

WILKES BARRE-SCRANTON

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>	
WARM	16.9	17.4	13.5	15.7	11.2	11.6	9.4	9.8	9.1	8.1	7.8	7.6	6.6	7.0	5.7	6.8	6.3	5.1	4.9	4.5	4.5	3.9	3.3	2.3	-	1.8	1.3	1.5	1.4	WARM, 580 (N/T)
WEJL	5.9	12.0	5.3	5.6	6.2	4.3	4.1	3.4	7.0	5.6	5.8	4.8	4.2	2.2	3.9	4.4	4.2	3.9	3.4	3.4	2.5	3.9	3.9	4.2	5.2	1.6	0.8	1.1	0.9	WEJL, 630 (S)
WEZX-F	3.4	2.4	3.4	4.5	4.7	6.7	8.1	7.2	6.3	7.0	6.9	6.6	9.7	9.3	7.6	8.1	8.0	7.5	7.5	6.0	5.4	5.9	5.6	7.2	7.1	7.6	6.2	7.5	5.6	WEZX-F, 106.9 (CL AOR)
WNAK	9.2	7.2	11.8	12.8	7.7	9.5	9.2	9.0	8.6	8.5	7.4	7.8	5.5	5.2	8.7	4.4	4.8	5.4	4.4	3.5	4.8	3.8	3.6	4.4	3.8	4.2	5.2	3.9	4.2	WNAK, 730 (ST)
WILK	7.0	6.5	6.2	4.3	6.1	4.9	4.8	5.3	3.6	3.9	3.1	2.8	2.8	1.7	1.3	1.4	1.9	3.1	4.2	4.2	4.1	3.9	4.0	4.2	4.3	4.5	4.6	3.3	3.3	WILK, 980 (T)
WICK	3.2	2.5	3.3	1.6	3.9	2.3	3.2	3.4	2.9	1.9	2.2	2.3	1.7	1.7	1.8	1.4	0.7	0.6	1.3	1.3	-	0.6	0.8	1.0	0.9	1.3	1.4	1.4	1.7	WICK, 1400 (O)
WBAX	5.7	3.9	2.9	6.0	3.8	2.6	2.7	2.9	2.5	1.9	2.2	1.7	1.6	1.8	2.0	2.0	1.9	1.4	0.8	-	0.6	-	-	-	-	-	0.3	0.4	0.4	WBAX, 1240 (S)
WMGS-F	-	4.0	4.5	3.9	5.2	3.9	3.9	3.5	3.8	3.7	4.0	5.0	4.8	5.7	5.2	4.7	5.4	4.7	6.2	8.9	8.9	9.4	7.7	7.9	8.4	8.1	7.6	8.9	10.4	WMGS-F, 92.9 (SAC)
WKRZ-F	-	-	-	-	-	5.3	9.9	10.0	11.5	9.4	10.0	10.2	10.5	12.7	13.4	16.1	16.1	15.5	13.6	12.6	11.5	12.0	12.4	11.7	12.3	11.5	10.1	9.4	8.7	WKRZ-F, 99.5 (CHR)
WGGY-F	-	1.5	7.3	8.3	7.7	8.9	6.5	6.0	6.0	6.4	6.6	6.2	6.2	5.5	2.9	2.9	2.5	2.9	6.3	8.9	8.2	8.9	9.6	9.6	7.5	7.6	9.2	10.5	10.4	WGGY-F, 101.3 (C)
WGBI	5.1	5.3	4.1	3.8	3.6	2.9	3.0	1.9	1.9	1.9	2.0	1.5	1.8	0.9	1.5	0.9	0.3	0.5	-	-	-	0.9	0.4	-	-	-	0.7	0.3	0.5	WGBI, 910 (T)
WWDL-F	3.7	-	-	-	3.0	2.4	1.6	1.7	1.7	1.7	1.3	0.8	1.5	1.2	1.1	1.3	1.0	0.9	0.5	0.7	0.5	0.8	0.7	0.4	1.0	0.8	1.1	1.3	1.4	WWDL-F, 104.9 (AC)
WAZL	4.0	3.4	3.3	2.2	4.2	1.4	1.8	2.1	1.5	1.6	0.5	1.1	0.5	0.8	0.6	-	0.6	0.5	0.6	0.5	0.5	0.6	0.6	0.4	0.4	0.6	-	0.5	-	WAZL, 1490 (T)
WYCK	-	5.5	6.7	5.0	5.9	7.6	1.9	1.5	0.9	0.6	0.5	0.4	0.4	0.2	-	-	-	-	-	-	-	-	0.1	-	0.1	-	-	0.1	0.1	WYCK, 1340 (O)
WBSX-F	-	0.7	3.8	3.9	4.7	4.0	2.9	3.2	3.8	3.5	4.5	4.2	5.3	4.6	5.4	2.8	3.2	2.7	1.9	4.7	4.1	3.7	4.9	5.4	6.1	5.2	2.5	2.5	2.8	WBSX-F, 97.9 (AOR)
WITK	-	-	-	-	-	1.3	2.6	3.1	5.7	4.5	3.5	1.9	1.7	1.8	2.2	1.3	0.3	0.7	0.5	0.4	0.5	-	-	-	-	-	-	-	-	WITK, 1550 (O)
WDMT-F	-	-	-	-	-	-	-	0.6	0.6	5.3	4.7	5.1	5.3	3.4	3.1	3.1	2.4	2.2	1.9	1.5	3.3	2.4	2.3	2.0	1.5	2.5	2.7	2.3	3.1	WDMT-F, 102.3 (AOR)
WFYY-F	-	-	-	-	-	-	-	0.6	0.5	3.5	2.7	3.7	2.6	3.0	1.8	2.0	1.7	1.6	1.8	1.2	1.3	1.7	1.2	1.4	1.6	1.3	1.3	1.0	1.1	WFYY-F, 106.5 (AC)
WCWQ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	3.9	4.6	4.8	3.9	3.0	2.2	-	-	-	-	2.6	3.0	2.8	1.7	WCWQ-F, 93.7 (AOR)
WCWI-F	-	-	-	-	-	-	-	-	-	-	-	1.8	1.0	1.9	2.3	2.5	3.0	2.2	2.2	1.8	2.0	2.7	2.7	2.6	2.7	1.0	0.2	0.4	-	WCWI-F, 94.3 (C)
WSBG-F	-	-	-	-	-	-	-	-	-	-	1.5	1.3	1.0	1.5	1.1	0.5	1.8	1.9	1.2	1.6	2.0	1.9	2.1	2.0	1.5	1.5	2.1	2.1	2.0	WSBG-F, 93.5 (CH)
WQFM-F	-	-	-	-	-	-	-	-	-	-	0.5	1.2	1.1	2.0	2.0	1.4	2.0	1.6	1.4	2.3	2.0	2.2	2.7	3.7	3.4	3.4	3.3	3.5	3.5	WQFM-F, 92.1 (O)
WBHT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.0	3.8	4.1	4.2	4.7	4.6	3.6	3.6	4.5	4.8	5.2	WBHT-F, 97.1 (CHR)
WKAB-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4	0.4	1.4	1.3	0.8	1.5	1.8	1.8	1.6	1.7	1.5	WKAB-F, 103.5 (CH)
WVPO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	1.0	-	0.7	-	-	1.4	0.9	0.6	1.1	1.7	1.6	1.5	1.5	WVPO, 840 (ST)

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>
WARM	32.2	37.2	27.7	31.7	26.7	21.7	21.0	21.9	18.3	17.8	17.3	18.2	14.9	11.5	13.3	12.6	12.4	11.5	9.7	7.6	6.9	4.1	4.4	4.8	3.5
WEJL	11.4	12.0	9.7	12.5	11.6	9.2	9.0	8.2	7.0	6.2	7.2	6.9	7.7	8.1	8.1	7.9	5.7	7.7	9.3	9.3	7.5	2.9	4.1	2.4	3.4
WEZX-F	12.7	13.7	14.5	15.5	14.7	15.0	13.8	12.6	14.0	14.3	14.7	11.7	15.9	13.9	14.3	13.1	11.8	13.2	14.0	16.5	14.5	16.1	13.4	13.9	12.7
WNAK	15.3	14.8	11.6	14.1	11.0	8.9	9.1	10.6	10.2	8.7	9.5	8.0	6.3	7.9	8.9	6.0	4.5	4.8	4.7	5.5	4.6	7.4	4.9	6.3	4.5
WILK	20.7	19.0	19.6	18.7	15.5	13.8	12.4	9.3	9.1	7.7	5.5	5.2	6.4	7.3	11.9	9.8	10.2	9.6	9.9	10.5	10.4	8.5	8.3	6.4	6.8
WICK	-	-	-	5.9	7.7	5.6	4.6	5.1	5.4	3.3	3.8	3.0	2.6	2.3	3.8	2.4	-	2.1	4.0	3.8	2.6	4.0	4.5	3.9	3.8
WBAX	11.5	11.0	9.9	8.2	7.7	5.3	5.5	5.6	5.5	3.5	4.0	4.4	5.5	4.4	2.5	-	2.9	-	-	-	-	-	1.2	1.1	0.8
WMGS-F	11.3	10.9	9.6	10.6	9.7	9.0	10.5	11.4	12.1	12.6	14.8	10.2	13.1	11.9	14.4	18.5	17.6	18.4	19.2	16.3	17.3	17.0	16.8	18.1	19.3
WKRZ-F	-	-	25.2	29.6	28.6	27.3	26.3	27.1	26.7	30.5	32.6	33.3	34.9	33.9	31.3	30.8	29.5	28.0	32.3	30.5	33.5	30.6	29.1	24.2	26.7
WGGY-F	19.6	21.4	19.3	15.7	17.7	16.9	20.0	17.0	14.5	11.8	9.5	7.9	8.7	8.4	16.9	19.8	18.5	21.1	17.2	20.6	18.3	16.1	16.9	16.7	21.5
WGBI	10.0	11.9	9.7	8.1	7.7	5.8	6.4	5.4	4.9	3.8	4.7	2.9	-	2.4	-	-	-	2.2	2.1	-	-	-	2.3	1.3	0.9
WWDL-F	-	8.4	6.8	5.6	6.2	4.4	5.6	3.2	5.5	3.5	4.0	4.4	5.5	2.8	1.5	3.4	2.9	2.9	2.5	1.8	2.2	2.7	2.9	3.4	3.3
WAZL	-	-	-	6.5	5.5	5.0	2.2	3.1	1.6	2.8	1.2	-	1.8	2.6	1.9	1.0	1.5	1.3	1.2	1.0	1.2	1.5	-	0.3	-
WYCK	15.5	19.0	11.7	6.7	3.2	4.1	2.2	3.0	1.2	-	-	-	-	-	-	-	-	-	0.6	-	0.4	-	0.4	0.3	0.6
WBSX-F	-	-	6.7	7.0	8.9	7.2	7.7	7.7	11.5	9.2	12.3	8.6	7.9	6.4	5.1	9.0	11.6	12.0	13.2	14.7	13.5	16.1	9.0	7.9	8.1
WITK	-	-	-	6.0	9.4	6.3	-	4.8	2.7	4.3	6.2	5.7	3.5	2.6	1.7	2.0	1.7	-	-	-	-	7.2	7.9	7.5	7.4
WDMT-F	-	-	-	-	15.3	13.8	16.0	14.0	11.2	14.0	10.9	10.9	9.5	9.3	8.8	8.7	8.6	7.0	7.7	8.2	6.6	3.8	4.1	3.5	4.0
WFYY-F	-	-	-	-	-	7.9	7.8	4.3	5.8	6.4	5.1	4.4	5.2	4.9	4.1	5.3	4.0	4.7	4.8	4.5	-	6.1	6.6	5.2	4.0
WCWQ-F	-	-	-	-	-	-	-	-	-	-	-	5.2	7.6	11.0	7.6	7.7	6.3	-	-	-	-	3.2	4.0	1.9	-
WCWI-F	-	-	-	-	-																				

WILKES BARRE-SCRANTON

	<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	6.0	--	--	--	--	--	--	--	19.2 %	20.8 %	--	--	--	1976
1977	6.3	5.0 %	--	--	--	--	--	--	18.4	35.9	26	--	--	1977
1978	7.2	14.3	--	--	--	--	--	--	18.8	34.6	30	--	--	1978
1979	7.4	2.8	--	--	--	--	--	--	19.9	39.5	33	--	--	1979
1980	8.1	9.5	--	--	--	--	--	--	18.6	44.2	30	--	--	1980
1981	8.6	6.2	.731	11.76	2.6	.0033	--	--	18.7	48.5	34	--	--	1981
1982	9.3	8.1	.735	12.65	2.8	.0033	--	--	20.3	45.8	34	--	--	1982
1983	10.2	9.7	.738	13.82	3.1	.0033	.122	--	20.0	46.5	32	19	--	1983
1984	11.6	13.7	.737	15.74	3.6	.0033	.134	WKRZ-F 1.9	18.5	52.4	34	20	--	1984
1985	12.0	3.4	.736	16.24	3.7	.0032	.143	WKRZ-F 2.1	19.3	54.2	37	20	--	1985
1986	12.8	6.7	.737	17.01	4.0	.0031	.154	WKRZ-F 2.3	18.9	57.7	37	19	--	1986
1987	13.6	6.3	.732	18.58	4.3	.0032	.169	WKRZ-F 2.3	17.5	64.3	38	18	10.4	1987
1988	14.5	6.6	.736	19.70	4.7	.0031	.179	WKRZ-F 2.4	16.7	65.3	36	14	12.2	1988
1989	15.2	4.8	.740	20.54	5.3	.0029	.198	WKRZ-F 3.1	18.5	65.7	37	15	13.7	1989
1990	15.7	3.3	.736	21.33	5.4	.0029	.207	WKRZ-F 4.0	18.5	69.0	34	15.5	14.2	1990
1991	15.0	-4.5	.738	20.32	5.6	.0027	.196	WKRZ-F 4.2	17.7	69.6	42	18	14.5	1991
1992	16.2	8.0	.742	21.83	5.5	.0029	.214	WKRZ-F 4.8	18.1	70.4	39	18	14.6	1992
1993	17.8	10.0	.639	27.85	5.4	.0033	.233	WKRZ-F 5.1	17.7	74.0	41	18	15.0	1993
1994	19.6	10.2	.640	30.63	5.6	.0035	.248	WKRZ-F 5.5	18.2	77.9	39	18	13.4	1994
1995	20.8	6.1	.634	32.81	5.5	.0038	.265	WKRZ-F 4.4	17.7	76.4	36	15	14.9	1995
1996	22.2	6.7	.630	35.24	5.6	.0040	.282	WKRZ-F 5.0	17.2	77.4	42	14	14.2	1996
1997	24.0	8.1	.622	38.58	6.2	.0039	.309	WKRZ-F 5.7	17.3	77.6	40	14.5	13.8	1997
1998	25.8	7.5	.615	41.95	6.3	.0042	.327	WKRZ-F 5.7	18.2	76.6	42	14.5	13.7	1998
1999	27.7	6.9	.614	45.11	6.4	.0043	.358	WKRZ-F 6.1	16.6	79.2	42	14	14.0	1999
2000	28.8	4.0	.603	47.76	7.2	.0040	.380	WKRZ-F 7.0	16.6	80.6	44	14.5	14.1	2000
2001	29.7	3.1	.624	47.60	7.5	.0040	.388	WKRZ-F 5.4	16.2	78.9	40	14.5	13.9	2001
2002	26.7	NM	.619	43.13	7.7	.0035	.359	WKRZ-F 5.6	14.3	81.7	37	--	17.6	2002
2003	28.1	4.2	.615	45.69	7.8	.0036	.329	WKRZ-F 4.8	14.4	83.0	40	15.5	15.1	2003

MAJOR STATIONS - JANUARY 2004

WARM	590 5KW (DA-2)	News/Talk	Citadel	WBHT-F	97.1 0.5KW@1102	CHR	Citadel
WBAX	1240 1KW	Sports	Shamrock	WBSX-F	97.9 20KW@728 (DA)	AOR	Citadel
WEJL	630 2KW/32W	Sports	Shamrock	WCMQ-F	93.7 1.5KW@679	AOR	Citadel
WGBI	910 1KW/500W	Talk	Entercom	WDMT-F	102.3 6KW@71	AOR	Entercom
WICK	1400 1KW	Oldies		WEZX-F	106.9 1.5KW@617	Classic AOR	Shamrock
WILK	980 5KW/LKW (DA-2)	Talk	Entercom	WFYY-F	105.5 11KW@1027	AC/CHR	
WNAK	730 1KW/12W	Standards		WGGY-F	101.3 7KW@1109	Country	Entercom
WVPO	840 250W (DAYS)	Standards	Nassau	WKAB-F	103.5 4KW@387	Classic Hits	
WYCK	1340 0.8KW	Oldies		WKRZ-F	98.5 9KW@1172	CHR	Entercom
				WMGS-F	92.9 5KW@1385	Soft AC	Citadel
				WQFM-F	92.1 0.7KW@994	Oldies	Shamrock
				WSBG-F	93.5 0.6KW@764	Classic Hits	Nassau
				WDDL-F	104.9 0.3KW@1093	AC	

WILKES BARRE-SCRANTON

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	45	34	39	CHR AOR/CL	11	12	12		28 13	22 13	24 13	20 24
MOR/AC	27	38	26	MOR/FS AC/OLD	13 14	15 18	11 21		6 20	7 AC	14 12	See Talk 13
COUNTRY BTFL/EZ/SAC	4 11	10 14	7 11		7 12	6 10	7 6		12 SOFT AC	5	7 3	1
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	11	6	4		6	1	4		5	5	7	7 1
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	--	--	12		17	12	12		13	10	3	9 1

STATION NOTES

(Major call letter and format changes)

WYCK	WBRE until 80; WKRZ until 88; WPLJ until 89; WYOM until 89; WBCR until mid 90's; Simulcasted until 81; Standards until 85; CHR until 88; Country until 89; Religion until mid 90's
WBSX-F	WVCD until 85; WWSH until 94; WZMT until 99; EZ until 94; WXBE until 01
WGGY-F	WGBI until 93; CHR to AC by 83; AC until 93
WMGS-F	WYZZ until 85; EZ until 85; AC or Soft AC from 85 on
WQFM-F	WMJW until 88; WEAY until 91; WYOS until 94; CHR until 88; WTZR until 96; Oldies until 95; AOR until 96
WDMT-F	WTLQ until 89; WWRB until 90; WTLQ again until 93; CHR until 94; Soft AC until 98; WSKS until 94; WWSH until 98; WSHG until 01; WBZJ until 03; Oldies-80's until 03
WFYY-F	WHLM until 01
WCWQ-F	WDLS until 98; WCTD until 03; Country until 00
WCWI-F	WSGD until 98; WCTD until 03; Oldies until 98; Country began in 98
WNAK	MOR until 80 when it became Standards
WAZL	CHR to AC by 82; AC until mid 90's
WBAX	CHR until 78; Country until 83; Standards until 94
WEJL	MOR/FS until 82; Standards until 00
WILK	MOR evolving to Talk by 89
WARM	FS evolving to News/Talk
WEZX-F	AOR until evolving to Classic AOR by 96
WICK	EZ until late 90's
WGBI	Country
WITK	WARD until ?; Talk until ?
WSBG-F	CHR until 00
WKAB-F	AC until 94; Oldies or Classic Hits after that

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 WBAX	Sold to Merv Griffin	\$	657,000
1978 WICK			305,000
1979 WSCR (?)			390,000
1980 WKRZ, WKRZ-F	Sold to Wilkes-Schwartz		850,000
1984 WKRZ A/F	Sold by Wilkes-Schwartz		5,000,000
1985 WMGS-F	Sold to Susquehanna		2,000,000
1985 WKRZ A/F	Sold to Osborn		7,600,000
1987 WMJW-F			750,000
1988 WCDL, WLSP-F (Carbondale)	Sold to Sage		700,000
1988 WPLJ, WKRZ-F	From Osborn to Keymarket		12,000,000
1989 WYOM	From Keymarket to Gore		125,000
1989 WILK	Sold to Keymarket		?
1990 WCDL, WSGD-F (Carbondale)	Sold by Sage		2,000,000
1992 WGBI A/F	Sold to Keymarket		3,000,000
1992 WZZC-F	Sold by Hoyt		540,000
1993 WAZL, WWSH-F	Sold to owners of WKAB-F		750,000
1994 WBAX, WTZR-F	Sold to Shamrock		N/A
1994 WVPO, WSGB-F (Stroudsburg)	Sold to Nassau		2,200,000
1995 WVPO, WSBG-F			2,000,000
1995 WILK, WGBI, WKRZ-F, WGGY-F	From Keymarket to River City		25,000,000
1995 WARD (Pittston)			275,000
1996 WGBI, WGGY-F, WILK, WKRZ-F	From River City to Sinclair TV		---
1996 WDLS-F			950,000
1996 WAZL, WZMT-F	Sold to Telemedia		3,500,000
1996 WILP, WWFH-F (Hazleton)	Sold to Sinclair Bcst Gp		575,000
1996 WARM, WMGS-F	From Susquehanna to Telemedia		9,400,000
1997 WKRF-F	Sold to Sinclair Bcst Gp		150,000
1997 WWSH-F	Sold to Sinclair Bcst Gp		750,000
1997 WARM, WMGS-F	From Telemedia to Citadel		2,000,000
1997 WAZL	From Telemedia to Citadel		800,000
1997 WZMT-F	From Telemedia to Citadel		3,100,000
1997 WMGS-F	From Telemedia to Citadel		7,400,000
1997 WEMR A/F	Sold to Citadel		1,000,000
1997 WCDL, WDLS-F, WSGD-F	Sold to Citadel		6,000,000
1998 WGGI-F	Sold to Sinclair Bcst Gp		850,000
1998 WBHT-F	Sold to Citadel		1,200,000
1998 WJMW, WHLM-F (Bloomsburg)			2,510,000
1998 WSBG-F, WVPO	From Nassau to Multicultural		7,000,000
1999 WKQV A/F	Sold to Citadel		2,500,000
1999 WILK, WGBI, WILT, WGGY-F, WGGI-F, WKRZ-F, WKRF-F, WSHG-F, WWFH-F	From Sinclair to Entercom		
2003 WNAK			N/A
2003 WCWI-F, WHYL, WAZL			N/A

WILKES BARRE - SCRANTON

HIGHEST BILLING STATIONS

HIGHEST BILLING RADIO ENTITIES

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1	WKRZ-F 1.9	WKRZ-F 2.1	2.1	WKRZ-F 2.3	2.3	WKRZ-F 2.3	2.3	WKRZ-F 2.4	2.4	WKRZ-F 3.1	3.1
2	WARM 1.6	ARM/MGS 2.0	2.0	WARM 1.7	1.7	WARM 1.7	1.7	WARM 1.9	1.9	WARM 1.7	1.7
3	WGBI-F 0.9	WGBI-F 0.8	0.8	WMGS-F 0.8	0.8	WMGS-F 1.2	1.2	WEZX-F 1.5	1.5	WMGS-F 1.6	1.6
4	WEZX-F 0.8	WEZX-F 0.8	0.8	WGBI-F 0.8	0.8	WEZX-F 1.1	1.1	WMGS-F 1.4	1.4	WEZX-F 1.6	1.6
5				WEZX-F 0.8	0.8	WGBI-F 1.0	1.0	WGBI-F 0.9	0.9		
6											
7											
8											
9											
10											

<u>1994</u>	
1	Keymarket \$ 8.6 (43.8)
2	Shamrock 3.5 (17.6)
3	Susquehanna 3.4 (17.3)

<u>1995</u>	
1	River City \$ 7.4 (35.6)
2	Susquehanna 3.8 (18.3)
3	Shamrock 3.0 (14.4)
4	WBHT 0.9 (4.3)
5	WNAK 0.7 (3.3)

<u>1996</u>	
1	Sinclair \$ 8.7 (39.3)
2	Telemedia 4.6 (20.9)
3	Shamrock 2.2 (9.9)
4	Nassau 1.1 (5.0)

<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1	WKRZ-F 4.0	WKRZ-F 4.2	4.2	WKRZ-F 4.8	4.8	WKRZ-F 5.1	5.1	WKRZ-F 5.5	5.5	WKRZ-F 4.4	4.4
2	WARM 1.8	WARM 1.7	1.7	WEZX-F 2.1	2.1	WEZX-F 2.2	2.2	WKRZ-F 2.4	2.4	WMGS-F 2.3	2.3
3	WEZX-F 1.7	WEZX-F 1.5	1.5	WARM 1.6	1.6	WMGS-F 1.8	1.8	WGGY-F 2.2	2.2	WGGY-F 2.1	2.1
4	WMGS-F 1.6	WMGS-F 1.0	1.0	WMGS-F 1.0	1.0	WARM 1.3	1.3	WMGS-F 2.0	2.0	WEZX-F 1.9	1.9
5		WNAK 0.5	0.5	WDLS-F 0.7	0.7	WGGY A/F 0.8	0.8	WARM 1.4	1.4	WARM 1.5	1.5
6				WILK 0.6	0.6	WILK 0.8	0.8	WILK A/A 0.9	0.9	WILK A/A 0.9	0.9
7				WNAK 0.6	0.6	WDLS-F 0.6	0.6	WDLS-F 0.7	0.7	WBHT-F 0.9	0.9
8				WEJL 0.5	0.5	WNAK 0.6	0.6	WBHT-F 0.6	0.6	WZMT-F 0.7	0.7
9								WNAK 0.6	0.6	WNAK 0.7	0.7
10										WTZR-F 0.6	0.6
11											

<u>1997</u>	
1	Sinclair \$ 10.1 (41.9)
2	Citadel 6.4 (26.5)
3	Shamrock 3.0 (12.5)
4	WBHT-F 0.8 (3.3)

<u>1998</u>	
1	Sinclair \$ 10.0 (38.6)
2	Citadel 7.2 (27.8)
3	Shamrock 3.7 (14.3)
4	WWDL et.al. 0.6 (2.2)

<u>1999</u>	
1	Entercom \$ 11.0 (39.5)
2	Citadel 7.4 (26.6)
3	Shamrock 4.2 (15.2)

<u>2000</u>	
1	Entercom \$ 11.7 (40.7)
2	Citadel 8.6 (29.9)
3	Shamrock 5.0 (17.3)
4	WNAK 0.6 (2.1)

<u>2001</u>	
1	Entercom \$ 9.7 (38.2)
2	Citadel 6.1 (24.1)
3	Shamrock 4.0 (15.8)
4	WNAK 0.7 (2.6)

<u>2002</u>	
1	Entercom \$ 11.2
2	Citadel 5.6
3	Shamrock 4.3
4	Nassau 2.3

<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1	WKRZ-F 5.0	WKRZ F/F 5.7	5.7	WKRZ F/F 5.7	5.7	WKRZ F/F 6.1	6.1	WKRZ F/F 7.0	7.0	WKRZ F/F 5.4	5.4
2	WMGS-F 2.7	WGGY-F 3.2	3.2	WMGS-F 3.4	3.4	WGGY-F 3.6	3.6	WEZX-F 3.7	3.7	WMGS-F 3.0	3.0
3	WGGY-F 2.6	WMGS-F 2.9	2.9	WGGY-F 3.3	3.3	WMGS-F 3.6	3.6	WMGS-F 3.5	3.5	WEZX F/F 2.9	2.9
4	WEZX-F 1.6	WEZX-F 2.1	2.1	WEZX-F 2.6	2.6	WEZX-F 3.0	3.0	WGGY-F 3.2	3.2	WGGY-F 2.7	2.7
5	WARM 1.0	WZMT F/F 1.4	1.4	WZMT F/F 1.5	1.5	WXBE F/F 1.5	1.5	WXBE F/F 2.4	2.4	WBHT F/F 1.0	1.0
6	WZMT-F 0.9	WILK A/A/A 0.9	0.9	WARM 0.8	0.8	WILK A/A/A 1.1	1.1	WBHT F/F 1.2	1.2	WAOZ-F 0.9	0.9
7	WILK A/A 0.9	WARM 0.9	0.9	WBHT-F 0.8	0.8	WBHT-F 0.8	0.8	WILK A/A 0.9	0.9	WILK A/A 0.8	0.8
8	WBHT-F 0.8	WBHT-F 0.8	0.8	WILK A/A/A 0.8	0.8	WARM A/A 0.8	0.8	WQFM-F 0.9	0.9	WBZJ F/F 0.8	0.8
9		WSGD F/F 0.6	0.6	WCTP F/F 0.7	0.7	WQFM-F 0.7	0.7	WCTD F/F 0.8	0.8	WQFM F/F 0.8	0.8
10		WNAK 0.5	0.5	WQFM-F 0.7	0.7	WCTD F/F 0.7	0.7	WARM A/A 0.7	0.7	WBSX F/F 0.7	0.7
11				WNAK 0.6	0.6	WNAK 0.6	0.6	WSHG-F 0.6	0.6	WNAK 0.7	0.7
				WNAK 0.6	0.6	WNAK 0.6	0.6	WARM A/A 0.6	0.6		

<u>2003</u>	
1	Entercom \$ 10.6
2	Citadel 7.0
3	Shamrock 4.4
4	Nassau 2.7
5	

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

<u>2002</u>		<u>2003</u>	
1	WKRZ-F 5.6	WKRZ-F 4.8	4.8
2	WGGY-F 3.6	WGGY-F 3.9	3.9
3	WEZX-F 2.9	WMGS-F 3.2	3.2
4	WMGS-F 2.5	WEZX-F 2.9	2.9
5	WSBG-F 2.0	WSBG-F 2.3	2.3
6	WDMT-F 1.1	WBHT-F 1.3	1.3
7	WBHT-F 1.0	WQFM-F 1.3	1.3
8	WQFM-F 1.0	WILK 1.1	1.1
9	WILK 0.9	WBSX-F 1.1	1.1
10	WNAK 0.8	WDMT-F 0.8	0.8
11		WNAK 0.8	0.8

DUNCAN'S COMMENTS:

Wilkes Barre - Scranton is just a slightly below average small radio market. Radio revenues have grown at an average rate. The number of viable stations has actually declined over the years. The most serious problem is the general decline in population.

WKRZ is far and away the most successful station in the market since 1980. WMGS and WEZX have also done well. However, the station I admire and respect the most is little WNAK in Nanticoke. This station has hung in there to remain viable despite great odds. WNAK has been a work of love by Bob Neilson and Charmaine Grove. They just sold WNAK in 2003 and both retired from the business. Both Bob and Charmaine deserve great credit.