

**MANCHESTER, NH.  
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>	
WZID-F	10.5	8.4	13.7	9.7	8.7	10.1	11.1	14.8	15.5	13.3	14.5	15.0	10.9	17.2	13.3	18.2	15.7	16.3	19.6	19.6	18.3	18.8	19.4	20.2	20.7	18.5	20.1	18.0	16.7	WZID-F, 95.7 (AC)
WGIR	19.8	18.9	10.0	15.9	16.8	10.6	12.4	9.1	7.0	6.6	6.6	6.1	7.1	8.0	6.1	5.9	5.3	5.6	3.6	3.9	5.4	5.5	4.0	4.8	4.4	3.7	3.6	2.9	2.9	WGIR, 610 (N/T)
WGIR-F	-	-	4.2	3.4	4.0	5.0	4.0	14.0	18.1	15.9	11.0	12.1	13.8	9.9	12.3	9.0	8.7	8.9	9.2	9.6	9.0	11.3	9.5	8.9	10.2	9.1	8.6	8.8	8.3	WGIR-F, 101.1 (AOR)
WKBR	15.8	15.7	14.7	11.1	11.0	9.0	10.2	9.1	5.2	4.0	3.1	3.6	3.8	0.8	1.0	0.7	0.4	-	0.4	0.4	0.4	0.4	0.4	0.4	1.0	0.8	0.7	-	0.4	WKBR, 1250 (C)
WFEA	11.1	8.9	11.1	10.6	11.0	14.1	11.6	8.2	7.7	4.9	4.4	5.3	2.9	5.3	3.0	3.7	4.4	5.1	5.2	7.2	5.8	5.4	5.4	4.4	4.0	4.1	3.1	4.0	4.8	WFEA, 1370 (ST)
WJYY-F													2.9	2.3	1.5	1.2	1.2	0.7	0.7	-	-	0.7	1.5	1.9	2.8	2.2	2.9	1.8	1.5	WJYY-F, 105.5 (CHR)
WHOB-F													5.7	7.4	5.7	4.8	3.3	1.4	1.1	1.1	1.1	0.8	1.1	1.4	1.8	2.2	1.5	2.0	WHOB-F, 106.3 (AC)	
WQLL-F																						1.8	2.8	3.6	3.4	4.5	4.2	5.4	5.9	WQLL-F, 96.5 (O)
WXRV-F																		1.1	0.7	-	1.4	2.0	2.7	1.9	1.4	2.8	2.4	3.1	2.7	WXRV-F, 92.5 (AOR)

**BOSTON AND PORTSMOUTH STATIONS**

WOKQ-F	-					3.0					5.3					5.0						9.4				4.5			5.9	WOKQ-F
WBZ	2.9					3.0					2.6					1.6						1.8				1.5			2.1	WBZ
WRKO	6.4					1.5					2.6					1.6						0.7				2.5			1.8	WRKO
WKLB-F	2.3					5.0					6.1					5.9						0.7				2.3			2.5	WKLB-F
WJMN-F	-					3.5					6.1					3.3						5.1				4.5			4.8	WJMN-F
WBCN-F	-					2.5					4.8					2.3						3.4				2.8			2.0	WBCN-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>	
WZID-F	19.2	18.1	22.8	19.4	24.5	20.7	22.4	22.9	20.1	22.3	22.9	32.0	29.8	31.8	33.2	38.9	34.4	39.6	32.4	28.9	33.8	33.4	30.8	30.0	28.8	
WGIR	34.6	28.3	30.3	32.1	24.4	20.5	19.1	18.7	19.4	18.3	18.2	17.4	15.3	15.1	13.7	16.1	16.3	13.7	12.8	13.4	18.6	7.7	8.4	7.9	8.0	
WGIR-F	14.8	16.3	15.7	35.1	40.2	34.7	30.2	31.0	28.6	28.3	30.2	29.3	26.3	25.1	23.0	21.0	23.3	26.9	23.6	19.6	22.2	21.0	20.6	19.3	22.8	
WKBR	25.5	24.6	25.7	22.9	21.5	12.4	7.5	10.3	8.2	6.4	3.7	8.0	2.3	-	-	3.0	1.8	1.5	1.1	1.6	2.6	1.5	2.4	-	1.1	
WFEA	32.7	29.0	29.3	24.8	22.8	15.7	14.4	12.2	9.8	13.1	9.4	8.3	6.1	9.8	10.0	11.2	8.7	10.5	8.1	7.0	7.8	7.4	5.8	6.8	6.4	
WJYY-F									7.3	5.9	5.6	4.1	3.7	3.3	1.5	-	-	4.1	4.6	5.5	10.5	10.5	9.3	7.7	7.0	
WHOB-F									14.9	18.2	16.7	16.8	11.1	8.8	8.4	7.0	6.9	6.9	3.6	5.0	7.2	7.6	7.5	7.0	9.0	
WQLL-F																		6.0	8.3	11.2	10.1	10.6	9.7	13.9	11.2	
WXRV-F														5.5	3.1	-	5.0	6.6	7.0	5.8	5.6	7.0	5.8	8.2	6.5	
WOKQ-F	-										11.4						17.5					14.1			14.8	
WBZ	12.1										9.1						9.0					6.3			8.4	
WRKO	13.7										4.8						6.2					4.2			4.3	
WKLB-F	7.0										14.6						18.4					7.0			7.7	
WJMN-F	10.3										14.0						13.0					13.5			16.6	
WBCN-F	-										10.2						10.0					11.0			7.5	

**MANCHESTER, NH.**

	<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	1.6	--	--	--	--	--	--	--	--	16.2 %	46.2 %	--	--	--	1976
1977	2.1	31.2 %	--	--	--	--	--	--	--	15.9	49.4	20	--	--	1977
1978	2.7	28.6	--	--	--	--	--	--	--	16.8	52.6	21	--	--	1978
1979	2.8	3.7	--	--	--	--	--	--	--	14.0	49.7	19	--	--	1979
1980	3.6	28.6	--	--	--	--	--	--	--	15.0	58.8	24	--	--	1980
1981	4.0	11.1	.216	18.52	1.2	.0033	--	--	--	16.3	58.2	22	--	--	1981
1982	4.5	12.5	.219	20.55	1.3	.0035	--	--	--	17.3	61.5	26	--	--	1982
1983	5.0	11.1	.221	22.42	1.4	.0032	.096	--	--	18.7	70.5	23	6	--	1983
1984	5.9	18.0	.223	26.46	1.5	.0035	.145	WGIR-F	1.5	16.2	76.3	25	5	--	1984
1985	6.7	13.6	.225	29.78	1.7	.0030	.189	WGIR-F	1.9	16.4	79.7	26	5	--	1985
1986	6.5	-3.0	.228	26.32	1.9	.0032	.195	WGIR-F	2.4	17.2	78.3	26	5	--	1986
1987	7.0	7.7	.249	28.11	2.2	.0032	.205	NA	NA	16.2	80.1	25	5	7.5	1987
1988	8.0	14.3	.252	31.86	2.4	.0033	.216	WGIR-F	3.0	16.9	79.8	24	5.5	7.3	1988
1989	7.7	-3.8	.252	30.55	2.5	.0031	.189	WGIR-F	3.0	19.2	80.6	28	5	15.2	1989
1990	7.2	-6.5	.259	27.80	2.6	.0027	.182	WGIR-F	2.6	18.0	83.8	28	5	15.4	1990
1991	6.6	-8.3	.261	25.20	2.7	.0024	.181	WGIR-F	2.2	17.9	84.4	31	5.5	10.6	1991
1992	6.5	-1.5	.268	24.25	2.8	.0023	.178	WZID-F	2.0	17.6	79.0	29	6	12.0	1992
1993	6.8	4.8	.271	25.09	3.0	.0023	.170	WZID-F	3.0	19.0	84.4	29	6	11.1	1993
1994	7.2	5.9	.273	26.37	3.2	.0023	.167	WZID-F	3.1	17.3	81.5	28	5	18.0	1994
1995	7.7	7.1	.275	28.00	3.4	.0023	.184	WZID-F	3.9	17.2	79.9	27	5	16.1	1995
1996	10.1	NM	.277	36.46	3.5	.0029	.238	WZID-F	4.4	16.4	82.5	29	6	6.8	1996
1997	10.8	6.8	.279	38.71	3.7	.0029	.230	WZID-F	5.0	17.1	83.5	36	6	7.3	1997
1998	11.6	2.4	.292	41.13	3.9	.0030	.234	WZID-F	5.4	17.5	83.0	36	6	6.0	1998
1999	12.9	10.1	.294	43.87	4.2	.0031	.267	WZID-F	6.3	16.2	86.5	34	6.5	8.0	1999
2000	14.0	8.5	.294	47.62	4.7	.0030	.312	WZID-F	6.3	14.8	82.1	35	5.5	10.3	2000
2001	13.5	-3.6	.298	45.30	5.0	.0027	.272	WZID-F	6.1	15.7	87.8	39	6	7.0	2001
2002	19.5	NM	.304	64.14	5.1	.0038	.428	WZID-F	7.9	14.3	82.5	35	--	7.9	2002
2003	19.5	0	.309	63.11	5.3	.0037	.431	WZID-F	8.0	14.4	83.9	36	6.5	9.9	2003

**MAJOR STATIONS - JANUARY 2004**

WFEA	1370	5KW (DA-2)	Standards	Saga	WGIR-F	101.1	12KW@1027	AOR	Clear Channel
WGIR	610	5KW/1KW (DA-2)	News/Talk	Clear Channel	WHOB-F	106.3	1KW@551	AC/CHR	Tele-Media
WKBR	1250	5KW (DA-2)	Country/Full Service		WJYY-F	105.5	1.5KW@456	CHR	Nassau
					WQLL-F	96.5	0.7KW@935 (DA)	Oldies	Saga
					WZID-F	95.7	15KW@930	AC/Soft AC	Saga
					WXRV-F	92.5	25KW@711	AOR-Prog.	

MANCHESTER, NH.

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>
CHRAOR	57	50	42	CHR	10	11	11		10	10	10	9
				AOR/CL	26	24	25		23	22	23	24
MOR/AC	16	24	36	MOR/FS	17	2	3					See Talk
				AC/OLD	26	27	23		12	25	29	29
								AC		8	9	9
								OLDIES		12	8	9
COUNTRY	1	3	3		4	7	4		9			
BTF/EZ/SAC	24	21	17		17	13	26					
								SOFT AC	31	2	1	1
NEWS/TALK	--	1	2		1	11	9		10	10	10	8
SPORTS										2	1	2
BLACK/URBAN												3
SMOOTH JAZZ					--	1	--		1	1	1	
STANDARDS					--	4	--		6	8	5	4
HISPANIC												
RELIG/GOSPEL												
CLASSICAL					--	1	--				2	2

MAJOR STATION TRANSACTIONS: 1970 to 2003

1976 WFEA	Sold to Ocean Coast	\$	500,000
1979 WKBR			1,931,000
1984 WZID-F	Sold to Sunshine		2,750,000
1986 WFEA	Sold by Ocean Coast to Sunshine		1,450,000
1987 WKBR			1,400,000
1988 WJYY-F (Concord)	Sold to Empire		3,750,000
1990 WFEA/WZID-F	From Sunshine to Sage		4,700,000
1991 WKBR			160,000
1992 WJYY-F (Concord)	Sold by Empire		550,000
1996 WKBR			529,000
1997 WGIR	From Knight to Capstar		4,400,000
1997 WGIR-F	From Knight to Capstar		15,100,000
1997 WKBR	Sold to WXRV-F owner		145,000
1997 WQLL-F	Sold to Saga		3,300,000
1999	All Capstar/AMFM stations sold to Clear Channel		---
1999 WJYY-F, et al	Sold to Vox Radio		---
2004 WHOB-F (Nashua)			NA
2004 WJYY-F, WOTX-F	Sold to Nassau		7,200,000 (E)

STATION NOTES

(Major call letter and format changes)

WGIR A/F	Simulcasted in 75-76; WGIR-F was Soft AC until 80
WFEA	CHR changing to AC by 83; AC until 93
WKBR	From CHR to AC by 82; AC until 83; Standards until 89; AC again until 93; EZ until 96; Sports until 00
WZID-F	Soft AC until mid 90's
WJYY-F	AC until 97
WXRV-F	WLYT until 94; Soft AC until 94
WQLL-F	WOXF until 97; AC until 97

MANCHESTER, NH

HIGHEST BILLING STATIONS

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 WGIR-F	1.5	WGIR-F	1.9	WGIR-F	2.4			WGIR-F	3.0	WGIR-F	3.0
2 WZID-F	1.3	WZID-F	1.7	WZID-F	2.2	Not Available		WZID-F	2.1	WGIR	1.8
3 WGIR	0.9	WGIR	1.4	WGIR	1.5			WGIR	1.7	WZID-F	1.8
4 WFEA	0.8	WFEA	0.8	WFEA	0.7			WJYY-F	1.1	WJYY-F	1.0
5 WKBR	0.7	WKBR	0.6	WKBR	0.5			WFEA	0.5	WFEA	0.7
6								WKBR	0.4		
7											
8											
9											
10											
<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 WGIR-F	2.6	WZID-F	2.0	WZID-F	3.0	WZID-F	3.0	WZID-F	3.1	WZID-F	3.9
2 WZID-F	1.7	WGIR-F	1.9	WGIR-F	2.0	WGIR-F	2.0	WGIR-F	2.4	WGIR-F	2.4
3 WGIR	1.6	WGIR	1.5	WGIR	1.2	WGIR	1.2	WGIR	1.2	WGIR	1.0
4 WFEA	0.7	WFEA	0.6	WFEA	0.5	WFEA	0.5				
5 WKBR	0.3										
6											
7											
8											
9											
10											
11											
<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 WZID-F	4.4	WZID0F	5.0	WZID-F	5.4	WZUD0F	6.3	WZID-F	6.3	WZID-F	6.1
2 WGIR-F	3.5	WGIR-F	4.6	WGIR-F	4.8	WGIR-F	5.3	WGIR-F	6.2	WGIR-F	5.7
3 WGIR	1.3	WGIR	1.3	WGIR	1.4	WGIR	1.6	WGIR	1.6	WQLL-F	1.3
4		WQLL-F	0.5	WQLL-F	0.6	WQLL-F	0.9	WQLL-F	1.1	WGIR	1.2
5										WFEA	0.4
6											
7											
8											
9											
10											
11											
<u>2002</u>		<u>2003</u>									
1 WZID-F	7.9	WZID-F	8.0								
2 WGIR-F	4.9	WGIR-F	5.0								
3 WQLL-F	1.4	WQLL-F	1.5								
4 WHOB-F	1.2	WHOB-F	1.1								
5 WGIR-F	1.0	WGIR	1.0								
6 WNNH	0.9	WJYY-F	0.9								
7 WJYY-F	0.8	WNNH	0.7								
8											
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 Knight Quality	\$ 3.6 (50.0)	1 Saga	\$ 4.3 (55.8)	1 Knight Quality	\$ 4.8 (47.5)
2 Saga	3.5 (48.6)	2 Knight Quality	3.4 (44.2)	2 Saga	4.7 (46.5)
<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 Capstar	\$ 5.9 (47.4)	1 Capstar	\$ 6.2 (49.6)	1 Saga	\$ 7.6 (NA)
2 Saga	5.8 (47.2)	2 Saga	6.1 (49.1)	2 Clear Channel	6.8 (NA)
<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Saga	\$ 7.0 (50.0)	1 Saga	\$ 7.7 (NA)	1 Saga	\$ 9.7
2 Clear Channel	7.0 (50.0)	2 Clear Channel	6.9 (NA)	2 Clear Channel	5.9
				3 Nassau	3.3
<u>2003</u>				All 2002 and 2003 financial data is provided by BIA Financial.	
		1 Saga	\$ 9.7		
		2 Clear Channel	6.1		
		3 Nassau	3.0		
		4			
		5			

DUNCAN'S COMMENTS:

Manchester, in its entirety, is only an average radio market. However, since so much of the market's revenue goes to only two stations, WZID-F and WGIR-F, Manchester has been a superb market for the various owners of those properties.

I have always thought of WZID as one of the great stations in the Northeast. I often argued with Saga's Ed Christian about whether it should be classified as AC or Soft AC. No matter what the label is WZID commands a huge audience share and may well bill over \$10 million by the end of this decade.