

**NEW HAVEN  
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>	
WELI	19.7	22.0	18.4	19.2	19.2	19.3	16.5	14.7	14.3	13.8	11.9	9.5	10.7	10.0	10.1	8.8	8.0	9.4	8.1	6.9	5.6	6.1	5.6	4.0	4.4	4.5	3.7	3.8	3.6	WELI, 960 (T)
WAVZ	10.3	9.6	8.7	8.9	6.1	6.3	6.7	7.4	7.0	7.3	5.8	5.8	5.3	4.6	4.4	5.1	3.1	0.3	-	-	1.5	3.9	2.8	2.8	1.4	2.5	2.5	-	-	WAVZ, 1300 (S)
WYBC	3.0	3.0	1.9	1.7	1.3	1.9	6.0	7.1	5.6	4.9	5.2	4.3	3.7	4.5	3.2	3.2	3.1	3.0	3.2	2.7	2.7	3.2	2.2	-	-	-	-	-	-	WYBC, 1340 (V)
WKCI-F	7.9	8.2	9.1	9.0	8.0	10.9	10.1	9.1	10.0	12.1	11.4	12.9	11.5	12.3	14.0	11.5	9.6	7.6	7.8	7.2	6.4	6.7	7.1	7.3	6.2	6.5	6.2	5.5	5.2	WKCI-F, 101.3 (CHR)
WPLR-F	6.2	7.9	8.7	7.6	8.4	8.6	6.4	6.6	6.8	6.4	6.6	6.5	9.4	7.7	8.0	7.6	8.9	9.4	10.0	8.7	7.4	8.0	6.6	7.9	6.1	6.7	5.4	7.8	8.2	WPLR-F, 99.1 (AOR)
WYBC-F												0.7	0.5	0.3	1.6	2.6	2.8	2.5	3.8	3.5	4.7	5.4	5.4	6.6	6.4	6.1	5.9	5.9	5.7	WYBC-F, 94.3 (B/AC)
WQUN																-	-			1.0	1.3	-	1.6	2.3	2.4	2.6	2.0	4.4	4.8	WQUN, 1220 (ST)

**NEW YORK, HARTFORD AND BRIDGEPORT STATIONS**

WEZN-F	2.8		5.8		6.6											6.7										5.6		5.1	WEZN-F
WFAN	2.6		6.0		3.0											3.8										4.0		3.7	WFAN
WDRC-F	6.6		2.4		2.6											4.3										4.8		3.9	WDRC-F
WHCN-F	-		2.9		2.4											1.9										2.0		4.0	WHCN-F
WWYZ-F	2.6		4.5		3.2											5.4										5.7		5.0	WWYZ-F
WZMX-F	-		-		-											2.9										2.4		6.0	WZMX-F
WEBE-F	-		-		-											3.5										4.9		4.3	WEBE-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>
WELI	31.3	38.9	34.2	32.7	33.6	30.0	22.6	24.8	22.7	21.6	20.1	17.8	18.6	20.9	19.3	15.2	15.7	14.5	14.7	11.8	11.7	11.5	9.9	8.7	7.5
WAVZ	22.6	17.9	15.6	14.8	14.6	14.3	12.4	10.1	12.3	8.0	9.0	8.6	8.1	1.4	-	-	2.5	6.7	6.1	5.9	3.9	5.5	5.6	-	-
WYBC				11.7	11.0	11.1	8.3	8.9	6.1	9.6	8.0	8.0	7.8	6.3	6.4	6.9	7.9	5.7	5.7	-	-	-	-	-	-
WKCI-F	14.1	22.5	22.7	23.3	25.5	28.6	29.8	31.6	29.6	30.2	32.9	27.7	27.9	22.3	24.4	22.1	20.2	18.5	20.0	19.0	20.9	20.6	20.0	18.9	18.0
WPLR-F	19.9	16.1	14.3	17.4	18.6	81.9	18.5	19.4	18.8	19.7	18.4	20.0	17.4	21.2	21.1	18.1	17.0	15.8	15.7	13.0	13.4	15.8	15.8	17.6	19.1
WYBC-F											5.8	7.0	8.5	8.5	9.3	9.7	10.9	11.3	11.9	12.6	12.4	11.9	10.0	10.1	8.7
WQUN																1.3	2.1	-	3.7	5.3	5.4	4.7	3.8	6.3	5.6
WEZN-F		10.8					13.2					16.0					15.4					11.2			12.9
WFAN		21.8					13.5					8.8					13.7					10.9			9.2
WDRC-F		9.6					12.0					11.2					12.2					11.2			9.2
WHCN-F		8.8					15.2					6.9					6.0					6.6			10.3
WWYZ-F		11.1					8.9					10.2					12.1					9.1			10.2
WZMX-F		-					9.9					9.3					11.6					6.4			13.4
WEBE-F		-					-					9.9					10.0					10.5			9.5

## NEW HAVEN

	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	3.7	--	--	--	--	--	--	--	16.5 %	44.1 %	--	--	--	1976
1977	4.6	24.3 %	--	--	--	--	--	--	15.6	46.8	26	--	--	1977
1978	5.1	10.9	--	--	--	--	--	--	15.5	42.6	26	--	--	1978
1979	5.7	11.8	--	--	--	--	--	--	17.0	46.0	29	--	--	1979
1980	6.7	17.5	--	--	--	--	--	--	15.9	49.5	28	--	--	1980
1981	7.4	10.4	.430	17.20	1.7	.0038	--	--	16.3	48.3	22	--	--	1981
1982	8.0	8.1	.431	18.56	2.0	.0036	--	--	18.1	49.3	28	--	--	1982
1983	9.0	12.5	.432	20.83	2.3	.0037	.181	--	17.5	53.4	26	6	--	1983
1984	10.4	15.6	.433	24.02	2.6	.0038	.218	WELI 3.3	17.7	51.5	34	6	--	1984
1985	11.2	11.5	.434	25.80	2.8	.0037	.338	WKCI-F 3.9	18.4	63.2	28	6	--	1985
1986	12.8	14.3	.436	24.81	3.0	.0037	.371	WKCI-F 4.8	18.4	59.6	30	5	--	1986
1987	14.0	9.4	.520	26.92	3.7	.0038	.366	WKCI-F 6.3	17.2	64.5	25	5	10.3	1987
1988	15.2	8.6	.522	29.12	4.0	.0038	.367	WKCI-F 7.6	15.8	65.4	29	5	14.4	1988
1989	16.7	9.9	.524	31.87	4.3	.0039	.410	WKCI-F 8.5	17.4	65.3	29	5	14.2	1989
1990	15.8	-5.4	.526	30.00	4.5	.0035	.399	WKCI-F 7.4	17.7	66.8	30	5	12.6	1990
1991	13.5	-14.6	.528	25.57	4.7	.0029	.386	WKCI-F 6.0	17.7	70.0	28	5.5	14.9	1991
1992	13.9	2.7	.529	26.27	4.6	.0030	.430	WPLR-F 5.2	16.7	67.8	31	5.5	18.6	1992
1993	13.5	-2.4	.527	25.62	4.9	.0028	.414	WPLR-F 5.5	17.0	67.0	29	5	16.4	1993
1994	13.9	3.0	.526	26.43	5.0	.0028	.443	WPLR-F 5.5	17.0	69.3	31	5	16.3	1994
1995	14.2	1.8	.524	27.09	5.1	.0028	.472	WPLR-F 6.5	15.6	69.1	28	5	17.7	1995
1996	15.0	5.6	.522	28.73	5.2	.0029	.418	WPLR-F 7.1	16.3	69.0	31	5	15.0	1996
1997	15.8	5.5	.522	30.27	5.3	.0030	.491	WPLR-F 7.5	15.6	72.9	34	6	13.5	1997
1998	17.5	10.6	.523	33.46	5.6	.0031	.540	WPLR-F 7.8	15.1	72.0	35	5	14.2	1998
1999	18.7	6.4	.523	35.76	5.8	.0032	.687	WPLR-F 8.3	15.9	77.1	32	5	17.5	1999
2000	18.7	0	.524	35.69	6.3	.0030	.634	WPLR-F 8.2	15.0	77.2	35	5.5	14.4	2000
2001	18.8	0.5	.524	35.75	6.6	.0028	.730	WPLR-F 7.1	15.4	75.3	27	6	17.0	2001
2002	18.1	-5.7	.524	34.54	6.8	.0027	.637	WPLR-F 8.6	14.0	78.1	25	--	18.7	2002
2003	19.4	7.2	.524	37.02	7.0	.0028	.674	WPLR-F 10.0	13.2	79.2	25	5	21.9	2003

### MAJOR STATIONS - JANUARY 2004

WELI	960 5KW (DA-N)	Talk	Clear Channel	WKCI-F	101.3 12KW@915	CHR	Clear Channel
WQUN	1220 LKW/0.3KW (DA)	Standards		WPLR-F	99.1 16KW@837	AOR	Cox
				WYBC-F	94.3 3KW@472	Black AC	

NOTE: Counties added to Metro in 1987.

**NEW HAVEN**

**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	37	44	32	CHR	21	20	21		20	12	17	16
				AOR/CL	13	13	12		16	17	17	17
MOR/AC	29	26	28	MOR/FS	20	15	13		15	11	8	See Talk
				AC/OLD	5	20	21		13	4	6	9
								AC	11	8	6	6
								OLDIES	5	6	6	6
COUNTRY	3	1	4		3	1	6		6			
BTFL/EZ/SAC	23	12	12		11	14	3					
								SOFT AC	9	11	7	7
NEWS/TALK	8	10	8		7	6	8		11	8	8	13
SPORTS										6	5	5
BLACK/URBAN	1	2	10		8	5	6		5	12	12	12
SMOOTH JAZZ					--	--	3		--	--	1	1
STANDARDS	--	5	7		9	6	6		3	2	6	7
HISPANIC												1
RELIG/GOSPEL					--	--	2		1	--	1	
CLASSICAL												

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1971 WNHC	Sold by Capital Cities	\$ 850,000
1971 WPLR-F	From Capital Cities to Bob Herpe	125,000
1971 WELI	Sold to Insilco	2,250,000
1977 WNHC	From Herpe to General Communicorp (also Harpe)	1,018,000
1979 WAVZ, WKCI-F	Sold to Eastern	6,000,000
1983 WNNR/WPLR-F	Sold to Southern Starr	N/A
1984 WELI	From Insilco to Clear Channel	4,900,000
1986 WNNR		600,000
1986 WAVZ, WKCI-F	From Eastern to Noble	30,500,000
1988 WNNR (Hamden)		300,000
1992 WAVZ, WKCI-F	From Noble to Clear Channel	14,000,000
1994 WPLR-F	From Southern Starr to Multimarket	17,500,000
1998 WNHC	Sold to WYBC-F owner	775,000
1999 WPLR-F	From AM/FM to Cox	Trade

**STATION NOTES**

(Major call letter and format changes)

WAVZ	CHR/AC until 79
WKCI-F	EZ until 79
WYBC	CHR until 81; Black until 99; WNHC until about 99
WYBC-F	Variety until late 90's
WQUN	WXCT until 96

**NEW HAVEN**

**HIGHEST BILLING STATIONS**

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 WELI	3.3	WKCI-F	3.9	WKCI-F	4.8	WKCI-F	6.3	WKCI-F	7.6	WKCI-F	8.5
2 WKCI-F	2.6	WELI	3.1	WELI	3.0	WPLR-F	3.1	WPLR-F	3.4	WPLR-F	4.0
3 WPLR-F	1.3	WPLR-F	2.2	WPLR-F	2.5	WELI	3.0	WELI	2.6	WELI	2.7
4		WAVZ	1.0	WAVZ	1.1	WAVZ	1.0	WAVZ	1.1	WAVZ	1.2
5								WNHC	0.5	WNHC	0.4
6											
7											
8											
9											
10											

<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 WKCI-F	7.4	WKCI-F	6.0	WPLR-F	5.2	WPLR-F	5.5	WPLR-F	5.5	WPLR-F	6.5
2 WPLR-F	3.9	WPLR-F	4.0	WKCI-F	4.8	WKCI-F	4.2	WKCI-F	4.6	WKCI-F	4.5
3 WELI	2.3	WELI	1.7	WELI	1.8	WELI	2.0	WELI	2.0	WELI	1.7
4 WAVC	1.0	WAVZ	0.65	WNHC	0.7	WNHC	0.8	WNHC	0.8	WYBC-F	0.8
5 WNHC	0.5	WNHC	0.45	WAVZ	0.6	WYBC-F	0.4	WYBC-F	0.4	WNHC	0.7
6 WYBC-F	0.3										
7											
8											
9											
10											
11											

<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 WPLR-F	7.2	WPLR-F	7.5	WPLR-F	7.8	WPLR-F	8.3	WPLR-F	8.2	WPLR-F	7.1
2 WKCI-F	4.1	WKCI-F	4.4	WKCI-F	5.9	WKCI-F	6.3	WKCI-F	6.1	WKCI-F	6.5
3 WELI	1.7	WELI	1.8	WELI	1.6	WYBC-F	1.8	WYBC-F	2.2	WYBC-F	2.5
4 WYBC	0.9	WYBC-F	1.0	WYBC-F	1.5	WELI	1.3	WELI	1.3	WELI	1.1
5 WNHC	0.7	WNHC	0.8							WAVZ	0.3
6											
7											
8											
9											
10											
11											

<u>2002</u>		<u>2003</u>	
1 WPLR-F	8.6	WPLR-F	10.0
2 WKCI-F	5.9	WKCI-F	5.5
3 WYBC-F	1.8	WYBC-F	1.9
4 WELI	1.0	WELI	1.0
5 WQUN	0.6	WQUN	0.9
6			
7			
8			
9			
10			
11			

**DUNCAN'S COMMENTS:**

New Haven has always been a very weak small radio market. Revenues only tripled from 1980 to 2000. Fortunately for those in the market the number of stations that call New Haven their home has remained fixed.

I have been sorry to see WELI fade in the last decade, for at one time it was a fine station. Of the stations remaining, WPLR is clearly the top performer although I have been impressed with WYBC's ratings growth over the last decade.

**HIGHEST BILLING RADIO ENTITIES**

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 Clear Channel	\$ 7.5 (54.0)	1 Multmarket	\$ 6.5 (45.8)	1 SFX	\$ 7.2 (47.7)
2 So. Starr: WKCI	4.6 (33.1)	2 Clear Channel	6.2 (43.3)	2 Clear Channel	6.0 (40.0)
				3 WYBC-F	0.9 (6.2)

<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 Capstar	\$ 7.5 (47.4)	1 Capstar	\$ 7.8 (44.6)	1 Cox	\$ 8.3 (44.4)
2 Clear Channel	6.5 (41.1)	2 Clear Channel	7.8 (44.6)	2 Clear Channel	7.8 (41.4)
3 WYBC-F	1.0 (6.3)	3 WYBC-A/F	1.7 (9.7)	3 WYBC-A/F	2.0 (10.6)

<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Cox	\$ 8.2 (43.9)	1 Clear Channel	\$ 8.0 (42.7)	1 Cox	\$ 8.6
2 Clear Channel	7.6 (40.9)	2 Cox	7.1 (38.0)	2 Clear Channel	7.1
3 WYBC-A/F	2.4 (12.8)	3 WYBC-A/F	2.5 (13.4)	3 WYBC	1.8

<u>2003</u>	
1 Cox	\$ 10.0
2 Clear Channel	6.6
3 WYBC	1.9
4	
5	

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