

**UTICA-ROME  
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>		
WIBX	14.1	17.5	11.9	16.5	16.1	10.7	13.8	14.0	14.5	16.3	13.1	10.1	9.8	11.8	8.5	6.8	8.8	7.6	8.8	7.0	6.5	7.1	6.6	6.8	8.1	6.6	6.2	5.8	6.5	WIBX, 950 (N/T)	
WLZW-F	7.3	11.1	10.9	10.0	14.8	12.7	10.6	8.9	13.0	10.7	9.3	10.3	11.3	9.6	4.7	6.7	5.7	9.6	14.4	15.2	14.1	14.5	13.0	11.2	10.1	11.4	11.0	12.3	12.3	WLZW-F, 98.7 (AC)	
WOUR-F	8.0	5.8	4.1	8.2	8.2	9.5	10.4	10.4	6.9	8.3	10.1	10.6	11.7	12.5	11.8	10.7	13.1	11.8	9.1	9.5	7.7	7.7	7.0	7.0	6.2	7.7	7.0	7.0	7.6	WOUR-F, 96.9 (AOR)	
WTLB	15.9	12.2	12.1	8.7	8.6	5.9	6.1	6.3	4.8	5.4	4.0	1.7	3.6	4.7	3.5	1.6	1.3	1.7	0.9	1.3	2.8	3.3	2.9	4.1	3.7	3.9	3.5	4.4	4.2	WTLB, 1310 (ST)	
WRCK-F	3.0	-	2.4	2.4	7.3	7.5	9.5	9.4	9.3	10.3	9.5	5.2	8.1	8.7	10.3	11.8	9.8	9.7	8.3	6.4	4.1	3.2	4.8	3.9	7.0	4.9	5.7	5.4	3.6	WRCK-F, 107.3 (CL AOR)	
WRUN	11.8	9.1	12.8	12.3	9.7	6.8	7.4	7.2	7.4	3.3	4.6	3.0	3.0	1.1	0.6	0.7	0.9	1.4	0.7	1.1	0.5	0.7	0.5	0.5	0.5		0.4	0.3	0.8	WRUN, 1150 (N/T)	
WFRG-F	7.3	7.0	9.9	9.3	6.7	9.3	6.3	5.3	7.1	8.9	8.8	5.2	5.7	4.9	6.2	7.4	7.1	5.8	13.7	16.9	18.0	13.0	15.2	16.8	16.6	14.5	13.0	10.7	12.5	WFRG-F, 104.3 (C)	
WADR	6.2	5.4	6.5	4.5	6.7	4.3	4.7	6.1	1.7	3.3	2.7	2.6	3.4	-	0.6	0.4	0.7	0.5	-	0.6	-	-	-	-	-	-	-	-	-	WADR, 1480 (S)	
WUTQ	3.2	6.0	3.6	1.1	2.6	3.9	3.8	4.7	5.0	2.7	1.7	3.5	4.0	2.4	2.1	2.7	2.6	2.6	3.3	5.2	1.7	2.7	1.5	-	0.5	-	-	0.5	0.2	WUTQ, 1550 (S)	
WLFH	-	3.5	3.4	4.1	1.1	1.6	1.5	2.7	1.5	2.5	1.5	3.4	1.9	2.7	2.3	2.0	2.9	0.9	1.8	1.3	1.8	1.0	1.0	1.1	1.3	0.7	-	-	0.2	WLFH, 1230 (S)	
WRBY-F									5.0	2.7	5.7	4.5	4.7	8.9	8.7	7.9	7.2	5.7	5.5	4.0	6.9	7.4	6.6	6.0	6.1	6.9	2.4	3.5	2.9	WRBY-F, 102.5 (C)	
WXUR-F									2.5	3.0	1.8	4.6	6.7	6.2	2.9	3.5	-	-	-	0.7	0.7	1.5	1.2	1.6	1.3	1.6	1.6	1.5	1.7	WXUR-F, 92.7 (O)	
WODZ-F									1.3	2.2	2.0	3.6	2.2	1.5	10.2	10.5	13.5	12.5	13.7	2.4	4.2	-	-	-	4.5	6.4	5.3	5.6	5.8	WODZ-F, 96.1 (O)	
WKLL-F																5.1	4.3	4.9	6.1	5.6	4.2	6.0	6.1	6.0	5.4	5.5	6.7	4.3	3.9	WKLL-F, 94.9 (AOR)	
WBGK-F																										-	2.1	1.3	1.7	WBGK-F, 99.7 (C)	
WSKS-F																						4.0	3.5	4.9	1.3	2.1	7.6	4.7	4.8	WSKS-F, 97.9 (CHR)	
WSKU-F																				1.6	1.9	2.3	2.2	2.1	1.6	-	1.8	3.8	2.9	WSKU-F, 105.5 (CHR)	
WUCL-F																				1.9	1.7	2.6	2.3	2.6	2.7	3.0	2.3	2.4	2.7	2.7	WUCL-F, 93.5 (CH)

**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>		
WIBX	31.6	27.5	29.7	28.8	30.6	30.0	26.4	22.7	22.1	21.6	18.1	19.2	20.5	20.0	22.2	18.5	17.8	15.7	15.5	16.4	16.2	14.4	16.2	14.4	13.3		
WLZW-F	23.7	25.7	23.5	20.4	25.8	17.6	19.8	23.3	26.2	19.8	19.0	14.3	14.5	22.0	28.0	28.8	26.2	25.6	26.1	21.6	21.9	21.4	23.2	23.3	21.8		
WOUR-F	16.8	16.9	21.3	21.7	20.6	17.7	21.2	18.5	20.9	23.6	22.5	24.2	22.5	21.7	24.3	17.8	17.0	18.2	18.0	17.7	18.4	16.3	17.7	15.8	17.9		
WTLB	28.9	25.6	23.0	21.1	22.7	20.4	14.7	9.5	11.0	11.1	10.1	6.5	8.2	8.9	4.6	5.7	7.2	6.6	7.0	8.7	7.5	9.5	7.3	9.5	7.3		
WRCK-F	17.2	21.8	25.0	27.7	26.6	27.1	27.4	17.4	21.7	21.8	25.1	21.8	24.4	21.6	21.8	15.3	12.9	10.5	16.8	12.1	16.8	13.4	14.5	11.7	11.6		
WRUN	30.4	26.8	29.1	22.4	28.4	15.5	14.6	11.6	10.3	7.1	3.6	5.0	6.9	4.2	3.2	4.4	3.5	4.2	1.7	2.4	1.3	-	2.1		3.9		
WFRG-F	16.7	18.9	18.6	19.6	21.2	22.7	21.8	16.8	16.3	14.5	19.4	16.8	17.5	17.1	27.0	28.8	23.8	22.4	20.9	27.5	30.7	29.3	24.2	21.2	22.2		
WADR	12.4	-	-	9.3	5.2	6.8	6.2	4.9	3.0	-	2.2	-	1.9	1.3	-	1.8	-	-	-	-	-	-	-	-	-	-	
WUTQ				7.4	6.3	6.1	4.9	6.1	6.8	4.4	5.9	5.2	4.7	3.8	4.6	5.9	3.5	4.0	4.9	-	1.0	-	-	1.2	1.5		
WLFH				6.1	4.0	4.8	5.0	7.3	4.8	5.1	4.4	5.9	4.4	3.6	3.8	3.8	3.4	2.6	3.0	3.4	3.3	1.9			0.8		
WRBY-F					3.2	8.9	16.3	13.3	11.1	15.3	19.8	16.9	16.9	15.9	13.7	13.8	20.2	18.4	20.2	21.1	21.7	18.3	10.0	11.7	10.9		
WXUR-F						4.7	7.8	11.5	12.0	8.9	9.5	7.6	-	-	-	2.8	4.4	6.5	6.1	4.9	4.5	6.2	5.7	4.9	6.3		
WODZ-F					5.5	4.5	-	6.5	5.9	16.0	19.3	20.4	21.6	23.1	27.0	9.3	13.0	-	-	-	12.4	15.7	13.7	14.0	13.7		
WKLL-F												14.7	12.2	18.2	16.6	15.7	12.5	15.8	15.5	5.4	17.0	15.1	16.3	14.9	13.5		
WBGK-F																						-	4.3	3.1	3.7		
WSKS-F																		12.3	11.4	12.2	4.7	11.1	16.4	15.1	14.6		
WSKU-F																		6.6	8.2	7.0	4.1	-	6.2	6.4	5.9		
WUCL-F															8.5	5.2	5.4	6.8	9.1	9.2	8.2	8.0	8.1	9.6	7.6		

### UTICA - ROME

	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	2.4	--	--	--	--	--	--	--	--	17.7 %	29.8 %	--	--	--	1976
1977	2.6	8.3 %	--	--	--	--	--	--	--	14.9	35.2	21	--	--	1977
1978	3.1	19.2	--	--	--	--	--	--	--	16.9	40.2	22	--	--	1978
1979	3.3	6.5	--	--	--	--	--	--	--	17.3	41.9	21	--	--	1979
1980	3.7	12.1	--	--	--	--	--	--	--	16.7	54.8	22	--	--	1980
1981	4.2	13.5	.321	12.96	1.4	.0031	--	--	--	20.0	49.3	25	--	--	1981
1982	4.4	4.8	.320	13.70	1.4	.0031	--	--	--	18.0	48.8	26	--	--	1982
1983	4.8	9.1	.320	15.00	1.5	.0032	.061	--	--	17.6	55.8	24	12	--	1983
1984	5.2	8.3	.323	16.10	1.5	.0034	.065	NA	NA	17.0	56.6	23	12	--	1984
1985	5.7	9.6	.323	17.65	1.6	.0036	.068	WIBX	1.2	17.7	62.8	23	12	--	1985
1986	5.4	-5.3	.323	17.00	1.7	.0033	.082	WIBX	1.2	17.2	64.9	27	12	--	1986
1987	5.7	5.6	.322	17.70	1.8	.0032	.084	NA	NA	17.4	65.7	27	11.5	9.6	1987
1988	6.2	8.8	.321	19.31	1.9	.0033	.084	NA	NA	16.7	69.2	23	8.5	9.6	1988
1989	6.9	11.3	.318	21.70	2.0	.0034	.095	WOUR-F	1.4	17.4	76.2	25	9	11.8	1989
1990	7.2	4.3	.316	22.78	2.1	.0034	.101	WOUR-F	1.4	16.7	79.9	23	10	13.4	1990
1991	6.3	-12.5	.316	19.94	2.2	.0029	.080	WOUR-F	1.2	17.9	73.8	18	11	14.1	1991
1992	6.8	8.1	.314	21.66	2.2	.0031	.087	WOUR-F	1.3	16.9	76.5	24	10	14.4	1992
1993	7.3	6.8	.315	23.17	2.2	.0033	.090	WFRG-F	1.2	17.2	79.3	24	11	13.1	1993
1994	7.9	11.0	.316	25.00	2.2	.0036	.098	WLZW-F	1.4	17.7	81.3	21	11	12.3	1994
1995	8.0	1.3	.316	25.32	2.6	.0031	.101	WLZW-F	1.5	17.3	83.5	25	10.5	12.3	1995
1996	8.3	3.9	.313	26.52	2.5	.0033	.101	WLZW-F	1.6	17.3	81.2	29	11	10.1	1996
1997	8.8	6.0	.297	29.63	2.7	.0033	.117	WLZW-F	1.8	16.2	80.9	35	9.5	11.4	1997
1998	9.8	11.4	.288	34.03	2.7	.0036	.128	WLZW-F	2.1	16.4	83.6	32	10	10.5	1998
1999	10.7	8.4	.291	36.76	2.8	.0038	.138	WFRG-F	3.0	15.0	80.4	32	9.5	10.5	1999
2000	11.0	2.8	.291	37.80	2.9	.0038	.151	WFRG-F	2.3	15.8	85.1	31	10	10.9	2000
2001	9.6	-12.7	.299	32.11	3.1	.0031	.120	WFRG-F	2.0	14.9	86.8	28	10	9.7	2001
2002	10.0	4.2	.295	33.90	3.2	.0031	.134	WLZW-F	2.2	15.3	84.3	29	--	13.1	2002
2003	10.2	2.0	.291	35.05	3.2	.0032	.144	WLZW-F	2.3	14.0	84.6	30	11.5	12.4	2003

#### MAJOR STATIONS - JANUARY 2004

WIBX	950	5KW (DA-2)	News/Talk	Regent	WOUR-F	96.9	19KW@7990	AOR	Clear Channel
WLFH	1230	1KW	Sports	Clear Channel	WRBY-F	102.5	50KW@645	Country	Clear Channel
WRUN	1150	5KW/1KW (DA-2)	News/Talk	Regent	WRCK-F	107.3	50KW@510	Classic AOR	Galaxy
WTLB	1310	5KW/500W (DA-2)	Standards	Galaxy	WSKS-F	97.9	1.5KW@669	CHR	Clear Channel
WUTQ	1550	1KW/3W	Sports	Clear Channel	WSKU-F	105.5	2.3KW@528	CHR	Clear Channel
WBGK-F	99.7	1.4KW@676	Country		WUCL-F	93.5	1.2KW@748	Classic Hits	Clear Channel
WFRG-F	104.3	100KW@500	Country	Regent	WXUR-F	92.7	3KW@158	Oldies	
WKLL-F	94.9	34KW@568	AOR	Galaxy					
WLZW-F	98.7	25KW@660	AC	Regent					
WODZ-F	96.1	7KW@604	Oldies	Regent					

UTICA-ROME

FORMAT SHARES (%)

CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	43	45	31	13	22	14	11	10	14	13
				10	14	22	20	19	24	21
MOR/AC	27	26	36	27	11	1	5	2	3	See Talk
				21	15	30	15	22	16	15
							AC	7	6	9
							OLDIES	27	22	21
COUNTRY	10	10	17	13	11	13	21			
BTF/LEZ/SAC	18	18	11	14	2	2		3	2	3
							SOFT AC			
NEWS/TALK				1	11	8	9	--	7	10
SPORTS										
BLACK/URBAN										
SMOOTH JAZZ										
STANDARDS	--	--	4	9	12	8	2	2	5	5
HISPANIC										
RELIG/GOSPEL	--	--	1	--	1	2	2	2	2	3
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

WUTQ	WBVM until 80; AC until 80; Country until 85; Standards until late 90's
WLZW-F	WIBQ until 85; WNYZ until 89; CHR until 89
WRCK-F	WTLB until 81; EZ(?) until 78; CHR until 95
WFRG-F	WRUN until 76; WKGW until 93; EZ until 77; AC until 93
WTLB	CHR to AC by 82; MOR/FS until 85; Oldies until --- and then to Standards
WRUN	AC until 82; MOR until 88; Religion until 90
WRBY-F	WUUU until 93; WKDY until 95; WSKS until 03; AC until 89; CHR until 90; Oldies until 93; Country until 95; CHR until 03
WODZ-F	WKAL until 88; WFRG until 94; EZ until 88; Country until 94
WADR	Country until mid 90's
WLFH	Country until late 90's
WXUR-F	WYUT until 94; EZ/Standards until 94
WKLL-F	Oldies until 92
WUCL-F	WUUU until 96; WRFM until 02; Oldies until 94; Jazz until 96; Soft AC until 02; Jazz until 96; Soft AC until 02
WSKU-F	WOWB until 01
WSKS-F	WODZ until 01; Oldies until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 WRUN A/F	From Rome Sentinel to Woods	\$ 535,000
1971 WTLB		400,000
1974 WUTQ		255,000
1974 WRCK-F		160,000
1978 WRUN, WKGW-F	From Woods to Deer River	1,000,000
1978 WUTQ	Sold to Bankfeldt	286,000
1979 WIBX, WNYF-F	Sold to Eastman	1,500,000
1980 WKAL A/F (Rome)	Sold to Wooster Printing	540,000
1984 WRUN, WKGW-F	Sold to Altdoerffer	1,420,000
1985 WIBX, WNYZ-F	Sold to REBS	3,145,000
1986 WUTQ, WOUR-F	Sold to Devin and Ferrari	1,500,000
1987 WFRG A/F (Rome)	Sold to Altdoerffer	650,000
1987 WTLB, WRCK-F		1,500,000
1987 WUTQ, WOUR-F	Sold to Premier	3,000,000
1988 WIBX, WNYZ-F	Sold by REBS	N/A
1988 WFRG A/F	From Target to Arrow	N/A
1990 WUTZ, WOUR-F	From Premiere to Bendat	4,000,000
1991 WIBX, WLZW-F		1,300,000
1992 WZLB, WFRG-F	From receiver to Keymarket	2,650,000
1993 WRUN, WKFM-F	From Altdoerffer to O'Leary/Keymarket	1,000,000
1994 WTLB, WRCK-F	From H&D to Radio Corp	1,000,000
1995 WUTQ, WOUR-F	Sold by Bendat	1,350,000 (cancelled)
1995 WIBX, WLZW-F	Sold by Black River	3,100,000
1996 WUTQ, WOUR-F	From Bendat to Dame	1,500,000
1996 WADR, WUUU-F, WRNY, WSKS-F	Sold to Dame	1,500,000
1998 WADR	From Dame to Clear Channel	200,000
1998 WRFM-F	From Dame to Clear Channel	800,000
1998 WRNY (1350)	From Dame to Clear Channel	300,000
1998 WUTQ	From Dame to Clear Channel	300,000
1998 WOUR-F	From Dame to Clear Channel	2,800,000
1998 WSKS-F	From Dame to Clear Channel	1,900,000
1999 WFRG-F, WIBX, WLZW-F, WODZ-F, WRUN	From Forever to Regent	---
2004 WTLB, WRCK-F, WKLL-F	Sold to Galaxy	2,750,000

**UTICA - ROME**

**HIGHEST BILLING STATIONS**

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
1	NA	WIBX 1.2	WIBX 1.2	NA	NA	WOUR-F 1.4
2		WOUR-F 0.9	WOUR-F 0.9			WIBX 1.2
3		WKGW-F 0.8	WKGW-F 0.7			WFRG-F 1.0
4		WRCK-F 0.7	WNYZ-F 0.6			WRCK-F 0.8
5		WIBQ-F 0.6	WTLB 0.6			WKGW-F 0.6
6		WTLB 0.5	WRCK-F 0.6			WIBX 0.5
7						WTLB 0.4
8						WUUU-F 0.4
9						
10						
	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>
1	WOUR-F 1.4	WOUR-F 1.2	WOUR-F 1.3	WFRG-F 1.2	WLZW-F 1.4	WLZW-F 1.5
2	WFRG-F 1.1	WFRG-F 1.0	WFRG A/F 1.1	WOUR-F 1.1	WOUR-F 1.2	WFRG-F 1.4
3	WRCK-F 1.1	WUUU-F 0.75	WRCK-F 0.8	WIBX 1.0	WFRG-F 1.1	WOUR-F 1.2
4	WUUU-F 0.8	WRCK-F 0.71	WIBX 0.7	WRCK-F 0.9	WIBX 0.8	WIBX 0.7
5	RUN/KGN 0.8	WIBX 0.7	WUUU-F 0.7	WLZW-F 0.7	WRCK-F 0.6	WRCK-F 0.6
6	WIBX 0.6	WKGW-F 0.6	WKGW-F 0.6	WUUU-F 0.6	WKLL-F 0.5	WKLL-F 0.5
7	WLZW-F 0.5		WLZW-F 0.4	WKLL-F 0.5		
8	WTLB 0.5					
9	WKLL-F 0.4					
10						
11						
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
1	WLZW-F 1.6	WLZW-F 1.8	WLZW-F 2.1	WFRG-F 3.0	WFRG-F 2.3	WFRG-F 2.0
2	WFRG-F 1.5	WFRG-F 1.7	WFRG A/F 2.1	WLZW-F 2.0	WLZW-F 2.2	WLZW-F 1.9
3	WOUR-F 1.1	WOUR-F 1.0	WOUR-F 1.0	WOUR-F 1.1	WRCK-F 1.1	WOUR-F 1.0
4	WIBX 0.7	WIBX 0.7	WIBX 0.8	WSKS-F 0.8	WOUR-F 1.1	WRCK-F 0.9
5	WSKS-F 0.6	WSKS-F 0.6	WSKS-F 0.7	WRCK-F 0.8	WIBX 0.8	WSKS-F 0.7
6	WKLL-F 0.5	WRCK-F 0.6	WKLL-F 0.7	WIBX 0.7	WSKS-F 0.8	WIBX 0.7
7	WRCK-F 0.5	WKLL-F 0.5	WRCK-F 0.7	WKLL-F 0.7	WKLL-F 0.7	WKLL-F 0.7
8						
9						
10						
11						

	<u>2002</u>	<u>2003</u>
1	WLZW-F 2.2	WLZW-F 2.3
2	WFRG-F 1.8	WFRG-F 1.6
3	WOUR-F 1.0	WOUR-F 1.1
4	WRCK-F 0.8	WIBX 0.9
5	WSKS-F 0.7	WSKS-F 0.7
6	WIBX 0.7	WRCK-F 0.7
7		
8		
9		
10		
11		

**DUNCAN'S COMMENTS:**

Utica-Rome is a below average small radio market. It is a market with falling population levels and that has reduced the growth of radio revenues. WFRG (in particular) and WLZW have impressed me as being good radio stations in a very difficult market.

**HIGHEST BILLING RADIO ENTITIES**

	<u>1994</u>	<u>1995</u>	<u>1996</u>
1	WIBX,WLZW \$ 2.2 (28.4)	WIBX,WLZW \$ 2.2 (27.5)	Forever \$ 4.4 (52.4)
2	Radio Corp. 2.0 (25.3)	Logan 1.8 (22.5)	Dame 2.2 (26.0)
3	Logan 1.3 (16.4)	WUTQ,WOUR 1.4 (17.5)	Radio Corp. 1.3 (15.1)
4		Radio Corp. 1.2 (15.0)	
	<u>1997</u>	<u>1998</u>	<u>1999</u>
1	Forever \$ 4.5 (51.2)	Forever \$ 5.2 (53.3)	Regent \$ 6.1 (57.3)
2	Dame 2.2 (24.9)	Clear Channel 2.4 (24.1)	Clear Channel 2.3 (21.4)
3	Radio Corp. 1.3 (14.2)	Radio Corp. 1.5 (15.1)	Radio Corp. 1.6 (15.2)
	<u>2000</u>	<u>2001</u>	<u>2002</u>
1	Regent \$ 5.7 (51.4)	Regent \$ 5.0 (52.3)	Regent \$ 5.1
2	Clear Channel 2.3 (20.8)	Clear Channel 2.3 (23.7)	Clear Channel 3.0
3	Galaxy 1.9 (17.5)	Galaxy 1.7 (17.7)	Galaxy 1.3
	<u>2003</u>		
1	Regent \$ 5.3		
2	Clear Channel 3.2		
3	Galaxy 1.3		
4			
5			

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