	6.6	WKSS-F	7.0								
6 WKSS-F	6.6	WCCC-F	6.8								
7 WDRG-F	6.0	WZMX-F	6.5								
8 WCCC-F	5.6	WDRG-F	6.1								
9 WPHH-F	4.2	WHCN-F	5.0								
10 WHCN-F	4.2	WPHH-F	3.5								
11 WDRG	1.5	WLAT	1.6								
12 WLAT	1.1	WDRG	1.6								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 WTIC A/F	\$ 10.6 (25.1)	1 WTIC A/F	\$ 12.1 (25.8)	1 Amer. Radio	\$ 26.3 (51.4)
2 Amer. Radio	8.3 (19.6)	2 Amer. Radio	11.5 (24.5)	2 SFX	17.1 (33.4)
3 Liberty	6.6 (15.5)	3 Multimarket	5.7 (12.2)	3 Buckley	5.4 (10.5)
4 Buckley	4.7 (11.1)	4 Buckley	5.4 (11.5)	4 WCCC A/F	1.8 (3.5)
5 WKSS-F	4.2 (9.9)	5 WWYZ-F	5.3 (11.3)		
		6 WKSS-F	4.9 (10.4)		
		7 WCCC-F	2.0 (4.3)		
1997		1998		1999	
1 CBS	\$ 28.6 (50.2)	1 CBS	\$ 32.4 (49.2)	1 CBS	\$ 32.8 (45.1)
2 Capstar	20.0 (35.1)	2 Capstar	22.3 (33.8)	2 Clear Channel	26.7 (36.7)
3 Buckley	5.7 (9.9)	3 Buckley	7.0 (10.6)	3 Buckley	7.7 (10.6)
4 WCCC A/F	2.3 (4.0)	4 WCCC A/F	3.5 (5.3)	4 WCCC A/F	3.7 (5.1)
2000		2001		2002	
1 CBS	\$ 34.7 (46.9)	1 CBS	\$ 35.2 (46.2)	1 CBS	\$ 38.0
2 Clear Channel	29.0 (39.2)	2 Clear Channel	27.9 (36.5)	2 Clear Channel	23.5
3 Buckley	5.5 (7.4)	3 Buckley	6.6 (8.6)	3 Buckley	7.6
4 WCCC A/F	4.9 (6.6)	4 WTMI, WCCC-F	4.9 (6.4)	4 Marlin	5.6
		5 Mega	1.5 (1.9)		
2003					
1 CBS	\$ 38.0	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Clear Channel	24.8				
3 Buckley	7.8				
4 Marlin	6.8				
5					

DUNCAN'S COMMENTS:

Hartford is a fairly good medium to large radio market. True, the population has barely grown but revenues have grown nicely. Also, as with many large markets in urban corridors, the number of viable stations has remained constant.

WTIC has been a great station over the years. However, WRCH is one of the great Soft AC's in the nation. WRCH passed WTIC in revenues in 1996 and never looked back. It has consistently achieved double digit audience shares.