



## BUFFALO

	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	12.7	--	--	--	--	--	--	--	16.3 %	42.7 %	--	--	--	1976
1977	14.1	11.0 %	--	--	--	--	--	--	15.2	47.6	20	--	--	1977
1978	15.3	8.5	--	--	--	--	--	--	15.3	45.4	21	--	--	1978
1979	15.8	3.3	--	--	--	--	--	--	15.9	48.7	21	--	--	1979
1980	17.7	12.0	--	--	--	--	--	--	15.9	55.3	24	--	--	1980
1981	20.8	17.5	1.23	16.91	4.8	.0043	--	--	16.6	57.2	22	--	--	1981
1982	21.4	2.9	1.22	17.54	5.1	.0042	--	--	17.6	56.9	23	--	--	1982
1983	21.8	1.9	1.21	18.02	5.5	.0040	.206	--	18.2	59.0	22	15	--	1983
1984	22.4	2.8	1.21	18.51	5.8	.0039	.232	WBEN 3.7	17.0	62.2	21	15	--	1984
1985	23.6	5.4	1.20	19.67	6.1	.0039	.272	WBEN 3.9	17.3	63.1	26	15	--	1985
1986	25.0	5.9	1.19	21.00	6.6	.0039	.291	WBEN 3.5	17.6	71.0	23	14	--	1986
1987	25.8	3.2	1.19	21.68	6.9	.0037	.291	WBEN 3.5	17.9	71.7	25	14	8.2	1987
1988	27.5	6.6	1.18	23.30	7.2	.0038	.305	WBEN 4.0	17.6	73.9	25	13.5	8.2	1988
1989	28.1	2.2	1.19	23.61	7.8	.0036	.318	WBEN 4.7	18.0	75.8	24	13	9.2	1989
1990	30.3	7.8	1.19	25.46	8.2	.0037	.351	WBEN 4.4	17.9	74.6	26	13	8.9	1990
1991	28.7	-5.3	1.19	24.12	8.4	.0034	.334	WHTT-F 3.5	17.3	76.5	26	13	9.4	1991
1992	30.0	4.2	1.18	25.42	8.5	.0035	.347	WYRK-F 3.6	18.0	76.8	24	13	10.3	1992
1993	31.8	5.4	1.19	26.72	9.0	.0035	.365	WHTT-F 4.2	17.5	73.4	23	13.5	10.5	1993
1994	35.3	10.8	1.19	29.66	9.2	.0038	.405	WBEN 5.0	16.8	74.3	23	13.5	10.2	1994
1995	38.2	8.2	1.19	32.10	10.2	.0037	.433	WBEN 5.5	17.4	71.3	24	14	9.9	1995
1996	42.3	10.7	1.18	35.84	10.5	.0040	.483	WBEN 6.7	17.1	75.4	24	13.5	11.3	1996
1997	44.6	5.4	1.17	38.12	10.7	.0042	.500	WBEN 6.8	16.8	75.2	22	13	9.6	1997
1998	49.0	9.9	1.16	42.24	10.4	.0047	.558	WBEN 6.9	16.8	74.3	26	13	9.9	1998
1999	52.1	6.0	1.15	45.34	11.0	.0047	.617	WGRF-F 6.7	16.5	74.6	24	15	10.1	1999
2000	56.3	8.1	1.14	49.39	12.0	.0047	.662	WGRF-F 7.0	15.7	77.3	26	14	11.7	2000
2001	54.5	-3.2	1.17	46.58	12.1	.0045	.625	WGRF-F 6.5	16.1	77.4	28	14	10.6	2001
2002	64.3	NM	1.16	55.43	12.3	.0052	.766	WGRF-F 7.8	16.0	76.0	26	--	13.5	2002
2003	66.8	3.9	1.15	58.08	12.8	.0052	.786	WGRF-F 8.3	14.7	76.7	27	15	11.7	2003

### MAJOR STATIONS - JANUARY 2004

WBEN	930 5KW (DA-N)	News/Talk	Entercom	WBLK-F	93.7 47KW@505	Black	CBS
WECK	1230 1KW	Standards	CBS	WBUF-F	92.9 91KW@580	AOR/Classic	CBS
WGR	550 5KW (DA-N)	Sports	Entercom	WEDG-F	103.3 49KW@348	AOR/Modern	Citadel
WWKB	1520 50KW (DA-1)	Oldies	Entercom	WGRF-F	96.9 24KW@712 (DA)	Classic AOR	Citadel
WWWS	1400 1KW	Black/Oldies	Entercom	WHTT-F	104.1 50KW@387	Oldies	Citadel
				WJYE-F	96.1 47KW@505	Soft AC	CBS
				WKSE-F	98.5 46KW@420	CHR	Entercom
				WNSA-F	107.7 20KW@800 (DA)	Sports	Entercom
				WTSS-F	102.5 110KW@1340	AC/CHR	Entercom
				WYRK-F	106.5 50KW@466	Country	CBS
				CKEY-F	101.1 52KW@260	CHR/Dance	

**BUFFALO**

**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	39	38	35	CHR AOR/CL	17 16	12 19	19 16		8 15	10 17	9 18	9 22
MOR/AC	28	27	28	MOR/FS AC/OLD	17 14	17 20	11 17		9 21	9 6	9 10	See Talk 7
COUNTRY BTFL/EZ/SAC	7 21	4 21	7 14		9 12	10 8	10 8		13 10	14 7	11 10	13 8
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ									9 9	10 7	7 11	13 11
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	-- -- --	-- -- --	5 1		8 2	6 1	6 2		5 1	7 1	5 2	5 1

**STATION NOTES**

(Major call letter and format changes)

<b>WWKB</b>	WKBW until 86; CHR changing to AC by 82; News until 95; Country until 98; Sports until 00; News until 02
<b>WGRF-F</b>	WRGQ until 85; WGR-F until 86; WRLT until 88; AOR until 85; AC until 88
<b>WEDG-F</b>	WYSL until 77; WPHD until 89; WUFX until 95; AOR until 89
<b>WYRK-F</b>	WADV until 81; EZ until 81
<b>WJYE-F</b>	WBNY until 79; EZ evolving to Soft AC in mid-80's
<b>WBUF-F</b>	WBUF until 80; WFXZ until 81; WSJZ until 97; AOR until 81; AC until 95; Jazz until 97; WLCE until 99; AC until 99; WBUF again in 99; Black/Oldies 99-00
<b>WKSE-F</b>	WZIR until 84; WRXT until 85; AOR until 85
<b>WTSS-F</b>	WBEN-F until 87; WMJQ until 00
<b>WHTT-F</b>	WWOL until 79; WWOR until 81; WACJ until 82; WNYS until 86; Country until 80; AC until 82; CHR until 86; Classic AOR until 89
<b>WBEN</b>	Reclassified as News/Talk in 90
<b>WGR</b>	MOR/FS until 89
<b>WNSA-F</b>	WBYR until 88; WBMW until 90; AOR until 88; Jazz until 90; WEZQ until 92; EZ until 92; WNUC until 00; Country until 00
<b>WWWS</b>	WXBX until 93

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1981 WYRK-F	Sold to Stoner	\$ 1,600,000
1984 WGR, WGRQ-F	(cancelled)	5,500,000
1984 WBEN AF		4,424,000
1984 WUFO (Amherst)	Sold by Sheridan	400,000
1984 WNYS AF	From Associated to Pyramid	4,100,000
1985 WWKB	From Cap Cities to Price	2,000,000
1985 WJYE-F	Sold by McCormick	3,850,000
1986 WKSE-F	From Porter to Price	2,850,000
1986 WBYR-F	Sold to Burbach	N/A
1987 WGR, WGR-F	From Taft to Rich	5,750,000
1988 WBMW-F (Wethersfield)	Sold to Casciani	1,265,000
1989 WJYE-F	Sold to Williams	6,000,000
1989 WECK		600,000
1989 WGKT, WPHD-F	Sold to Metroplex	6,400,000
1990 WECK/WJYE-F	Sold to Ralph Guild	N/A
1993 WXBS, WUFX-F	From Metroplex to Clear Channel	8,000,000
1993 WBEN, WMJQ-F	From Algonquin to Keymarket	10,000,000
1993 WBUF-F	From Lincoln to Pyramid	4,000,000
1993 WWKB, WKSE-F	From Price to Keymarket	5,000,000
1994 WWWS, WUFX-F	From Metroplex to Rich	4,700,000
1994 WECK, WJYE-F	From EBE to Amer. Radio Syst.	9,900,000
1995 WGRF-F, WUFX-F	From Rich to Mercury	12,450,000
1995 WBEN, WWKB, WMJQ-F WKSE-F	From Keymarket to River City	24,000,000
1995 WHTT A/F	From Pyramid to Evergreen	15,000,000
1995 WSJZ-F	From Pyramid to Evergreen	8,000,000
1996 WHTT A/F	From Evergreen to Mercury	19,500,000
1996 WBLK-F	Sold to Amer. Radio	8,000,000
1996 WSJZ-F	From Evergreen to Amer. Radio	12,500,000
1996 WBEN, WWKB, WMJQ-F WKSE-F	From River City to Sinclair	N/A
1997 WGR, WWWS	From Rich to Sinclair TV	1,500,000
1997 WGRF-F/WHTT-AF/WEDG-F	From Mercury to Bdct. Prtns (Vermois)	62,000,000
1997 WBLK-F	From Amer. Radio Syst. To CBS	17,000,000
1997 WECK	From Amer. Radio Syst. To CBS	2,000,000
1997 WLCE-F	From Amer. Radio Syst. To CBS	11,000,000
1997 WJKE-F	From Amer. Radio Syst. To CBS	29,000,000
1997 WYRK-F	From Amer. Radio Syst. To CBS	25,000,000
1999	All Sinclair stations sold to Entercom	N/A
1999 WHLO, WMNY, WEDG-F, WGRI	From Broadcasting Partners to Citadel	N/A
2000 WNUC-F	From John Casciani to Adelphia	5,625,000
2004 WNSA-F	From Adelphia to Entercom	9,000,000

**BUFFALO**

**HIGHEST BILLING STATIONS**

1984		1985		1986		1987		1988		1989	
1 WBEN	3.7	WBEN	3.9	WBEN	3.5	WBEN	3.5	WBEN	4.0	WBEN	4.7
2 WKBN	2.2	WBUF-F	2.8	WBUF-F	3.0	WBUF-F	3.4	WBUF-F	3.8	WBUF-F	4.0
3 WJYE-F	2.0	WJYE-F	2.2	WJYE-F	2.3	WHTT AF	2.9	WHTT AF	3.6	WKSE-F	3.4
4 WBUB-F	1.9	WNYS AF	2.1	GR/RLT	2.0	WJYE-F	2.1	WKSE-F	2.5	WJYE-F	3.0
5 WGR	1.7	WBEN-F	1.8	WYRK-F	1.6	WYRK-F	1.8	WYRK-F	2.3	WYRK-F	2.5
6 WYRK-F	1.6	WKBW	1.7	WBEN-F	1.6	WKSE-F	1.7	WJYE-F	2.3	WHTT-F	2.2
7 WBEN-F	1.4	WGR AF	1.7	WNYS AF	1.4	WMJQ-F	1.5	WGR AF	1.9	WMJQ-F	2.0
8 WGRQ-F	1.2	WYRK-F	1.6	WWKB	1.3	WWKB	1.4	WPHD-F	1.7	WGR	1.2
9				WPHD-F	1.3	WGR	1.4	WMJQ-F	1.6	WPHD-F	1.1
10				WRLT-F	1.1	WWKB	1.0	WBLK-F	1.1		
1990		1991		1992		1993		1994		1995	
1 WBEN	4.4	WHTT-F	3.5	WGRF et al	4.6	WHTT-F	4.2	WBEN	5.0	WBEN	5.5
2 WKSE-F	3.7	WGRF-F	3.3	WYRK-F	3.6	WYRK-F	3.8	WYRK-F	4.5	WYRK-F	4.8
3 WBUF-F	3.2	WBEN	3.0	WKSE-F	3.5	WGR	3.7	WHTT-F	4.1	WHTT-F	4.1
4 WGR-F	3.1	WYRK-F	2.9	WBEN	3.1	WJYE-F	3.0	WGR	3.9	WGRF-F	3.7
5 WHTT-F	3.0	WJYE-F	2.9	WHTT-F	3.0	WBEN	2.9	WJYE-F	3.8	WJYE-F	3.6
6 WJYE-F	2.7	WKSE-F	2.8	WJYE-F	2.5	WGRF-F	2.5	WGRF-F	3.0	WMJQ-F	3.2
7 WYRK-F	2.4	WBUF-F	2.5	WMJQ-F	2.3	WMJQ-F	2.4	WKSE-F	2.8	WKSE-F	3.1
8 WGR-F	2.3	WMJQ-F	2.1	WGR	2.1	WKSE-F	2.2	WMJQ-F	2.6	WEDG-F	2.5
9 WMJQ-F	2.1	WUFX AF	1.9	WBUF-F	1.7	WUFX-F	1.9	WUFX-F	2.0	WGR	2.2
10 WUFX-F	1.4	WGR	1.8	WBLK-F	1.5	WBUF-F	1.6	WBLK-F	1.7	WGLK-F	2.1
11				WBLK-F	1.6	WBUF-F	1.6	WBUF-F	1.6	WSJZ-F	1.3
1996		1997		1998		1999		2000		2001	
1 WBEN	6.7	WBEN	6.8	WBEN	6.9	WGRF-F	6.7	WGRF-F	7.0	WGRF-F	6.5
2 WYRK-F	4.7	WGRF-F	5.4	WGRF-F	5.7	WYRK-F	5.5	WYRK-F	6.6	WYRK-F	6.3
3 WGRF-F	4.3	WHTT AF	4.7	WHTT-F	5.0	WHTT-F	5.3	WJYE-F	6.1	WKSE-F	6.0
4 WHTT AF	4.2	WJYE-F	4.6	WJYE-F	4.9	WJYE-F	5.2	WHTT-F	5.4	WHTT-F	5.6
5 WJYE-F	4.1	WKSE-F	4.5	WYRK-F	4.8	WKSE-F	5.2	WKSE-F	5.3	WJYE-F	5.5
6 WKSE-F	4.0	WMJQ-F	4.4	WKSE-F	4.7	WBEN	4.8	WBEN	5.2	WBLK-F	4.8
7 WMJQ-F	3.7	WYRK-F	4.2	WMJQ-F	4.6	WMJQ-F	4.5	WBLK-F	5.1	WTSS-F	4.6
8 WEDG-F	3.0	WEDG-F	3.1	WBLK-F	3.5	WBLK-F	3.9	WTSS-F	4.9	WBEN	4.4
9 WBLK-F	2.2	WBLK-F	2.9	WEDG-F	3.1	WEDG-F	3.6	WEDG-F	4.0	WEDG-F	3.6
10 WGR	2.0	WGR AA	2.1	WGR	2.6	WGR	2.8	WGR	2.5	WGR	2.5
11 WSJZ-F	1.5	WLCE-F	1.4	WLCE-F	1.6	WBUF-F	1.9	WBUF-F	2.1	WBUF-F	2.0
2002		2003									
1 WGRF-F	7.8	WGRF-F	8.3								
2 WYRK-F	7.7	WYRK-F	7.9								
3 WKSE-F	7.2	WBEN	6.3								
4 WHTT-F	6.0	WKSE-F	6.3								
5 WBLK-F	5.4	WTSS-F	6.3								
6 WJYE-F	5.3	WHTT-F	6.1								
7 WBEN	5.2	WJYE-F	5.8								
8 WTSS-F	4.8	WBLK-F	5.1								
9 WEDG-F	4.6	WEDG-F	4.6								
10 WBUF-F	3.1	WGR	2.8								
11 WGR	2.4	WBUF-F	2.7								

**HIGHEST BILLING RADIO ENTITIES**

1994		1995		1996	
1 Keymarket	\$ 11.0 (31.2)	1 River City	\$ 12.4 (32.5)	1 Sinclair	\$ 14.4 (34.0)
2 WGR, WGRF-F et.al.	8.8 (24.9)	2 Amer. Radio	8.7 (22.8)	2 Amer. Radio	12.8 (30.4)
3 Amor. Radio	8.5 (24.1)	3 Evergreen	6.4 (16.8)	3 Mercury	11.5 (27.2)
4 Pyramid	5.7 (16.1)	4 Mercury	6.1 (16.0)		
		5 WGR, WWWS	2.3 (6.0)		
		6 WBLK-F	2.1 (5.5)		
1997		1998		1999	
1 Sinclair	\$ 18.0 (39.7)	1 Sinclair	\$ 19.0 (38.8)	1 Entercom	\$ 17.8 (34.2)
2 CBS	13.5 (29.7)	2 CBS	15.3 (31.1)	2 CBS	17.0 (32.6)
3 Mercury	13.3 (29.3)	3 Mercury	13.8 (28.2)	3 Citadel	15.6 (29.9)
2000		2001		2002	
1 CBS	\$ 20.8 (36.9)	1 CBS	\$ 19.5 (35.9)	1 CBS	\$ 22.7
2 Entercom	18.2 (32.3)	2 Entercom	17.9 (32.8)	2 Entercom	21.6
3 Citadel	16.4 (29.1)	3 Citadel	15.8 (29.0)	3 Citadel	18.6
2003					
1 Entercom	\$ 23.5				
2 CBS	22.5				
3 Citadel	19.2				
4					
5					

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

**DUNCAN'S COMMENTS:**

Buffalo has been a relatively slow growing medium to large market. This has been mitigated by a constancy in the number of viable stations. In the last twenty years the only new station to emerge with significant ratings has been a single Canadian station.

WBEN and WGRF must be selected as the most successful stations in the market over the thirty year period covered in this book. However, I greatly admire WECK which has plugged along with its Standards format since the late 1970's.