

**ROCHESTER
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>	
WHAM	20.7	18.5	16.2	13.0	14.7	11.5	8.6	9.6	8.6	9.2	7.8	8.1	8.0	9.6	8.2	9.2	13.4	13.0	13.5	11.4	10.5	11.3	11.0	11.2	11.3	10.7	10.9	10.3	11.3	WHAM, 1180 (N/T)
WBZA-F	6.4	7.1	4.4	5.7	6.2	5.3	4.4	5.5	4.3	2.4	3.9	6.3	5.3	4.2	6.7	5.8	6.4	5.2	5.3	6.0	5.6	4.9	4.7	4.8	4.9	4.2	4.1	3.9	5.0	WBZA-F, 98.9 (O-80)
WLGZ	9.5	5.2	5.2	5.2	3.5	5.1	5.5	6.4	5.1	4.4	3.4	4.1	2.5	3.2	3.3	-	0.2	-	0.1	-	0.3	0.7	-	-	-	2.1	3.0	3.1	2.8	WLGZ, 990 (ST)
WRMM-F	19.2	19.0	16.7	17.0	19.7	15.1	17.4	13.6	14.0	12.7	11.3	9.4	6.9	7.0	6.2	6.4	6.7	6.6	6.8	7.6	7.6	7.3	7.5	7.4	7.1	6.5	8.2	8.4	7.8	WRMM-F, 101.3 (SAC)
WROC	9.7	9.1	11.8	10.9	6.9	7.9	5.6	4.8	5.3	5.0	4.6	2.1	1.3	0.9	0.7	2.2	3.9	4.0	3.9	3.2	3.5	3.4	3.0	2.6	2.9	-	-	-	1.1	WROC, 950 (T)
WBEE-F	-	-	3.4	7.4	11.7	7.4	8.2	7.7	6.3	8.2	7.3	6.1	7.9	10.5	9.6	10.0	11.4	12.1	12.5	12.5	11.7	10.3	10.9	10.9	8.2	8.7	10.8	9.4	10.3	WBEE-F, 92.5 (C)
WCMF-F	3.8	4.4	6.0	2.7	3.1	5.8	6.8	10.4	10.0	10.2	11.5	13.3	14.3	16.6	16.6	15.3	16.4	15.4	13.1	11.0	10.2	7.4	6.5	5.6	6.0	6.4	5.7	5.8	5.9	WCMF-F, 96.5 (AOR)
WVOR-F	-	2.2	2.9	5.5	8.7	8.3	8.4	9.8	11.0	14.1	12.5	12.8	10.7	9.4	9.6	9.4	7.8	6.7	6.5	5.4	4.8	5.4	4.8	5.8	4.9	5.1	4.4	5.2	4.6	WVOR-F, 100.5 (AC)
WHTK	3.8	3.9	2.6	3.3	4.3	4.3	4.7	5.3	2.9	1.2	0.9	-	-	-	-	1.4	0.4	0.3	-	0.7	1.0	0.9	1.0	1.4	1.4	1.7	1.3	1.6	1.3	WHTK, 1280 (S)
WPXY-F	4.7	4.7	5.1	4.2	2.1	4.9	4.8	4.9	7.5	8.1	12.3	11.1	13.8	13.0	11.4	11.5	10.0	8.9	8.7	8.6	8.3	8.0	7.9	6.0	5.8	6.0	6.1	4.8	4.8	WPXY-F, 97.9 (CHR)
WDKX-F	-	2.8	1.0	3.4	1.9	3.9	4.7	2.8	3.7	2.4	4.3	4.3	4.8	4.3	5.2	4.7	4.9	5.0	4.6	4.7	5.9	5.4	5.3	6.0	6.3	6.8	6.6	7.4	7.6	WDKX-F, 103.9 (B)
WNVE-F								1.7	5.1	6.0	5.7	6.9	7.5	6.2	5.7	4.9	2.7	3.4	2.8	2.3	4.7	5.9	5.6	4.5	4.8	4.3	4.0	3.9	4.0	WNVE-F, 95.1 (AOR)
WBBF-F																			0.5	1.0	1.6	2.9	2.6	2.4	1.9	2.5	2.4	2.6	2.6	WBBF-F, 93.3 (O)
WFXF-F																						0.7	0.6	1.8	1.7	1.1	0.5	0.9	1.8	WFXF-F, 107.3 (CH)
WJZR-F																			0.8	1.4	0.7	1.1	1.0	1.4	1.6	1.3	1.6	1.7	1.5	WJZR-F, 105.9 (J)
WKGS-F																		2.3	2.5	3.2	2.8	2.8	2.7	1.5	2.7	3.8	3.1	3.3	3.3	WKGS-F, 106.7 (CHR)
WZNE-F																							4.2	4.2	3.2	3.4	3.1	3.0	2.2	WZNE-F, 94.1 (AOR)

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>			
WHAM	37.1	34.3	26.7	26.8	26.8	21.9	16.5	19.7	20.1	21.4	20.4	19.0	25.3	27.5	25.5	27.4	25.5	26.3	26.5	28.1	26.1	26.3	25.2	20.1	21.6			
WBZA-F	18.5	16.8	14.4	16.2	17.6	10.8	7.9	11.7	14.7	13.9	18.6	17.8	16.9	14.0	15.0	18.4	16.5	16.8	14.9	14.6	13.9	13.5	11.3	13.3	13.7			
WLGZ	-	10.9	14.0	15.0	10.6	11.2	9.3	7.0	6.5	7.3	7.5	1.8	-	-	0.8	-	1.9	2.4	-	-	-	4.9	5.6	4.2	4.7			
WRMM-F	29.9	26.9	29.3	25.2	26.5	23.4	21.7	22.3	18.3	16.0	17.6	18.8	21.1	18.9	17.4	20.1	21.2	21.3	19.9	18.5	19.0	16.3	19.3	19.0	20.4			
WROC	26.4	24.6	23.8	16.6	14.2	11.9	10.9	6.8	4.4	5.0	3.8	6.0	7.5	87.0	8.1	6.7	6.6	5.7	6.4	5.4	5.7	-	-	-	3.2			
WBEE-F	20.9	15.8	18.1	20.0	19.5	22.0	24.0	19.2	15.0	16.4	16.4	18.4	20.1	22.6	22.1	21.7	21.0	20.4	20.5	19.7	18.1	17.6	19.2	17.8	16.7			
WCMF-F	8.9	12.0	14.7	22.1	23.0	22.0	20.1	26.6	26.0	27.1	28.8	27.3	30.1	28.7	25.3	24.9	19.8	18.7	16.1	15.4	15.2	15.8	15.4	16.0	16.7			
WVOR-F	16.0	14.9	19.6	20.7	22.0	26.3	28.6	30.7	23.4	24.0	23.9	25.2	23.0	18.3	17.5	18.4	14.3	15.1	13.3	16.1	14.2	14.1	12.7	15.6	15.6			
WHTK	12.6	10.9	11.1	11.8	8.0	6.6	3.9	3.6	-	-	-	4.2	2.0	1.5	-	3.8	4.2	4.3	5.2	5.2	4.8	5.4	4.6	5.0	4.5			
WPXY-F	9.7	13.8	12.2	10.4	21.0	24.0	27.8	27.6	28.0	30.3	28.8	29.3	26.2	23.8	25.9	25.1	22.7	23.6	23.7	20.3	21.7	20.8	19.7	19.5	17.3			
WDKX-F				5.9	8.2	6.6	8.3	8.7	8.9	7.5	10.5	9.9	8.0	7.9	10.2	9.8	10.0	9.3	8.6	10.5	9.4	9.8	11.5	11.4	10.6			
WNVE-F				1.7	6.9	11.7	9.7	10.8	12.7	13.6	11.4	10.5	7.8	11.5	9.2	8.1	16.1	17.2	17.8	14.9	14.5	12.8	13.2	12.1	12.8			
WBBF-F														1.7	3.6	7.9	10.3	8.6	8.8	7.5	14.0	6.8	8.5	9.5				
WFXF-F																	2.3	2.7	10.0	3.8	3.7	2.8	4.5	6.5				
WJZR-F															3.7	3.8	2.9	3.1	3.6	4.3	4.6	3.6	5.3	4.4	4.2			
WKGS-F															7.1	7.6	8.6	7.3	7.8	9.1	3.9	12.9	14.0	11.5	13.1			
WZNE-F																					16.0	13.3	13.0	10.1	11.4	10.3	7.8	

ROCHESTER

	<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	8.3	--	--	--	--	--	--	--	15.5 %	47.7 %	--	--	--	1976
1977	9.2	10.8 %	--	--	--	--	--	--	15.8	49.5	26	--	--	1977
1978	10.0	8.7	--	--	--	--	--	--	15.6	53.3	22	--	--	1978
1979	10.6	6.0	--	--	--	--	--	--	15.2	58.9	22	--	--	1979
1980	12.2	15.1	--	--	--	--	--	--	15.5	62.1	22	--	--	1980
1981	13.8	13.1	.986	14.00	4.8	.0028	--	--	16.4	62.9	24	--	--	1981
1982	14.7	6.5	.989	14.86	4.9	.0030	--	--	15.8	65.9	19	--	--	1982
1983	15.7	6.8	.996	15.76	5.1	.0032	.165	--	16.6	70.4	21	15	--	1983
1984	17.4	10.8	.998	17.43	5.2	.0033	.196	WVOR-F 3.8	18.5	76.5	19	13	--	1984
1985	19.2	10.3	1.00	19.22	5.6	.0035	.223	WVOR-F 4.7	17.5	80.3	20	11	--	1985
1986	21.3	10.9	1.00	21.45	5.9	.0036	.246	WVOR-F 5.7	15.7	83.6	16	11	--	1986
1987	23.0	8.0	1.00	23.09	6.3	.0037	.278	WVOR-F 5.2	16.5	84.5	20	11	15.1	1987
1988	24.5	6.5	1.00	24.65	6.7	.0037	.284	WVOR-F 5.3	16.8	82.4	17	10	12.0	1988
1989	25.1	2.4	1.00	25.20	7.5	.0033	.298	WCMF-F 5.4	17.7	84.5	16	10	13.6	1989
1990	26.1	4.0	1.00	26.10	7.7	.0034	.307	WCMF-F 5.5	16.3	85.7	15	10	14.2	1990
1991	23.8	-8.8	1.01	23.80	7.9	.0030	.280	WCMF-F 5.3	16.2	80.5	18	10	13.1	1991
1992	23.5	-1.1	1.01	23.27	7.6	.0031	.278	WCMF-F 5.4	16.7	79.0	19	11	13.4	1992
1993	23.9	1.7	1.07	22.34	8.4	.0028	.284	WCMF-F 5.0	16.9	79.8	19	11	15.9	1993
1994	28.2	17.9	1.09	25.87	8.8	.0032	.353	WCMF-F 5.3	15.9	80.9	23	11.5	17.2	1994
1995	29.8	5.9	1.09	27.33	9.9	.0030	.373	WCMF-F 6.0	16.5	84.0	24	12	16.1	1995
1996	32.1	7.2	1.09	29.45	9.8	.0033	.391	WCMF-F 5.6	16.3	81.3	27	13	14.1	1996
1997	34.5	7.5	1.09	31.65	10.2	.0034	.425	WCMF-F 5.9	16.3	79.7	33	13.5	14.0	1997
1998	36.9	7.0	1.09	33.85	10.4	.0035	.458	WHAM 6.0	15.9	82.4	29	14	15.2	1998
1999	40.2	8.2	1.08	37.22	11.2	.0036	.518	WHAM 6.7	15.2	79.3	31	14	17.9	1999
2000	45.2	12.4	1.08	41.93	11.9	.0038	.563	WHAM 7.2	14.8	81.1	33	13.5	15.5	2000
2001	40.9	-9.5	1.10	37.18	12.1	.0034	.509	WCMF-F 6.3	14.7	80.8	32	13.5	14.6	2001
2002	45.7	NM	1.10	41.55	12.5	.0037	.597	WBEE-F 7.3	14.1	82.6	32	--	17.7	2002
2003	46.2	1.1	1.10	42.00	12.9	.0036	.583	WBEE-F 6.8	13.4	80.0	26	15	16.3	2003

MAJOR STATIONS - JANUARY 2004

WHAM	1180	50KW	News/Talk	Clear Channel	WFXF-F	107.3	0.7KW@994	Classic Hits	Clear Channel
WHTK	1280	5KW (DA-N)	Sports	Clear Channel	WJZR-F	105.9	1.8KW@420	Jazz	Lee Rust
WLGZ	990	5KW/2.5KW (DA-2)	Standards	Crawford	WKGS-F	106.7	3.5KW@266	CHR	Clear Channel
WROC	950	1KW (DA-2)	Talk	Entercom	WNVE-F	95.1	50KW@479	AOR	Clear Channel
					WRMM-F	101.3	27KW@640	Soft AC	CBS
WBBF-F	93.3	4.4KW@384 (DA)	Oldies	Entercom	WVOR-F	100.5	50KW@480	AC/CHR	Clear Channel
WBEE-F	92.5	50KW@500	Country	Entercom	WZNE-F	94.1	2.5KW@328	AOR	CBS
WBZA-F	98.9	37KW@564	Oldies-80's	Entercom	WPXY-F	97.9	50KW@399	CHR	CBS
WCMF-F	96.5	50KW@457	AOR	CBS					
WDKX-F	103.9	0.8KW@540	Black						

ROCHESTER

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	38	40	41	CHR AOR/CL	23 14	17 23	17 18		10 25	11 24	12 16	14 18
MOR/AC	24	27	30	MOR/FS AC/OLD	11 15	9 25	10 28		16 13	11 6	12 15	See Talk 8
COUNTRY BTFL/EZ/SAC	7 25	7 16	11 15		7 15	9 8	13 6		16 9	16 8	14 11	12 9
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	3 2	5 5	-- 4		5 3	-- 7	-- 6		-- 6	1 8	1 7	15 3 7
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	-- 1	-- 1	7 1		8 1	-- 1	2 1		5 2	3 2	4 2	4 2 2 1

STATION NOTES

(Major call letter and format changes)

WBZA-F	WHFM until 85; WZKC until 86; WKLX until 00; CHR until 85; Country until 86; Classic AOR until 87; Oldies until 00
WLGZ	WNYP until 88; WRMM until 92; WCMF until late 90's; Country until 88; Standards until 90; Soft AC until 92; Became Standards again in 00
WROC	WBBF until 98; WEZO until 01; CHR to AC by 82; AC until 83; Oldies until 88; Country until 90; Standards until 01
WHTK	WROC until 79; WPXN until 83; WPXY until 91; WKQG until 95; AC until 77; News until 81; Standards until 83; CHR until 90; Talk until late 90's
WHAM	Full Service evolving to News/Talk
WBBF-F	WEZO until 95; WHRR until 96; WQRV until 00; In 95 became Classic AOR/70's
WKGS-F	WMAX until 98; WYSY until 99; AOR until 98; AC until 99
WBEE-F	WMJQ until 87; AOR until 83; CHR until 87
WRMM-F	WEZO until 88; EZ until 86
WNVE-F	WYLF until 86; WZSH until 91; WRQI until 95; Standards until 87; EZ until 91; Classic AOR until 95
WFXF-F	WRCD until 98; WMAX until 99; Jazz until 98; CHR/Urban until 99; WLCL until 03; Black Oldies until 00
WJZR-F	Jazz/AOR/Variety through period
WPXY-F	EZ until 79; AC until 83

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WHEC	Sold by Gannett	\$ 1,500,000
1979 WCMF-F	Sold to Scornix	1,300,000
1983 WCMF-F	From Scornix to Stoner	5,100,000
1984 WNYR, WEZO-F	From Malrite to Grace	7,360,000
1984 WPXY A/F	From Associated to Pyramid	5,900,000
1985 WHAM, WZKC-F	From Rust to Lincoln	7,300,000
1985 WZKC-F	From Lincoln to Josephson	2,050,000
1985 WYLF-F		2,100,000
1986 WZKC-F	From Saga to First Valley	3,700,000
1986 WNYR, WEZO-F	From Grace to Israel	9,000,000
1986 WBBF, WMJQ-F	From LIN to Heritage	7,300,000
1988 WEZO, WRMM-F	From Dorton to Atlantic Vent.	7,300,000
1990 WPXY A/F	From Pyramid to Rich	8,000,000 (cancelled)
1992 WRMM A/F	From Atlantic to Stoner	4,000,000
1993 WKLX-F	Sold to Heritage	4,300,000
1993 WEZO FM (Avon)	Sold to Lincoln	485,000
1994 WPXY	From Pyramid to Lincoln	500,000
1994 WPXY-F	From Pyramid to Lincoln	5,500,000
1994 WEZO FM (Avon)	Sold by Lincoln	650,000
1996 WHAM, WHTK, WVOR, WPXY-F	From Lincoln to Amer. Radio	30,500,000
1996 WHRR-F	Sold to Heritage	2,000,000
1996 WAQB-F (Brighton)	Sold to Amer. Radio Syst.	3,500,000
1996 WHAM, WHTK, WVOR-F Trade	From Amer. Radio Syst. To Jacor	WKRQ-F Cinc. + \$16 mil
1997 WNVE-F	Sold to Jacor	5,000,000
1997 WMAX-F	Sold to Jacor	4,000,000
1997 WMHX-F	Sold to Jacor	1,200,000
1997 WRCD-F	Sold to Jacor	1,800,000
1997 WRMM	From Amer. Radio to Crawford	650,000
1997 WBBF AM	From Heritage to Sinclair Broadcast Group	1,000,000
1997 WBEE FM	From Heritage to Sinclair Broadcast Group	24,900,000
1997 WKLX FM	From Heritage to Sinclair Broadcast Group	12,800,000
1997 WQRV FM	From Heritage to Sinclair Broadcast Group	2,800,000
1997 WCMF-F	From Amer. Radio Syst. To CBS	29,000,000
1997 WPXY-F	From Amer. Radio Syst. To CBS	24,000,000
1997 WRMM-F	From Amer. Radio Syst. To CBS	26,000,000
1997 WZNE-F	From Amer. Radio Syst. To CBS	8,000,000
1998 WBBF	From Sinclair Broadcast Group to Entercom	1,200,000
1998 WBEE-F	From Sinclair Broadcast Group to Entercom	30,900,000
1998 WXLX-F	From Sinclair Broadcast Group to Entercom	15,900,000
1988 WQRV-F	From Sinclair Broadcast Group to Entercom	3,000,000
2000 WWWG	Sold by American General	1,000,000
2003 WWWG		300,000

ROCHESTER

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WVOR	3.8	WVOR	4.7	WVOR	5.7	WVOR	5.2	WVOR	5.3	WCMF-F	5.4
2 WCMF-F	2.4	WCMF-F	2.5	WCMF-F	3.1	WCMF-F	3.9	WCMF-F	4.4	WVOR	4.8
3 WEZO-F	2.2	WEZO-F	2.4	WPXY AF	2.6	WPXY AF	3.2	WPXY-F	3.8	WPXY AF	3.2
4 WHAM	2.0	WPXY-F	2.3	NYR/EZO	2.4	WHAM	2.2	WHAM	2.6	WHAM	2.6
5 WPXY-F	1.8	WHAM	1.9	WHAM	2.1	WKLX-F	2.1	WBEE-F	2.3	WBEE-F	2.5
6		WMJQ-F	1.7	WMJQ-F	1.8	WEZO-F	2.1	WRMM-F	2.0	WKLX-F	2.0
7				WDKX-F	1.0	WBEE-F	1.2	WKLX-F	1.9	WRMM-F	1.8
8				WKLX-F	0.9	WZSH-F	1.0	WZSH-F	1.1	WZSH-F	1.2
9				WBBF	0.8	WDKX-F	0.9	WDKX-F	1.0	WDKX-F	1.1
10				WYLF-F	0.7	WBBF	0.6				
1990		1991		1992		1993		1994		1995	
1 WCMF-F	5.5	WCMF-F	5.3	WCMF-F	5.4	WCMF-F	5.0	WCMF AF	5.3	WCMF-F	6.0
2 WVOR	4.8	WVOR	3.7	WHAM	3.6	WHAM	3.8	WBEE-F	4.4	WBEE-F	4.7
3 WPXY-F	3.4	WHAM	3.1	WBEE-F	2.9	WBEE-F	3.7	WHAM	4.3	WHAM	4.2
4 WHAM	3.0	WPXY AF	2.9	WVOR-F	2.9	WPXY-F	2.6	WRMM-F	3.2	WRMM-F	3.5
5 WBEE-F	2.6	WBEE-F	2.7	WPXY AF	2.6	WVOR-F	2.3	WRMM-F	2.7	WPXY-F	3.0
6 WKLX-F	2.3	WRMM AF	2.2	WRMM AF	2.1	WRMM-F	2.1	WKLX-F	1.9	WKLX-F	2.2
7 WRMM AF	2.0	WKLX-F	1.9	WKLX-F	2.0	WKLX-F	1.9	WVOR-F	1.9	WVOR-F	1.6
8 WZSH-F	1.2	WDKX-F	0.9	WDKX-F	0.8	WDKX-F	0.8	WMAX-F	1.3	WNVE-F	1.4
9 WDKX-F	0.9	WZSH-F	0.7	WRQI-F	0.8			WRQI-F	1.2	WMAX-F	1.2
10 WBBF	0.3	WBBF	0.2					WDKX-F	1.0	WDKX-F	1.1
11											
1996		1997		1998		1999		2000		2001	
1 WCMF-F	5.6	WCMF-F	5.9	WHAM	6.0	WHAM	6.7	WHAM	7.2	WCMF-F	6.3
2 WBEE-F	4.6	WHAM	5.1	WBEE-F	5.7	WBEE-F	6.2	WBEE-F	6.3	WHAM	6.1
3 WHAM	4.6	WBEE-F	4.9	WCMF-F	5.1	WCMF-F	5.4	WCMF-F	6.1	WBEE-F	5.2
4 WRMM-F	3.9	WPXY-F	4.7	WRMM-F	4.5	WRMM-F	4.8	WRMM-F	5.3	WRMM-F	4.8
5 WPXY-F	3.6	WRMM-F	4.5	WPXY-F	4.0	WPXY-F	3.6	WPXY-F	4.6	WPXY-F	4.0
6 WVOR-F	2.1	WVOR-F	1.9	WVOR-F	2.4	WVOR-F	3.6	WVOR-F	4.2	WVOR-F	3.6
7 WKLX-F	2.1	WKLX-F	1.7	WNVE-F	2.1	WNVE-F	1.9	WNVE-F		WNVE-F	2.4
8 WNVE-F	1.9	WDKX-F	1.6	WDKX-F	1.5	WZNE-F	1.5	WZNE-F		WDKX-F	1.8
9 WDKX-F	1.3	WNVE-F	1.3	WZNE-F	1.5	WBBF-F	1.4	WDKX-F	1.9	WZNE-F	1.8
10 WMAX-F	1.2	WMAX FF	0.8	WBBF-F	1.5	WDKX-F	1.4	WBBF-F	1.8	WBZA-F	1.3
11								WKGS-F	1.1	WKGS-F	1.1
								WQRV-F	0.9	WBBF-F	0.8
2002		2003									
1 WBEE-F	7.3	WBEE-F	6.8								
2 WHAM	5.9	WHAM	6.3								
3 WRMM-F	5.8	WRMM-F	5.5								
4 WCMF-F	5.1	WCMF-F	5.5								
5 WPXY-F	3.7	WPXY-F	3.8								
6 WVOR-F	2.7	WVOR-F	2.8								
7 WKGS-F	2.4	WNVE-F	2.4								
8 WNVE-F	2.3	WDKX-F	2.3								
9 WDKX-F	2.2	WKGS-F	1.3								
10		WBZA-F	1.9								
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Lincoln	\$ 9.4 (33.3)	1 Amer. Radio	\$ 9.6 (32.2)	1 Amer. Radio	\$ 13.2 (41.1)
2 Amer. Radio	8.0 (28.4)	2 Lincoln	8.8 (29.5)	2 Jacor	8.7 (27.1)
3 Heritage	6.7 (23.6)	3 Heritage	7.2 (24.2)	3 Heritage	7.3 (22.6)
		4 WNVE-F	1.4 (4.7)	4 WDKX-F	1.3 (4.0)
		5 WMAX-F	1.2 (4.0)	5 WMAX-F	1.2 (3.7)
		6 WDKX-F	1.1 (3.7)		
1997		1998		1999	
1 CBS	\$ 15.5 (45.0)	1 CBS	\$ 15.1 (40.9)	1 CBS	\$ 15.3 (38.1)
2 Jacor	9.5 (27.6)	2 Jacor	11.7 (31.7)	2 Clear Channel	13.6 (33.8)
3 Entercom	7.5 (21.7)	3 Entercom	7.9 (21.4)	3 Entercom	8.3 (20.6)
4 WDKX-F	1.6 (4.6)	4 WDKX-F	1.5 (4.1)	4 WDKX-F	1.4 (3.5)
2000		2001		2002	
1 CBS	\$ 18.0 (39.8)	1 CBS	\$ 16.8 (41.1)	1 Infinity	\$ 15.8
2 Clear Channel	15.5 (34.2)	2 Clear Channel	13.9 (34.1)	2 Clear Channel	14.5
3 Entercom	9.3 (20.7)	3 Entercom	7.2 (17.7)	3 Entercom	9.2
4 WDKX-F	1.9 (4.1)	4 WDKX-F	1.8 (4.4)	4 WDKX	2.2
2003					
1 Infinity	\$ 15.9	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Clear Channel	15.0				
3 Entercom	9.7				
4 WDKX	2.3				
5					

DUNCAN'S COMMENTS:

Rochester has been a somewhat below average radio market. The problem has been the slow population growth of the area which has served to restrict revenue growth. The other market attributes are satisfactory.

WCMF was a fine station during the years Stoner and American Radio Systems owned the station. It began to unravel in the mid 90's and has never righted itself. That leaves WHAM and WBEE as the most consistently successful stations in Rochester over the last 30 years.