

**LANCASTER
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>	
WLAN-F	5.4	4.4	2.9	3.8	3.6	9.6	15.9	13.3	9.9	11.0	12.9	13.0	14.0	14.0	11.9	9.6	6.7	5.9	5.5	7.8	7.1	10.0	8.0	9.5	10.3	9.8	8.0	10.1	7.6	WLAN-F, 96.9 (CHR)
WLAN	11.3	7.2	7.9	7.8	5.9	3.8	3.5	3.1	2.0	1.2	1.3	1.9	0.5	0.7	1.5	1.4	1.6	-	0.4	0.5	1.5	1.6	2.4	2.1	1.6	2.4	1.4	-	-	WLAN, 1390 (S)
WROZ-F	7.1	9.3	6.2	5.0	8.3	10.4	9.1	14.1	12.1	12.5	15.9	15.8	13.9	12.1	10.6	10.5	8.7	7.8	8.3	10.5	9.7	8.8	8.5	6.9	5.7	8.1	5.5	7.2	7.0	WROZ-F, 101.3 (SAC)
WIOV-F	12.1	9.3	14.8	11.4	14.9	7.7	8.8	6.1	12.5	10.8	8.2	8.9	7.9	8.0	8.4	8.5	10.5	9.9	10.0	12.0	9.4	8.8	7.8	8.6	7.2	5.3	6.5	5.9	7.9	WIOV-F, 105.1 (C)
WDAC-F	5.2	2.1	5.0	5.5	5.4	6.8	5.3	6.7	5.2	6.0	6.7	7.0	8.0	8.2	8.5	7.9	6.1	7.0	8.5	7.3	6.9	7.1	8.5	5.8	7.9	6.6	6.6	6.7	6.6	WDAC-F, 94.5 (REL)
WGSA	5.2	4.9	6.0	4.0	4.5	3.0	3.0	3.4	2.2	2.8	1.5	0.3	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WGSA, 1310 (-)
WLPA	7.1	8.2	5.7	5.0	2.5	2.1	1.7	2.3	2.5	1.8	1.8	2.2	1.9	1.9	1.5	1.1	1.0	0.5	1.3	1.0	0.6	0.7	0.7	0.8	0.7	1.0	1.2	1.2	0.8	WLPA, 1490 (S)

HARRISBURG AND YORK STATIONS

WARM-F	7.4	6.7	9.0	8.5	7.1	6.1	6.4	WARM-F
WQXA-F	3.9	4.3	2.7	5.0	2.5	6.5	6.4	WQXA-F
WCAT-F	-	8.4	8.7	5.3	6.1	-	3.4	WCAT-F
WSOX-F	-	-	-	-	-	8.5	6.1	WSOX-F

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>	
WLAN-F	14.1	16.2	28.7	32.8	30.9	29.1	28.6	28.2	30.1	29.4	29.0	26.8	22.4	22.9	19.4	22.2	21.4	26.5	22.7	25.2	24.1	25.8	22.7	24.2	20.2	
WLAN	18.6	21.4	19.6	12.5	9.9	9.7	4.5	5.2	3.0	2.8	3.4	5.1	4.6	-	2.0	2.0	5.6	3.2	6.9	5.0	4.7	5.0	5.3	2.2	-	
WROZ-F	14.9	21.9	16.3	23.2	21.9	23.2	23.5	23.8	19.4	22.9	22.2	21.5	18.0	16.1	18.4	21.3	21.9	19.1	17.8	14.3	14.8	18.6	14.0	15.2	15.3	
WIOV-F	20.5	15.8	11.7	16.3	21.7	20.2	14.4	18.4	17.4	16.6	19.3	17.8	18.8	19.8	21.7	22.4	20.9	19.3	17.9	20.3	17.3	13.0	15.0	13.0	15.7	
WDAC-F	12.2	13.5	12.9	14.0	12.3	10.4	13.7	14.0	12.7	13.8	14.3	12.5	13.6	12.0	20.3	14.3	13.5	11.6	15.1	12.7	17.0	12.6	13.2	13.4	13.2	
WGSA	9.7	-	-	5.3	4.5	-	3.9	2.7	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WLPA	12.6	-	-	7.0	8.2	8.7	4.9	6.5	6.0	5.7	4.5	3.4	5.1	5.7	6.9	5.9	5.3	2.9	2.9	2.7	2.9	4.3	4.5	4.3	3.4	
WARM-F	13.4						17.3					19.2					16.7					13.9			12.6	
WQXA-F	25.4						11.3					15.7					8.4					16.6			13.9	
WCAT-F	-						17.7					10.6					14.3					-			8.8	
WSOX-F																						16.1			14.0	

LANCASTER

	<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	1.7	--	--	--	--	--	--	--	14.1 %	58.9 %	--	--	--	1976
1977	1.8	5.9 %	--	--	--	--	--	--	15.0	66.8	23	--	--	1977
1978	2.8	55.5	--	--	--	--	--	--	14.9	68.2	26	--	--	1978
1979	2.9	3.6	--	--	--	--	--	--	15.6	70.8	20	--	--	1979
1980	3.3	13.8	--	--	--	--	--	--	15.2	76.9	21	--	--	1980
1981	3.5	6.1	.364	9.62	1.6	.0022	--	--	15.0	79.2	28	--	--	1981
1982	4.8	20.0	.371	10.24	1.7	.0022	--	--	17.2	84.1	29	--	--	1982
1983	4.2	-12.5	.377	11.14	1.8	.0023	.094	--	17.6	85.1	28	7	--	1983
1984	4.6	9.5	.383	12.01	2.1	.0022	.107	WLAN-F 1.3	17.7	86.2	25	7	--	1984
1985	4.9	6.5	.387	12.66	2.2	.0022	.123	WLAN-F 1.4	18.0	89.8	26	7	--	1985
1986	5.3	8.2	.391	13.62	2.4	.0022	.135	WLAN-F 1.5	17.4	88.6	24	6	--	1986
1987	5.8	9.4	.395	14.68	2.6	.0022	.135	WLAN-F 1.6	15.3	91.1	28	5	11.3	1987
1988	6.3	8.6	.407	15.48	2.9	.0022	.137	WLAN-F 2.0	15.0	93.9	24	5	15.8	1988
1989	6.7	6.3	.416	16.11	3.2	.0020	.153	WLAN-F 2.2	16.8	94.6	24	4.5	16.7	1989
1990	6.9	3.0	.430	16.43	3.3	.0019	.164	WLAN-F 2.3	16.5	94.4	26	4.5	17.5	1990
1991	6.9	0	.436	15.14	3.4	.0019	.191	WIOV-F 2.0	16.4	94.2	27	4.5	21.0	1991
1992	7.2	3.1	.442	16.29	3.4	.0021	.205	WIOV-F 2.5	15.1	90.7	32	5	16.2	1992
1993	7.5	4.2	.446	16.82	3.8	.0020	.232	WIOV-F 2.9	17.0	91.8	30	5	20.7	1993
1994	8.0	6.8	.450	17.77	4.1	.0020	.219	WIOV-F 3.1	16.3	91.1	29	5	17.1	1994
1995	8.7	8.4	.448	19.42	4.0	.0022	.244	WIOV-F 3.3	14.6	88.7	33	5.5	20.7	1995
1996	9.3	6.9	.452	20.57	4.2	.0022	.239	WIOV-F 3.4	16.2	87.9	31	5.5	13.7	1996
1997	10.1	8.6	.456	22.15	4.6	.0022	.282	WIOV-F 3.6	15.4	90.0	35	5.5	15.7	1997
1998	11.0	8.9	.457	24.07	4.7	.0023	.323	WIOV-F 4.0	15.1	85.1	31	6	18.5	1998
1999	11.8	6.8	.465	25.38	5.0	.0024	.325	WIOV-F 4.2	14.7	90.7	34	6	18.0	1999
2000	12.9	9.3	.465	27.74	6.3	.0020	.369	WLAN-F 3.3	15.0	90.8	33	4.5	16.2	2000
2001	12.6	-2.3	.474	26.58	6.5	.0019	.433	WLAN-F 3.7	14.3	89.0	28	4.5	19.0	2001
2002	12.5	-0.8	.478	26.15	6.7	.0019	.461	WIOV-F 4.0	13.4	89.7	29	--	28.3	2002
2003	13.0	4.0	.482	26.97	6.9	.0019	.418	WIOV-F 4.3	12.9	88.3	25	4.5	24.3	2003

MAJOR STATIONS - JANUARY 2004

WLPA	1490	600W	Sports	Hall	WDAC-F	94.5	19KW@810	Religion	
WLAN	1390	5KW/1KW (DA-2)	Sports	Clear Channel	WIOV-F	105.1	25KW@522	Country	Regent
					WLAN-F	96.9	50KW@500	CHR	Clear Channel
					WROZ-F	101.3	7KW@1243	Soft AC	Hall

LANCASTER

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	32	41	33	CHR	26	24	22		15	13	16	15
				AOR/CL	6	9	9		19	10	15	16
MOR/AC	22	14	18	MOR/FS	8	4	3		3	3	9	See Talk
				AC/OLD	9	14	20		20	18	11	13
								AC	5	5	3	12
								OLDIES	18	18	19	11
COUNTRY	17	13	16		26	19	18		19			
BTFL/EZ/SAC	22	25	25		16	16	18					
								SOFT AC	11	13	10	11
NEWS/TALK	2	3	1		1	1	2		3	5	2	8
SPORTS										1	--	2
BLACK/URBAN					--	1	--		2	1	1	2
SMOOTH JAZZ											1	
STANDARDS					3	3	--		2	4	5	3
HISPANIC												
RELIG/GOSPEL	6	9	7		6	9	8		7	10	8	7
CLASSICAL												

MAJOR STATION TRANSACTIONS: 1970 to 2003

1976 WLPA,WNCE-F	From Steinman to Hall	\$	850,000
1979 WDAC-F			700,000
1984 WGSA, WIOV-F	Sold to Brill		2,000,000
1984 WGSA	Sold by Brill		250,000
1996 WLAN A/F	Sold to Clear Channel		7,000,000

STATION NOTES

(Major call letter and format changes)

WROZ-F	WGAL until 81; WNCE until 92; EZ changing to Soft AC by early 90's
WLAN-F	EZ until 79
WLPA	WGAL until 77, WDDL until 79; MOR until 82; Standards until 89; Talk until 94;
WLAN	CHR evolving to AC by 82 and MOR by 85; MOR until 87; Standards/Jazz until 89; Standards until 01

LANCASTER

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1	WLAN-F 1.3	WLAN-F 1.4	WLAN-F 1.5	WLAN-F 1.6	WLAN-F 2.0	WLAN-F 2.2					
2	WIOV-F 1.1	WNCE-F 1.1	WNCE-F 1.2	WNCE-F 1.4	WNCE-F 1.6	WNCE-F 1.8					
3	WNCE-F 1.0	WIOV-F 1.0	WIOV-F 1.1	WDAC-F 1.2	WDAC-F 1.3	WDAC-F 1.5					
4		WDAC-F 0.8	WDAC-F 1.0	WIOV-F 1.1	WIOV-F 1.2	WIOV-F 1.5					

5
6
7
8
9
10

1990		1991		1992		1993		1994		1995	
1	WLAN-F 2.3	WIOV-F 2.0	WIOV-F 2.5	WIOV-F 2.9	WIOV-F 3.1	WIOV-F 3.3					
2	WNCE-F 1.9	WNCE-F 1.8	WNCE-F 1.7	WROZ-F 2.4	WROZ-F 2.6	WROZ-F 2.8					
3	WIOV-F 1.7	WLAN-F 1.7	WLAN-F 1.6	WDAC-F 2.1	WDAC-F 2.1	WDAC-F 2.5					
4	WDAC-F 1.5	WDAC-F 1.5	WDAC-F 1.5	WLAN-F 1.6	WLAN-F 1.8	WLAN-F 1.9					

5
6
7
8
9
10
11

1996		1997		1998		1999		2000		2001	
1	WIOV-F 3.4	WIOV-F 3.6	WIOV-F 4.0	WIOV-F 4.2	WLAN-F 3.3	WLAN-F 3.7					
2	WROZ-F 2.9	WROZ-F 3.3	WROZ-F 3.4	WROZ-F 3.5	WDAC-F 3.3	WIOV-F 3.3					
3	WDAC-F 2.5	WDAC-F 2.5	WLAN-F 2.6	WLAN-F 3.0	WIOV-F 3.2	WDAC-F 3.1					
4	WLAN-F 2.1	WLAN-F 2.3	WDAC-F 2.5	WDAC-F 2.7	WROZ-F 2.9	WROZ-F 2.7					

5
6
7
8
9
10
11

2002		2003	
1	WIOV-F 4.0	WIOV-F 4.3	
2	WROZ-F 2.9	WROZ-F 3.0	
3	WLAN-F 2.7	WLAN-F 2.6	
4	WDAC-F 1.9	WDAC-F 2.3	

5
6
7
8
9
10
11

DUNCAN'S COMMENTS:
 Lancaster is a slightly above normal market which sometimes gets lost amongst all the Harrisburg and York stations.
 WDAC is a remarkable station. WDAC is a Religious station that in the Fall of 1997 led the market in 12+ share. No other Religion station has ever done that in any market. Yet since the late 70's WDAC usually has one of the higher shares in Lancaster. WDAC is regularly one of the highest billers in the market.

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1	Not Available \$	1 Brill \$ 3.3 (32.3)	1 Brill \$ 3.4 (NA)		
		2 Hall 3.0 (27.3)	2 Hall 3.0 (NA)		
		3 WDAC-F 2.5 (24.5)	3 WDAC-F 2.5 (NA)		
		4 WLAN A/F 2.0 (19.6)	4 Clear Channel 2.2 (NA)		

1997		1998		1999	
1	Brill \$ 3.6 (NA)	1 Brill \$ 4.0 (NA)	1 Brill \$ 4.2 (35.6)		
2	Hall 3.5 (NA)	2 Hall 3.6 (NA)	2 Hall 3.7 (31.3)		
3	Clear Channel 2.5 (NA)	3 Clear Channel 2.9 (NA)	3 Clear Channel 3.3 (27.8)		
4	WDAC-F 2.5 (NA)	4 WDAC-F 2.5 (NA)	4 WDAC-F 2.7 (22.9)		

2000		2001		2002	
1	Clear Channel \$ 3.5 (27.1)	1 Clear Channel \$ 3.8 (30.2)	1 Citadel \$ 4.0		
2	WDAC-F 3.3 (NA)	2 Brill 3.3 (26.2)	2 Hall 3.0		
3	Brill 3.2 (24.5)	3 WDAC-F 3.0 (NA)	3 Clear Channel 3.0		
4	Hall 3.1 (23.6)	4 Hall 2.8 (22.5)	4 WDAC 1.9		

2003		All 2002 and 2003 financial data is provided by BIA Financial.	
1	Citadel \$ 4.3		
2	Hall 3.1		
3	Clear Channel 3.0		
4	WDAC 2.3		
5			