

**SPRINGFIELD, MA.  
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>	
WHYN	17.8	23.0	18.5	21.7	12.6	11.2	10.6	8.7	8.9	8.0	6.8	7.2	6.5	7.1	7.7	7.4	7.9	7.7	8.0	7.6	6.7	6.8	5.9	6.0	5.1	5.4	6.3	6.9	6.8	WHYN, 560 (T)
WHYN-F	12.4	17.1	15.1	14.5	16.5	13.9	13.2	11.6	12.6	9.2	7.8	7.0	9.8	8.7	10.0	9.9	7.8	8.7	8.2	8.1	8.4	7.4	6.6	6.6	7.1	8.1	6.9	6.8	6.4	WHYN-F, 93.1 (AC)
WMAS	4.5	-	1.8	1.0	6.6	9.6	8.9	7.3	8.9	10.0	9.3	7.8	7.9	5.9	6.5	5.8	5.9	5.6	5.7	4.7	5.2	4.7	4.4	4.0	3.6	3.4	3.1	3.3	2.8	WMAS, 1450 (ST)
WMAS-F	-	3.4	2.9	2.0	2.6	9.1	9.5	9.9	9.0	9.2	9.4	10.6	9.5	10.0	8.9	7.8	8.2	8.3	7.8	7.9	7.4	8.7	8.8	9.8	9.2	8.6	8.7	8.6	8.8	WMAS-F, 94.7 (AC)
WAQY-F	5.9	7.3	6.9	5.3	7.3	7.4	5.1	8.0	8.9	8.8	7.2	8.1	8.7	9.3	9.7	8.7	8.4	9.7	9.7	9.7	8.2	8.3	7.4	8.9	7.4	7.6	7.5	7.8	7.1	WAQY-F, 102.1 (CL AOR)
WSPR	8.9	3.9	4.6	4.3	5.8	3.8	3.2	3.4	2.4	1.4	0.9	0.6	0.5	0.9	1.3	2.4	2.3	-	1.8	2.9	1.1	1.4	1.7	1.7	1.4	1.5	1.8	2.2	2.7	WSPR, 1270 (SP)
WREB	3.9	4.3	2.6	3.9	4.0	2.9	2.5	3.0	3.5	2.7	1.7	2.7	2.5	1.8	1.0	2.6	2.4	-	-	-	-	-	-	-	-	0.4	0.4	0.4	-	WREB, 930 (-)
WACE	5.7	4.4	5.4	-	1.1	1.4	0.7	1.5	1.3	1.0	1.9	0.9	1.0	0.8	0.6	0.8	0.5	1.0	0.6	2.1	-	0.4	-	-	0.5	1.0	1.4	1.2	1.1	WACE, 730 (REL)
WHMP	3.7	4.6	4.7	3.0	3.4	2.6	2.9	3.3	1.9	2.2	2.3	2.3	2.3	1.8	1.6	1.6	1.1	1.8	1.1	3.9	1.6	1.4	1.3	0.6	0.9	1.0	1.4	1.2	1.1	WHMP, 1400 (T)
WLZX-F	-	-	-	3.7	1.7	1.7	2.2	2.6	2.0	2.0	2.9	1.4	2.1	2.6	2.3	1.6	1.1	1.4	1.5	1.5	2.0	1.8	2.8	2.4	2.2	2.0	3.2	3.0	4.1	WLZX-F, 99.3 (AOR)
WPKX-F																7.5	8.1	10.0	10.8	10.7	9.4	9.9	8.7	7.7	7.7	9.0	6.3	6.0	6.5	WPKX-F, 97.9 (C)
WHNP							2.7	3.1	3.4	1.5	1.8	1.5	1.2	1.0		1.3	1.6	-	-	-	-	-	-	-	-	-	-	0.2	0.1	WHNP, 1600 (T)
WNNZ													2.1	2.0	2.5	1.8	1.5	2.4	2.4	3.4	3.1	2.3	3.3	3.2	3.5	3.3	1.6	1.8	1.3	WNNZ, 640 (S)
WEIB-F																									0.8	0.9	0.9	1.7	1.3	WEIB-F, 106.3 (J)
WRNX-F																		0.6	2.0	2.0	1.4	1.9	2.2	2.2	2.2	2.0	2.1	2.2	2.2	WRNX-F, 100.9 (AOR)

**HARTFORD STATIONS**

WKSS-F	-	3.6				1.3					1.2					2.2										6.8			4.9	WKSS-F	
WRCH-F		2.7				3.8					8.8					4.0											2.4			2.4	WRCH-F
WCCC-F		1.3				7.9					4.4					2.9											2.9			2.7	WCCC-F
WTIC		4.7				3.9					3.7					1.5											0.9			0.4	WTIC
WTIC-F		-				-					8.6					6.8											3.6			2.5	WTIC-F
WZMX-F		-				-					-					-											1.0			7.6	WZMX-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>	
WHYN	42.2	35.4	31.2	29.8	29.8	25.1	19.6	21.5	20.3	18.5	19.4	18.1	21.0	19.1	16.5	16.7	18.1	15.3	13.0	13.9	12.9	13.8	13.0	14.5	14.3	
WHYN-F	30.7	30.3	25.4	24.2	32.2	24.6	23.4	17.1	22.6	20.3	24.2	25.0	21.7	21.2	19.1	17.6	19.7	18.1	18.0	15.2	19.6	18.2	18.7	15.4	16.2	
WMAS	14.9	18.9	18.2	12.8	15.9	16.4	13.8	13.0	12.1	11.6	11.0	12.2	9.5	7.3	8.0	9.1	5.2	7.1	7.2	6.7	6.2	6.3	6.0	5.7	4.7	
WMAS-F	-	16.4	24.2	23.4	23.9	22.5	21.5	19.7	23.3	18.6	18.3	18.0	20.1	19.3	16.3	16.8	18.7	19.2	19.6	21.4	20.4	19.0	19.2	17.1	19.3	
WAQY-F	23.0	25.5	20.7	21.1	24.6	28.6	24.5	20.5	22.8	21.9	24.5	24.7	22.8	24.2	23.6	24.7	21.1	20.2	17.7	17.7	15.7	17.1	15.5	17.6	17.8	
WSPR	19.0	12.6	11.9	13.6	8.4	7.8	5.4	4.5	4.0	1.9	4.3	6.8	7.1	-	1.9	2.9	1.8	2.4	2.6	2.7	2.6	3.6	3.6	3.1	3.7	
WREB				6.2	-	-	-	4.2	3.4	3.3	4.5	4.0	4.3	-	-	-	-	-	-	-	1.4	2.1	2.9	2.0	-	
WACE				3.7	5.5	3.2	4.4	3.1	2.7	4.6	2.6	3.0	2.4	3.6	2.7	2.1	-	1.6	-	-	1.4	2.1	2.9	2.0	-	
WHMP				5.8	4.8	4.1	5.8	6.2	5.2	6.0	4.9	4.5	4.5	4.3	3.5	3.9	3.8	4.0	3.2	2.3	3.4	3.2	2.9	2.7	3.9	
WLZX-F	8.5	-	-	6.2	5.9	6.0	6.6	6.2	5.7	6.6	7.1	5.4	4.2	7.2	6.0	9.2	7.4	9.8	9.7	10.7	7.8	9.4	8.7	9.4	12.1	
WPKX-F																						13.8	12.9	12.5	11.3	
WHNP					6.6	6.0	5.0	5.3	6.1	3.7	3.3	3.5	3.6	-	-	-	-	-	-	-	-	9.1	4.8	5.6	4.3	
WNNZ												5.4	4.2	6.9	8.2	9.2	8.7	8.5	9.2	7.9	6.6	2.7	2.0	2.9	2.7	
WEIB-F																						2.7	2.0	2.9	2.7	
WRNX-F															2.5	4.1	4.3	5.8	5.8	6.2	6.7	6.8	6.0	8.4	6.1	
WKSS-F								7.3									9.5					19.4			18.6	
WRCH-F								15.5									11.0					6.4			6.7	
WCCC-F								13.8									10.2					9.3			7.6	
WTIC								8.9									4.5					2.8			1.8	
WTIC-F								25.5									22.0					13.4			10.8	
WZMX-F																						4.7			15.5	

**SPRINGFIELD, MA.**

	<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	3.6	--	--	--	--	--	--	--	--	16.5 %	46.2 %	--	--	--	1976
1977	4.2	16.7 %	--	--	--	--	--	--	--	18.3	50.0	28	--	--	1977
1978	5.2	23.8	--	--	--	--	--	--	--	16.6	46.9	24	--	--	1978
1979	5.8	11.5	--	--	--	--	--	--	--	17.9	48.8	25	--	--	1979
1980	6.3	8.6	--	--	--	--	--	--	--	16.6	55.4	26	--	--	1980
1981	7.2	14.3	.582	12.37	2.6	.0028	--	--	--	17.6	58.8	25	--	--	1981
1982	7.6	5.6	.581	13.06	2.9	.0026	--	--	--	17.9	57.4	28	--	--	1982
1983	8.2	7.9	.581	14.11	3.4	.0024	.135	--	--	19.8	57.6	28	10	--	1983
1984	9.1	11.0	.583	15.60	3.5	.0026	.154	WHYN-F	2.0	19.2	60.1	26	11	--	1984
1985	9.8	7.7	.586	16.81	3.8	.0025	.209	WHYN-F	2.1	19.1	69.0	27	11	--	1985
1986	10.1	3.1	.586	17.12	4.0	.0024	.221	NA	NA	17.3	65.5	28	10	--	1986
1987	10.8	6.9	.601	17.94	4.3	.0025	.223	WHYN A/F	3.5	16.8	68.7	26	8	10.8	1987
1988	11.8	9.3	.602	19.60	4.5	.0026	.212	WHYN A/F	4.2	16.9	66.4	24	7	11.3	1988
1989	12.0	1.7	.606	19.80	4.5	.0027	.215	WHYN A/F	5.0	18.4	71.6	25	7	13.5	1989
1990	11.4	-5.0	.607	18.78	4.6	.0025	.215	NA	NA	18.1	67.4	25	8	15.1	1990
1991	10.5	-7.9	.609	17.24	4.6	.0023	.186	WHYN-F	2.6	17.8	70.0	29	9	14.3	1991
1992	11.5	9.5	.609	18.88	4.7	.0024	.207	WAQY-F	2.6	17.7	72.4	31	8	16.8	1992
1993	12.0	4.0	.606	19.80	4.4	.0027	.219	WAQY-F	2.9	17.9	77.3	24	8	17.7	1993
1994	13.0	8.1	.609	21.35	4.4	.0030	.220	WAQY-F	3.2	16.9	75.2	27	8.5	16.0	1994
1995	15.8	21.5	.598	26.42	4.6	.0034	.282	WAQY-F	3.4	16.6	75.4	26	8	20.7	1995
1996	16.8	6.3	.595	28.24	4.5	.0037	.305	WAQY-F	3.6	16.4	78.5	29	8	15.5	1996
1997	17.1	1.5	.592	28.88	4.5	.0038	.312	WAQY-F	3.9	15.9	76.5	31	8	17.6	1997
1998	17.8	4.1	.590	30.17	4.6	.0039	.323	WAQY-F	4.1	15.7	77.3	30	8.5	16.1	1998
1999	18.2	2.2	.588	30.95	4.7	.0039	.343	WMAS-F	3.9	15.5	76.9	31	9	17.2	1999
2000	18.1	-0.5	.588	30.78	6.5	.0028	.330	WAQY-F	3.7	15.4	81.4	28	9	15.8	2000
2001	18.3	1.1	.609	30.05	6.8	.0027	.352	WMAS-F	3.5	15.1	81.2	27	9	16.5	2001
2002	19.8	8.2	.607	32.62	7.0	.0028	.390	WMAS-F	3.8	14.1	76.0	32	--	17.9	2002
2003	21.7	9.6	.606	35.81	7.2	.0030	.413	WAQY-F	3.9	14.1	79.0	30	9.5	18.8	2003

**MAJOR STATIONS - JANUARY 2004**

WHMP	1400	1KW	Talk	Saga	WAQY-F	102.1	17KW@782	Classic AOR	Saga
WHNP	1600	2.5KW (DAYS)	Talk	Saga	WEIB-F	106.3	3KW@289	Jazz	
WHYN	560	5KW/1KW (DA-2)	Talk	Clear Channel	WHYN-F	93.1	9KW@1000	AC/CHR	Clear Channel
WMAS	1450	1KW	Standards	Citadel	WLZX-F	99.3	6KW@381	AOR	Saga
WNNZ	640	50KW/1KW (DA-2)	Sports	Clear Channel	WMAS-F	94.7	50KW@195	AC	Citadel
WSPR	1270	5KW/1KW (DA-2)	Hispanic						
					WPKX-F	97.9	2.2KW@529	Country	Clear Channel
					WRNX-F	100.9	0.9KW@692 (DA)	AOR	Pamal

SPRINGFIELD, MA.

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	48	38	24	CHR	11	13	14		10	10	7	8
				AOR/CL	18	15	19		19	23	25	23
MOR/AC	16	23	39	MOR/FS	9	9	14		13	12	1	See Talk
				AC/OLD	30	35	27		27	AC	19	27
										OLDIES	6	5
											5	5
COUNTRY	1	2	4		3	2	7		15	12	11	13
BTFL/EZ/SAC	27	22	19		11	13	6					
								SOFT AC	6	5	3	3
NEWS/TALK	3	3	4		--	4	6		4	4	14	10
SPORTS											--	4
BLACK/URBAN	--	--	2									1
SMOOTH JAZZ												1
STANDARDS	--	11	7		12	10	7		6	7	5	4
HISPANIC										2	1	3
RELIG/GOSPEL	--	1	1		1	1	1		1		1	1
CLASSICAL												

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$
1974 WMAS A/F		410,000
1977 WSPR		459,000
1978 WMAS A/F		550,000
1979 WQXQ		375,000
1981 WHYN A/F	From Guy Gannett to Affiliated	5,100,000
1985 WHYN A/F	From Affiliated to R & R	7,800,000
1986 WSPR		650,000
1986 WREB (Holyoke)		640,000
1987 WIXY, WAQY-F	From Wilks-Schwartz to Sunshine	8,750,000
1987 WHYN, WHFM-F	Sold to Wilks-Schwartz	10,800,000
1988 WSPR		1,250,000
1990 WIXY, WAQY-F	From Sunshine to Saga	7,800,000
1992 WPKX-F	Sold to Siferman	5,000,000
1992 WSPR		70,000
1992 WHMP A/F		5,750,000
1993 WHYN A/F	From Wilks-Schwartz to Radio Equity	14,000,000
1998 WHYN A/F	From Radio Equity to Clear Channel	14,000,000
1997 WHMP A/F	From SFX to Chancellor	11,000,000
1997 WPKX-F	From SFX to Chancellor	21,000,000
1998 WNNZ	Sold to Clear Channel	1,200,000
1999 WARE	Sold to Mega	475,000
1999	All AM/FM stations sold to Clear Channel	---
2000 WHMP A/F	Divesled by Clear Channel to Saga	---
2001 WSPR		500,000
2003 WPNI, WRNX-F	Sold to Pamal	8,000,000
2004 WMAS A/F	Sold to Citadel	22,000,000

STATION NOTES

(Major call letter and format changes)

WHYN	CHR gradually changing to AC by early 80's; then AC changing to FS by 88; FS until changing to Talk in mid-90's
WMAS	Standards began in 79
WMAS-F	MOR until 79
WHYN-F	WHYN until 85; WHFM until 87; EZ until 82
WLZX-F	WHMP until 00; CHR until 95
WACE	CHR until 78
WSPR	Talk until about 93
WREB	The 930 frequency disappeared from the market in 92
WHMP	Full Service until evolving to Talk in mid-90's
WHNP	WIXY until late 90's(?); FS until ---
WNNZ	News/Talk until late 90's

SPRINGFIELD, MA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989
1	WHYN-F 2.0	WHYN-F 2.1	NA	WHYN A/F 3.5	WHYN A/F 4.2	WHYN A/F 5.0
2	WHYN 1.6	WHYN 1.7		WMAS-F 2.3	WAQY-F 2.4	WAQY-F 2.5
3	WMAS-F 1.5	WMAS-F 1.6		WAQY-F 2.3	WMAS-F 2.4	WMAS-F 2.5
4	WAQY-F 1.1	WAQY-F 1.5		WMAS 0.8	WMAS 0.9	WMAS 0.7
5	WMAS 0.7	WMAS 0.8				
6						
7						
8						
9						
10						
	1990	1991	1992	1993	1994	1995
1	NA	WHYN-F 2.6	WAQY-F 2.6	WAQY A/F 2.9	WAQY A/F 3.2	WAQY A/F 3.4
2		WAQY-F 2.3	WHYN-F 2.3	WPKX-F 2.1	WPKX-F 2.7	WPKX-F 2.9
3		WHYN 1.6	WHYN 1.6	WHYN-F 2.0	WHYN-F 2.2	WHYN-F 2.3
4		WMAS-F 1.4	WPKX-F 1.4	WHYN 1.8	WMAS-F 2.0	WMAS-F 2.1
5		WPKX-F 1.0	WMAS-F 1.0	WMAS-F 1.6	WHYN 1.7	WHYN 1.8
6		WMAS 0.5	WMAS 0.5	WMAS 0.7	WHMP A/F 1.6	WHMP-F 1.2
7				WNNZ 0.6	WMAS 0.7	WMAS 0.8
8						WNNZ 0.6
9						
10						
11						
	1996	1997	1998	1999	2000	2001
1	WAQY A/F 3.6	WAQY A/F 3.9	WAQY A/F 4.1	WMAS-F 3.9	WAQY-F 3.7	WMAS-F 3.5
2	WPKX-F 3.1	WPKX-F 3.1	WPKX-F 3.2	WAQY-F 3.9	WMAS-F 3.6	WAQY-F 3.4
3	WHYN-F 2.4	WMAS-F 2.5	WMAS-F 2.7	WPKX-F 2.6	WHYN-F 2.9	WPKX-F 2.4
4	WMAS-F 2.1	WHYN-F 2.3	WHYN-F 2.4	WHYN-F 2.2	WPKX-F 2.8	WRNX-F 1.5
5	WHYN 1.9	WHYN 1.7	WHMP-F 1.6	WHMP A/F 1.5	WHMP A/F 1.3	WLZX-F 1.1
6	WHMP-F 1.1	WHMP-F 1.5	WHYN 1.4	WRNX-F 1.3	WRNX-F 1.2	WHYN-F 1.0
7	WRNX-F 0.9	WRNX-F 1.0	WRNX-F 1.1	WHYN 1.3	WHYN 1.1	WHYN 1.0
8	WHMP 0.9	WHMP 0.9	WHMP 0.9	WNNZ 0.8	WNNZ 0.6	WMAS 0.7
9	WMAS 0.7	WNNZ 0.7	WNNZ 0.7	WMAS 0.5	WMAS 0.5	WNNZ 0.7
10	WNNZ 0.6	WMAS 0.6	WMAS 0.6	WSPR 0.3	WSPR 0.3	WSPR 0.3
11						
	2002	2003				
1	WMAS-F 3.8	WAQY-F 3.9				
2	WAQY-F 3.6	WMAS-F 3.8				
3	WHYN-F 3.4	WHYN-F 3.2				
4	WPKX-F 2.2	WPKX-F 2.3				
5	WRNX-F 1.8	WRNX-F 2.0				
6	WLZX-F 1.4	WHYN 1.3				
7	WHYN 1.3	WLZX-F 1.3				
8		WRSI-F 1.1				
9						
10						
11						

HIGHEST BILLING RADIO ENTITIES

	1994	1995	1996
1	Multimarket \$ 4.3 (NA)	Radio Equity: WHYN \$ 4.1 (25.9)	Clear Channel \$ 4.3 (25.6)
2	WHYN-F 4.1 (NA)	Saga: WAQY 3.4 (21.5)	Saga 3.6 (21.4)
3	WAQY-F 3.2 (NA)	Multimarket NA (NA)	SFX 3.1 (18.4)
4	WMAS-F 2.7 (NA)	WMAS A/F 2.8 (17.7)	WMAS A/F 2.8 (16.4)
			WRNX-F 0.9 (5.4)
	1997	1998	1999
1	Clear Channel \$ 4.0 (23.4)	Clear Channel \$ 4.5 (25.5)	Clear Channel \$ 6.8 (37.1)
2	Saga 3.9 (22.8)	Saga 4.1 (23.0)	Saga 5.3 (29.1)
3	Capstar 5.5 (*21.6)	Capstar 5.7 (*21.7)	WMAS A/F 4.4 (24.4)
4	WMAS A/F 3.1 (18.4)	WMAS A/F 3.1 (17.7)	WRNX-F 1.3 (7.1)
5	WRNX-F 1.0 (5.8)	WRNX-F 1.1 (6.0)	
	* = adjusted	* = adjusted	
	2000	2001	2002
1	Clear Channel \$ 7.3 (40.6)	Clear Channel \$ 5.0 (27.4)	Clear Channel \$ 7.3
2	Saga 5.0 (27.6)	Saga 4.7 (25.5)	Saga 5.7
3	WMAS A/F 4.1 (22.7)	WMAS A/F 4.2 (22.8)	Citadel 4.1
4	WRNX-F 1.2 (6.6)	WRNX-F 1.6 (8.7)	Pamal 1.9
	2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1	Saga \$ 7.3		
2	Clear Channel 7.1		
3	Citadel 4.1		
4	Pamal 2.2		
5			

DUNCAN'S COMMENTS:

Springfield is a slightly below average small market. I would like to rate it higher because there are so few viable stations. The problem is that radio revenues grew by less than that of an average small market.

There are several stations in this market that have impressed me. WMAS-F has been a steady AC since 1980. The same is true about WAQY. Finally, WRNX has achieved great revenues despite a marginal signal and low ratings.