

## ALLENTOWN-BETHLEHEM

### 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>	
WCTO-F	7.3	11.0	10.6	9.5	8.5	9.7	12.7	11.6	9.6	10.6	9.1	10.5	10.3	11.4	13.1	12.9	9.9	11.0	12.0	9.7	10.7	9.0	9.3	11.2	11.1	10.5	10.4	10.3	11.2	WCTO-F, 96.1 (C)
WZZO-F	-	-	-	-	10.5	8.3	9.8	9.6	10.7	10.3	11.9	10.9	11.7	10.9	10.3	11.7	10.5	10.7	10.9	11.4	9.8	9.8	8.2	8.7	9.9	9.0	9.4	9.0	8.0	WZZO-F, 95.1 (AOR)
WAEB-F	7.0	1.9	4.2	12.9	9.9	9.9	9.2	10.7	10.1	7.9	6.2	5.2	7.3	9.5	9.6	8.6	8.5	9.8	10.3	12.1	12.0	12.4	13.2	12.0	12.7	12.4	11.2	10.1	10.3	WAEB-F, 104.1 (CHR)
WODE-F	6.2	11.7	10.7	8.2	10.1	11.5	8.9	8.9	6.6	9.0	9.8	9.4	8.7	7.0	7.3	6.8	8.0	8.0	7.7	7.5	7.4	9.2	10.2	9.2	8.4	9.6	10.0	11.2	11.0	WODE-F, 99.9 (CH)
WAEB	9.1	7.9	8.0	12.6	8.2	9.5	7.9	7.6	6.7	5.5	5.6	5.7	6.1	5.8	4.9	3.9	5.0	4.8	5.1	5.8	4.9	5.1	4.5	4.3	4.2	4.4	4.1	4.3	4.1	WAEB, 790 (T/S)
WLEV-F	5.2	5.7	7.7	5.3	4.4	9.3	8.3	7.7	13.8	14.1	13.2	13.6	14.6	14.3	13.5	16.2	13.8	12.6	10.1	10.2	8.8	8.8	8.2	9.2	8.8	9.0	8.3	8.0	8.4	WLEV-F, 100.7 (SAC)
WEST	4.8	8.5	5.9	4.6	6.5	5.0	3.4	5.6	7.2	5.1	5.2	4.1	4.5	3.4	4.2	3.7	2.7	3.2	2.5	2.2	2.2	1.8	1.8	1.7	1.9	1.9	1.8	2.6	2.4	WEST, 1400 (ST)
WEEX	7.2	5.1	7.0	4.3	3.7	3.9	2.8	3.3	2.2	1.6	2.8	1.5	0.9	0.9	0.7	1.3	1.0	-	0.6	0.4	0.3	0.8	-	-	-	-	0.3	0.4	0.5	WEEX, 1230 (S)
WTKZ	8.2	6.2	8.6	7.3	4.4	3.3	2.8	5.6	4.9	6.1	5.5	5.0	4.7	3.9	3.0	1.2	1.9	3.0	3.2	1.1	0.3	-	-	0.7	0.5	0.8	0.9	1.2	1.1	WTKZ, 1320 (SP)
WKAP	4.4	2.8	3.2	1.6	1.9	1.5	3.6	4.7	3.6	3.5	3.0	2.6	3.3	3.3	2.8	4.0	4.1	2.3	2.6	2.4	3.9	4.0	4.3	4.1	5.2	5.6	4.7	3.1	4.0	WKAP, 1470 (O)
WHOL	3.9	4.8	4.0	-	1.2	1.6	0.6	0.5	0.3	0.4	0.6	-	-	-	-	0.3	0.3	0.3	-	0.4	-	-	-	-	-	-	-	-	-	WHOL, 1600 (REL)

### 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>
WCTO-F	19.0	22.5	28.1	28.1	28.3	26.4	21.6	23.4	23.1	23.4	29.6	23.7	24.6	25.7	23.7	20.0	21.8	23.0	19.4	21.6	21.5	19.0	18.4	20.0	18.4
WZZO-F	16.5	17.2	21.8	21.8	23.8	26.0	26.7	24.7	22.4	23.3	22.9	21.8	23.9	23.6	22.6	24.0	22.8	20.9	20.3	19.4	18.4	19.5	19.3	19.1	18.1
WAEB-F	17.1	16.5	18.7	19.1	19.2	14.4	13.6	14.3	15.4	21.0	26.7	24.8	21.8	27.8	31.3	28.8	29.0	31.7	30.0	27.5	32.4	29.1	27.2	24.1	24.8
WODE-F	19.1	23.4	18.3	20.5	13.7	18.1	23.8	24.4	25.1	23.1	24.2	21.2	19.6	22.5	21.6	19.1	23.6	20.4	24.1	20.8	22.0	20.5	25.4	26.6	23.0
WAEB	27.1	27.6	26.0	22.3	20.2	18.9	15.9	15.9	13.9	11.9	14.1	11.7	11.8	14.8	15.0	13.2	14.7	12.2	11.8	13.8	12.1	11.2	10.8	10.4	9.3
WLEV-F	9.2	14.5	15.3	15.1	22.5	21.5	19.8	19.7	23.8	22.4	20.3	22.1	22.3	20.2	16.9	19.4	16.9	18.3	17.4	19.0	19.5	19.0	19.4	15.3	18.2
WEST	12.3	-	-	8.0	6.6	8.7	8.0	7.5	5.3	5.6	8.2	6.5	3.8	6.0	5.6	4.2	4.7	4.8	3.6	3.4	3.7	3.0	4.9	4.2	4.2
WEEX	12.6	-	-	10.4	-	-	5.7	5.5	3.2	3.4	8.2	3.4	3.6	-	1.5	1.4	1.2	1.9	-	-	-	-	1.3	2.3	2.3
WTKZ	15.7	10.8	11.1	13.0	13.6	11.3	11.5	9.2	9.0	6.8	7.0	3.3	7.9	7.5	8.8	3.5	2.2	-	-	1.9	1.6	1.5	1.1	0.6	1.5
WKAP	-	-	13.1	14.7	11.7	10.1	8.1	4.9	6.7	7.2	7.4	9.6	7.8	5.1	6.0	6.6	7.3	6.8	6.3	8.1	8.2	7.4	6.5	6.3	7.5
WHOL	-	-	-	-	-	0.8	2.0	-	-	-	-	1.3	1.5	2.2	-	1.1	-	-	-	-	-	-	-	-	-

## ALLENTOWN-BETHLEHEM

	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	4.4	--	--	--	--	--	--	--	16.7 %	42.5 %	--	--	--	1976
1977	4.7	6.8 %	--	--	--	--	--	--	18.5	45.2	23	--	--	1977
1978	5.4	14.9	--	--	--	--	--	--	17.1	50.4	22	--	--	1978
1979	6.2	14.8	--	--	--	--	--	--	17.7	52.5	18	--	--	1979
1980	7.1	14.5	--	--	--	--	--	--	16.9	59.8	23	--	--	1980
1981	8.7	22.5	.642	13.55	2.9	--	--	--	18.4	65.5	35	--	--	1981
1982	10.1	16.1	.647	15.61	3.0	--	--	--	17.7	65.1	32	--	--	1982
1983	11.5	13.9	.651	17.67	3.3	.0032	.136	--	18.1	69.0	33	10	--	1983
1984	13.1	13.9	.655	20.05	3.6	.0032	.162	WLEV-F 1.9	18.1	67.7	31	10	--	1984
1985	14.2	8.4	.657	21.52	3.8	.0031	.191	WLEV-F 2.0	17.6	67.1	35	10	--	1985
1986	15.0	5.6	.660	19.24	4.2	.0030	.181	WLEV-F 2.4	18.5	70.6	36	10	9.2	1986
1987	17.8	18.7	.665	20.76	4.3	.0032	.190	WLEV-F 2.5	17.4	73.3	33	10	8.1	1987
1988	15.0	-15.7	.674	22.26	4.6	.0030	.201	WLEV-F 3.5	17.5	72.4	32	9	10.4	1988
1989	15.8	5.3	.684	23.09	4.8	.0031	.221	WLEV-F 3.6	18.9	78.2	28	8	11.6	1989
1990	16.5	4.4	.692	24.01	5.1	.0030	.227	WLEV-F 4.2	17.5	76.7	31	8	11.4	1990
1991	16.5	0	.701	23.64	5.2	.0030	.262	WLEV-F 4.0	17.9	73.9	39	8	12.9	1991
1992	16.9	2.4	.705	23.97	5.3	.0032	.274	WLEV-F 3.9	17.6	78.4	36	8	14.2	1992
1993	17.5	3.6	.618	28.30	5.3	.0033	.257	WLEV-F 4.0	18.2	75.3	40	9	9.0	1993
1994	18.7	7.0	.623	30.00	5.4	.0034	.268	WLEV-F 4.3	18.1	76.0	45	8	13.1	1994
1995	19.9	6.4	.615	32.36	5.0	.0040	.316	WLEV-F 4.2	17.7	78.9	41	8	10.5	1995
1996	21.1	6.1	.616	34.25	5.1	.0040	.324	WLEV-F 4.4	17.2	81.9	47	8	11.4	1996
1997	22.9	8.1	.614	37.13	5.5	.0042	.353	WAEB-F 5.4	16.1	79.8	46	8	9.7	1997
1998	24.7	8.0	.615	40.16	5.6	.0044	.368	WAEB-F 5.7	17.5	80.6	43	7.5	11.6	1998
1999	26.6	7.1	.620	42.90	5.8	.0046	.401	WAEB-F 6.0	16.1	80.5	42	7.5	12.9	1999
2000	28.3	6.4	.620	45.65	7.3	.0039	.434	WAEB-F 6.6	16.6	78.5	38	7.5	14.7	2000
2001	27.3	-3.5	.641	42.59	7.6	.0036	.428	WAEB-F 6.8	16.3	79.2	34	8	13.4	2001
2002	26.9	-1.4	.643	41.84	7.8	.0034	.428	WAEB-F 5.1	15.1	79.2	42	--	15.4	2002
2003	28.8	6.6	.645	44.65	8.0	.0036	.456	WODE-F 6.0	14.4	77.5	36	8.5	16.9	2003

### MAJOR STATIONS - JANUARY 2004

WAEB	790	3.6KW/1.5KW (DA-2)	Talk/Sports	Clear Channel	WAEB-F	104.1	50KW@500	CHR	Clear Channel
WEEX	1230	0.8KW/1KW (DA-D)	Sports	Nassau	WCTO-F	96.1	50KW@500	Country	Citadel
WEST	1400	1KW	Standards		WLEV-F	100.7	11KW@1073	Soft AC	Citadel
WKAP	1470	5KW (DA-N)	Oldies	Clear Channel	WODE-F	99.9	50KW@450	Classic Hits	Nassau
WTKZ	1320	0.8KW/0.2KW (DA-N)	Hispanic	Mega	WZZO-F	95.1	30KW@631	AOR	Clear Channel
WHOL	1600	500W/56W (DA-1)	Hispanic/Religion						

NOTE: Metro County change in 1993

ALLENTOWN-BETHLEHEM

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	51	39	41	CHR	9	20	20		15	19	22	17
				AOR/CL	16	17	19		18	15	15	15
MOR/AC	11	8	17	MOR/FS	6	4	2		2	1	--	See Talk
				AC/OLD	22	19	22		27	14	12	11
								OLDIES	11	13	17	
COUNTRY	6	15	11		11	5	7		6	7	15	14
BTFL/EZ/SAC	28	24	20		17	19	17					
								SOFT AC	15	10	--	--
NEWS/TALK	5	7	4		4	5	5		10	12	9	9
SPORTS										2	1	2
BLACK/URBAN					1	1	--		1	1	2	2
SMOOTH JAZZ										1	1	1
STANDARDS	--	5	6		14	9	6		7	7	7	9
HISPANIC												1
RELIG/GOSPEL	--	1	1		1	1	--		--	1	1	1
CLASSICAL										1	--	

MAJOR STATION TRANSACTIONS: 1970 to 2003

1973 WEST/WLEV-F	Sold to Sound Communications	\$ 760,000
1981 WXKW		1,500,000
1982 WAEB, WAEB-F	From Rust to CRB	5,500,000
1982 WKAP	Sold by Gulf	650,000
1983 WHOL		450,000
1984 WEEEX, WQQQ-F	Sold to Northeast	3,000,000
1985 WHOL		500,000
1986 WEST, WLEV-F	From Sound to Eastern	5,700,000
1988 WKAP	Sold to Holt	1,100,000
1988 WEST, WLEV-F	Sold by Eastern	N/A
1989 WEEEX/WQQQ-F	From Wilkes-Schwartz to Roth	10,100,000
1993 WZZO-F	From Holt to CRB (Commodore)	9,400,000
1994 WIPI, WODE-F	From Roth to Wheeling-Pittsburgh	10,600,000
1995 WFMZ-F	Sold to Telemidia	9,500,000 (canceled)
1995 WIPI, WODE-F	From Wheeling-Pittsburgh to Patterson	11,400,000
1996 WAEB A/F, WZZO-F	From Commodore to Capstar	---
1997 WEST	From Telemidia to Citadel	600,000
1997 WLEV-F	From Telemidia to Citadel	19,500,000
1997 WEEEX	From Patterson to Capstar	600,000
1997 WODE-F	From Patterson to Capstar	20,000,000
1997 WFMZ-F	From Dean to Citadel	23,000,000
1997 WEST	From Citadel to Dean	600,000
1997 WKAP	Sold to Capstar	2,100,000
1997 WEEEX, WODE-F	From Capstar to Clear Channel	24,000,000
1998 WRNJ-F	Sold to Big City	6,400,000
1999 WTKZ	From Holt to Mega	1,250,000
2000 WEEEX, WODE-F	CCU divestiture to Nassau	30,000,000
2001	All Citadel stations sold to Forstmann, Little	---
2003 WHOL		940,000
2004 WTKZ		500,000

STATION NOTES

(Major call letter and format changes)

WODE-F	WQQQ until 89; WHXT until 91; CHR until 91
WAEB-F	WXKW until about 79; EZ until 77
WAEB	CHR to AC in 82; AC until 90
WHOL	Country until 83
WKAP	CHR until about 79; WSAN and MOR until 84; WXKW and Country until 95
WCTO-F	CHR to AC in 84; WLEV until 97; AC until 97
WEST	MOR until 79
WEEEX	CHR until 79; Country until 87; Talk until 89; WEEEX until 91; WODE until 92; WIPI until 96; Sports until 96; Country until about 01
WTKZ	WKAP until 94; CHR to AC about 79 or so; AC to Standards in 82; Standards until 94; Talk until 96; Sports until 00
WLEV-F	WFMZ until 97; EZ or Soft AC until 97

ALLENTOWN - BETHLEHEM

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WLEV-F	1.9	WLEV-F	2.0	WLEV-F	2.4	WLEV-F	2.5	WLEV-F	3.5	WLEV-F	3.6
2 WZZO-F	1.5	WAEB AF	1.6	WAEB AF	1.8	WQQQ-F	2.1	WZZO-F	2.5	WZZO-F	2.6
3 WXKW-F	1.5	WZZO-F	1.5	WZZO-F	1.7	WZZO-F	1.9	WQQQ-F	2.2	WAEB-F	2.0
4 WFMZ-F	1.4	WFMZ-F	1.4	WFMZ-F	1.5	WAEB AF	1.9	WAEB-F	1.6	WFMZ-F	1.9
5 WQQQ-F	1.2	WQQQ-F	1.3	WQQQ-F	1.4	WFMZ-F	1.4	WFMZ-F	1.6	WHXT-F	1.8
6				WEST	0.8			WAEB-F	0.9	WAEB-F	1.0
7										WEST	0.6
8											
9											
10											
11											
1990		1991		1992		1993		1994		1995	
1 WLEV-F	4.2	WLEV-F	4.0	WLEV-F	3.9	WLEV-F	4.0	WLEV-F	4.3	WLEV-F	4.2
2 WZZO-F	3.0	WZZO-F	2.9	WZZO-F	2.8	WZZO-F	3.0	KZZO-F	3.6	WZZO-F	4.0
3 WFMZ-F	2.1	WFMZ-F	2.5	WODE AF	2.4	WODE AF	3.0	WODE-F	3.2	WAEB-F	3.8
4 WAEB-F	2.0	WAEB-F	1.9	WFMZ-F	2.3	WAEB-F	2.1	WAEB-F	2.4	WODE-F	3.4
5 WHXT-F	1.6	WODE AF	1.5	WAEB-F	2.0	WFMZ-F	1.6	WFMZ-F	1.9	WFMZ-F	2.0
6 WXKW	0.8	WAEB-F	1.0	WEAB	1.1	WAEB-F	1.4	WAEB	1.5	WAEB	1.6
7 WAEB	0.8	WXKW	0.8	WXKW	0.8	WXKW	0.7				
8 WEST	0.4	WEST	0.4	WEST	0.4	WEST	0.4				
9 WEEX	0.3	WKAP	0.3								
10 WKAP	0.3										
11											
1996		1997		1998		1999		2000		2001	
1 WLEV-F	4.4	WAEB-F	5.4	WAEB-F	5.7	WAEB-F	6.0	WAEB-F	6.6	WAEB-F	6.8
2 WAEB-F	4.2	WLEV-F	4.4	WLEV-F	4.6	WZZO-F	4.7	WZZO-F	5.4	WZZO-F	5.5
3 WZZO-F	4.1	WZZO-F	4.3	WZZO-F	4.4	WLEV-F	4.6	WLEV-F	5.2	WODE-F	4.5
4 WODE-F	3.8	WODE-F	4.0	WODE-F	4.3	WODE-F	4.5	WODE-F	4.3	WLEV-F	4.4
5 WFMZ-F	2.1	WCTO-F	2.0	WCTO-F	3.2	WCTO-F	4.0	WCTO-F	4.2	WCTO-F	4.3
6 WAEB	1.8	WAEB	1.7	WAEB	1.8	WAEB	1.9	WAEB	1.8	WAEB	1.9
7											
8											
9											
10											
11											
2002		2003									
1 WAEB-F	5.1	WODE-F	6.0								
2 WODE-F	5.0	WAEB-F	5.1								
3 WZZO-F	4.8	WZZO-F	4.7								
4 WCTO-F	3.8	WCTO-F	4.5								
5 WLEV-F	3.5	WLEV-F	3.7								
6 WAEB	1.8	WAEB	1.7								
7											
8											
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 CRB	\$ 7.5 (40.1)	1 Commodore	\$ 9.4 (47.2)	1 Capstar	\$ 10.1 (47.9)
2 Telemedia	4.7 (25.1)	2 Telemedia	4.5 (22.4)	2 Telemedia	4.6 (21.6)
3 Roth	3.4 (17.9)	3 Patterson	3.7 (18.3)	3 Patterson	3.9 (18.5)
		4 Dean	2.0 (10.0)	4 Dean	2.1 (10.0)
1997		1998		1999	
1 Capstar	\$ 11.7 (51.1)	1 Capstar	\$ 12.2 (49.5)	1 Clear Channel	\$ 13.0 (48.8)
2 Citadel	6.4 (27.9)	2 Citadel	7.8 (31.6)	2 Citadel	8.6 (32.3)
3 Clear Channel	4.1 (17.7)	3 Clear Channel	4.3 (17.4)	3 Nassau	4.5 (16.9)
2000		2001		2002	
1 Clear Channel	\$ 14.3 (49.9)	1 Clear Channel	\$ 14.7 (53.9)	1 Clear Channel	\$ 12.1
2 Citadel	9.4 (32.8)	2 Citadel	8.7 (31.9)	2 Citadel	7.3
3 Nassau	4.4 (15.3)	3 Nassau	4.6 (16.9)	3 Nassau	5.6
2003					
1 Clear Channel	\$ 11.9	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Citadel	8.2				
3 Nassau	6.8				
4					
5					

DUNCAN'S COMMENTS:

Another market in which slow economic growth is mitigated by the relatively few local stations. The number of viable stations has actually declined in the last twenty years. There are only five Class B FM's and that number has stayed the same since the 70's. Anyone who owned one of those FM's certainly felt that Allentown-Bethlehem was a wonderful radio market.

I can not make a choice as to the station I most admire. WLEV-F was clearly the leader in the market until the late 90's when WAEB took over.