

**ERIE
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> | | |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|------------------------|------------------|
| WJET | 16.6 | 19.2 | 16.6 | 14.8 | 13.3 | 15.5 | 19.8 | 14.9 | 13.1 | 8.3 | 12.4 | 8.0 | 1.8 | 3.4 | 3.3 | 2.7 | 5.5 | 6.2 | 4.9 | 5.4 | 4.9 | 4.8 | 5.5 | 4.7 | 3.9 | 3.8 | 4.0 | 4.8 | 4.9 | WJET, 1400 (T) | |
| WRTS-F | 15.6 | 16.3 | 20.6 | 20.3 | 23.2 | 23.3 | 23.4 | 25.8 | 26.4 | 23.3 | 23.2 | 20.8 | 20.7 | 14.5 | 10.2 | 8.0 | 10.5 | 13.7 | 8.0 | 6.0 | 8.4 | 8.3 | 13.2 | 13.2 | 18.2 | 17.7 | 15.2 | 14.2 | 19.3 | WRTS-F, 103.7 (CHR) | |
| WXKC-F | 21.3 | 18.6 | 22.1 | 23.5 | 19.2 | 16.8 | 16.3 | 13.4 | 10.4 | 8.0 | 5.7 | 17.5 | 16.2 | 17.3 | 13.6 | 15.3 | 14.7 | 12.8 | 11.1 | 9.8 | 10.3 | 12.1 | 8.7 | 11.0 | 9.4 | 10.3 | 10.2 | 7.6 | 9.1 | WXKC-F, 99.9 (AC) | |
| WRIE | 6.3 | 5.2 | 8.0 | 7.8 | 10.8 | 10.6 | 9.8 | 8.5 | 7.6 | 7.2 | 7.3 | 2.6 | 3.7 | 4.2 | 4.3 | 3.3 | 2.5 | - | 1.2 | 6.4 | 5.5 | 5.2 | 5.4 | 4.7 | 6.2 | 6.3 | 6.2 | 6.0 | 4.4 | WRIE, 1260 (ST) | |
| WFNN | 14.3 | 15.0 | 15.3 | 12.8 | 15.2 | 12.7 | 10.9 | 9.0 | 7.6 | 7.2 | 5.7 | - | 2.1 | 3.4 | - | 0.5 | 0.8 | - | 1.2 | 2.3 | 2.4 | 3.8 | 4.1 | 2.4 | 2.8 | 2.0 | 1.4 | 1.3 | 2.3 | WFNN, 1330 (S) | |
| WQHZ-F | 3.3 | 2.6 | 2.8 | 4.9 | 5.7 | 5.0 | 3.0 | 2.8 | 8.4 | 9.4 | 7.5 | 8.2 | 20.9 | 24.0 | 22.0 | 18.9 | 15.6 | 13.2 | 14.3 | 12.1 | 11.7 | 10.7 | 8.8 | 8.9 | 6.6 | 4.3 | 6.4 | 7.9 | 6.3 | WQHZ-F, 102.3 (CL.AOR) | |
| WPSE | 5.0 | 8.1 | 1.5 | 2.6 | 1.3 | 1.6 | - | 9.8 | 7.4 | 11.0 | 11.1 | 14.7 | 8.1 | 8.4 | 9.5 | 8.5 | 7.0 | 0.6 | 0.6 | 0.6 | - | 0.6 | 0.6 | 0.6 | 0.6 | 0.9 | 0.6 | - | - | WPSE, 1450 (N) | |
| WREO-F | | | | | | 0.6 | 2.1 | 0.5 | 0.5 | 10.2 | 8.4 | 7.5 | 4.5 | 6.8 | 4.1 | 1.6 | 1.6 | 0.9 | 0.9 | 0.6 | - | 0.9 | 1.2 | - | 0.6 | 1.0 | 1.1 | 0.8 | 1.0 | WREO-F, 97.1 (AC) | |
| WGYF-F | | | | | | 0.9 | 2.1 | 0.4 | 2.7 | 2.1 | 1.9 | 5.4 | 5.2 | 4.7 | 4.9 | 3.5 | 2.1 | 1.6 | 1.2 | 2.4 | 2.0 | 2.5 | 1.7 | 1.8 | 1.5 | - | 1.0 | 1.1 | 0.7 | WGYF-F, 100.3 (G) | |
| WRKT-F | | | | | | | | | | | | | | 7.5 | | 15.9 | 15.3 | 13.8 | 12.5 | 13.4 | 13.1 | 10.4 | 13.2 | 12.3 | 12.2 | 14.3 | 9.7 | 8.2 | 9.3 | WRKT-F, 100.9 (AOR) | |
| WXTA-F | | | | | | | | | | | | | | | 1.5 | 4.8 | 9.2 | 12.5 | 12.7 | 13.3 | 10.9 | 12.2 | 12.8 | 11.5 | 11.4 | 9.5 | 12.2 | 12.9 | 9.6 | WXTA-F, 97.9 (C) | |
| WCTL-F | | | | | | | | | | | | | 1.1 | 2.7 | | 1.7 | 1.3 | 1.4 | 0.9 | 1.4 | 1.6 | 4.0 | 1.4 | 1.5 | 1.2 | 1.9 | 2.2 | 4.0 | 3.9 | WCTL-F, 106.3 (REL) | |
| WFGO-F | | | | | | | | | | | | | | | | | | | 12.3 | 7.2 | 8.0 | 11.1 | 10.0 | 10.6 | 8.0 | 10.8 | 12.0 | 9.3 | 7.9 | WFGO-F, 94.7 (O) | |
| WUSE-F | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4.5 | 6.6 | 3.3 | WUSE-F, 93.9 (C) |
| WEYZ | | | | | | | | | | | | | | | | | | 7.8 | 6.8 | 1.4 | 2.8 | - | - | - | - | | | | | WEYZ, 1530 (C) | |

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> | | |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|--|--|
| WJET | 40.7 | 40.1 | 38.6 | 37.2 | 31.8 | 29.3 | 28.0 | 23.6 | 5.8 | 7.7 | 9.2 | 10.2 | 12.0 | 14.8 | 12.9 | 14.0 | 11.2 | 10.9 | 11.8 | 11.1 | 9.9 | 8.7 | 11.2 | 9.7 | 9.4 | | |
| WRTS-F | 41.1 | 40.4 | 41.6 | 46.3 | 48.9 | 45.5 | 43.2 | 43.5 | 41.0 | 30.0 | 29.8 | 25.0 | 29.4 | 27.9 | 23.4 | 19.4 | 23.5 | 24.6 | 29.8 | 33.4 | 34.4 | 33.7 | 33.4 | 31.8 | 33.1 | | |
| WXKC-F | 32.7 | 26.6 | 29.2 | 24.5 | 21.5 | 18.7 | 16.5 | 32.2 | 32.6 | 33.1 | 29.6 | 28.2 | 31.0 | 30.1 | 24.0 | 23.1 | 23.1 | 22.6 | 24.0 | 22.8 | 20.7 | 21.3 | 24.0 | 16.7 | 20.0 | | |
| WRIE | 23.7 | 19.3 | 19.5 | 16.2 | 15.4 | 14.5 | 12.3 | 8.6 | 10.9 | 8.6 | - | 3.6 | - | - | 5.3 | 10.5 | 10.7 | 8.7 | 12.3 | 9.0 | 9.1 | 10.2 | 9.5 | 11.1 | 6.4 | | |
| WFNN | 34.4 | 33.5 | 27.4 | 26.8 | 22.6 | 20.3 | 16.6 | 11.1 | 9.6 | 11.7 | 16.9 | 9.5 | 8.1 | 13.8 | 10.5 | 12.1 | 9.3 | 7.3 | 10.0 | 7.2 | 10.4 | 7.3 | 6.3 | 5.7 | 7.8 | | |
| WQHZ-F | 7.7 | 9.9 | 8.1 | 7.6 | 21.9 | 28.3 | 26.1 | 24.2 | 42.5 | 40.6 | 41.1 | 37.9 | 38.7 | 35.2 | 32.9 | 27.4 | 28.0 | 30.3 | 24.6 | 27.1 | 21.0 | 18.4 | 20.1 | 20.4 | 18.1 | | |
| WPSE | 7.2 | 8.1 | - | 17.1 | 14.4 | 16.2 | 19.6 | 18.4 | 14.2 | 15.1 | 17.7 | 15.4 | 14.7 | 4.9 | 4.2 | 4.5 | - | 3.5 | 3.1 | 3.2 | 3.6 | 2.3 | 3.9 | - | - | | |
| WREO-F | | | | 4.2 | 2.2 | 10.9 | 13.1 | 12.4 | 11.3 | 12.5 | 11.1 | 5.7 | 3.6 | 4.5 | 4.5 | 3.1 | - | 3.2 | 3.5 | - | 3.8 | 3.1 | 4.9 | 3.0 | 3.7 | | |
| WGYF-F | | | | 7.6 | 5.9 | 5.6 | 6.2 | 9.4 | 8.1 | 7.7 | 9.7 | 8.0 | 7.1 | 5.6 | 4.8 | 5.6 | 5.7 | 6.5 | 5.3 | 5.0 | 3.7 | - | 2.3 | 4.6 | 2.8 | | |
| WRKT-F | | | | | | | | | | | | 24.1 | 27.0 | 24.0 | 24.0 | 23.6 | 23.5 | 18.5 | 24.7 | 24.1 | 21.8 | 24.0 | 21.4 | 18.2 | 18.1 | | |
| WXTA-F | | | | | | | | | | | 1.9 | 11.3 | 17.2 | 19.4 | 19.7 | 24.3 | 21.9 | 21.5 | 24.9 | 20.4 | 18.2 | 20.9 | 20.7 | 22.1 | 16.8 | | |
| WCTL-F | | | | | | | | | | 3.5 | 4.5 | 4.3 | 3.3 | 4.6 | 3.3 | 6.1 | 5.0 | 9.0 | 4.0 | 4.1 | 3.0 | 4.5 | 4.4 | 6.1 | 6.4 | | |
| WFGO-F | | | | | | | | | | | | | | 24.1 | 18.4 | 21.6 | 22.0 | 24.6 | 22.1 | 20.1 | 19.6 | 24.9 | 20.5 | 18.0 | | | |
| WUSE-F | | | | | | | | | | | | | | | | | | | | | | | 13.9 | 15.9 | 9.1 | | |
| WEYZ | | | | | | | | | | | | | | 13.8 | 10.5 | 2.4 | 4.1 | - | - | - | - | | | | | | |

ERIE

| | <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 | 2.3 | -- | -- | -- | -- | -- | -- | -- | 14.0 % | 42.2 % | -- | -- | -- | 1976 |
| 1977 | 2.6 | 13.0 % | -- | -- | -- | -- | -- | -- | 14.6 | 53.0 | 13 | -- | -- | 1977 |
| 1978 | 2.9 | 11.5 | -- | -- | -- | -- | -- | -- | 15.6 | 54.9 | 13 | -- | -- | 1978 |
| 1979 | 3.0 | 3.4 | -- | -- | -- | -- | -- | -- | 14.1 | 53.4 | 12 | -- | -- | 1979 |
| 1980 | 3.3 | 10.0 | -- | -- | -- | -- | -- | -- | 14.7 | 52.2 | 12 | -- | -- | 1980 |
| 1981 | 3.6 | 9.1 | .274 | 13.14 | 1.2 | .0031 | -- | -- | 14.8 | 53.5 | 12 | -- | -- | 1981 |
| 1982 | 3.8 | 5.6 | .281 | 13.52 | 1.2 | .0031 | -- | -- | 16.9 | 50.9 | 10 | -- | -- | 1982 |
| 1983 | 4.0 | 5.3 | .285 | 14.04 | 1.3 | .0031 | .046 | -- | 15.7 | 57.4 | 13 | 8 | -- | 1983 |
| 1984 | 4.3 | 7.5 | .286 | 15.03 | 1.4 | .0031 | .060 | WCKC-F 1.5 | 16.0 | 60.8 | 11 | 8 | -- | 1984 |
| 1985 | 4.9 | 14.0 | .285 | 16.03 | 1.4 | .0031 | .065 | WCKC-F 1.8 | 15.7 | 56.0 | 11 | 8 | -- | 1985 |
| 1986 | 5.0 | 2.0 | .286 | 17.73 | 1.5 | .0031 | .063 | WCKC-F 1.8 | 16.5 | 70.1 | 12 | 8 | -- | 1986 |
| 1987 | 5.2 | 4.0 | .278 | 18.37 | 1.6 | .0032 | .065 | WCKC-F 1.5 | 16.3 | 80.8 | 12 | 7 | 14.1 | 1987 |
| 1988 | 5.5 | 5.8 | .278 | 19.43 | 1.7 | .0032 | .066 | WXKC-F 1.6 | 14.9 | 76.6 | 12 | 7.5 | 10.8 | 1988 |
| 1989 | 5.9 | 7.3 | .276 | 21.00 | 1.7 | .0034 | .075 | WXKC-F 1.8 | 15.7 | 75.3 | 10 | 8 | 16.5 | 1989 |
| 1990 | 6.1 | 3.4 | .275 | 21.71 | 1.8 | .0034 | .073 | WXKC-F 1.5 | 17.0 | 82.9 | 12 | 8.5 | 13.7 | 1990 |
| 1991 | 5.8 | -4.9 | .275 | 21.09 | 1.9 | .0031 | .068 | WXKC-F 1.4 | 16.2 | 83.6 | 14 | 9 | 12.7 | 1991 |
| 1992 | 6.0 | 3.3 | .275 | 21.82 | 1.9 | .0032 | .072 | WXKC-F 1.4 | 15.9 | 80.9 | 11 | 7 | 15.6 | 1992 |
| 1993 | 6.4 | 6.9 | .278 | 23.02 | 2.1 | .0030 | .080 | WXKC-F 1.4 | 16.4 | 82.5 | 13 | 8 | 18.5 | 1993 |
| 1994 | 6.8 | 7.0 | .282 | 24.11 | 2.3 | .0030 | .085 | -- | 15.2 | 83.9 | 12 | 9 | 19.8 | 1994 |
| 1995 | 7.3 | 7.4 | .281 | 25.98 | 2.5 | .0029 | .090 | WJET-F 1.3 | 15.4 | 81.5 | 12 | 9 | 18.7 | 1995 |
| 1996 | 7.7 | 5.5 | .282 | 27.30 | 2.6 | .0027 | .094 | WXKC-F 1.4 | 16.0 | 83.8 | 12 | 9 | 16.5 | 1996 |
| 1997 | 8.3 | 7.8 | .280 | 29.64 | 2.8 | .0029 | .120 | -- | 14.1 | 82.7 | 15 | 9 | 14.0 | 1997 |
| 1998 | 8.9 | 7.2 | .280 | 31.79 | 3.1 | .0029 | .106 | WXKC-F 1.6 | 15.4 | 86.0 | 14 | 9 | 13.8 | 1998 |
| 1999 | 9.6 | 7.3 | .280 | 34.28 | 3.2 | .0030 | .117 | WXKC-F 1.7 | 13.7 | 83.9 | 15 | 8.5 | 13.8 | 1999 |
| 2000 | 10.4 | 8.3 | .276 | 37.68 | 3.2 | .0033 | .124 | WRTS-F 1.9 | 14.7 | 85.4 | 15 | 8 | 13.3 | 2000 |
| 2001 | 9.3 | -10.6 | .281 | 33.10 | 3.3 | .0028 | .118 | WRTS-F 1.9 | 13.8 | 84.1 | 16 | 8 | 16.2 | 2001 |
| 2002 | 11.1 | NM | .280 | 39.64 | 3.4 | .0033 | .136 | WRTS-F 2.5 | 13.6 | 84.5 | 14 | -- | 15.0 | 2002 |
| 2003 | 10.9 | -1.8 | .280 | 38.93 | 3.5 | .0031 | .142 | WRTS-F 2.6 | 12.8 | 84.8 | 16 | 9.5 | 19.5 | 2003 |

MAJOR STATIONS - JANUARY 2004

| | | | | | | | |
|------|-----------------|-----------|------------|--------|----------------------|--------------|---------------|
| WFNN | 1330 5KW (DA-2) | Sports | Next Media | WCTL-F | 106.3 3.4KW@430 | Religion | |
| WJET | 1400 1KW | Talk | Next Media | WFGO-F | 94.7 1.7KW@613 | Oldies | Next Media |
| WRIE | 1260 5KW (DA-2) | Standards | Citadel | WQHZ-F | 102.3 0.8KW@613 | Classic Rock | Citadel |
| | | | | WRKT-F | 100.9 4.2KW@797 (DA) | AOR | Next Media |
| | | | | WRTS-F | 103.7 50KW@500 | CHR | Next Media |
| | | | | WUSE-F | 93.9 3KW@469 (DA) | Country | Next Media |
| | | | | WXKC-F | 99.9 50KW@492 | AC | Citadel |
| | | | | WXTA-F | 97.9 10KW@505 | Country | Citadel |
| | | | | WGYF-F | 100.3 20KW@588 | Country | Forever |
| | | | | WREO-F | 97.1 50KW@500 | AC | Clear Channel |

FORMAT SHARES (%)

| CHR/AOR | 77 | 80 | 82 | CHR | 84 | 87 | 90 | 92 | 95 | 98 | 2000 |
|--------------|----|----|----|--------|----|----|----|---------|----|----|----------|
| | 45 | 49 | 50 | AOR/CL | 26 | 49 | 34 | 17 | 16 | 26 | 21 |
| | | | | | 11 | -- | 17 | 14 | 17 | 16 | 18 |
| MOR/AC | 17 | 19 | 11 | MOR/FS | 9 | -- | 1 | 1 | | | See Talk |
| | | | | AC/OLD | 19 | 24 | 21 | 31 | 22 | 13 | 16 |
| | | | | | | | | AC | 10 | 12 | 13 |
| | | | | | | | | OLDIES | 16 | 17 | 15 |
| COUNTRY | 4 | 13 | 12 | | 11 | 8 | 13 | 18 | | | |
| BTFL/EZ/SAC | 25 | 19 | 16 | | 12 | 8 | 2 | | | | |
| | | | | | | | | SOFT AC | 1 | | |
| NEWS/TALK | 9 | -- | -- | | | | | 9 | 10 | 9 | 6 |
| SPORTS | | | | | | | | | | | 2 |
| BLACK/URBAN | | | | | | | | | | | |
| SMOOTH JAZZ | | | | | | | | | | | |
| STANDARDS | -- | -- | 11 | | 13 | 10 | 10 | 8 | 9 | 6 | 7 |
| HISPANIC | | | | | | | | | | | |
| RELIG/GOSPEL | | | | | -- | -- | 2 | 2 | 1 | 3 | 2 |
| CLASSICAL | | | | | | | | | | | |

STATION NOTES

(Major call letter and format changes)

| | |
|--------|---|
| WRIE | WWYN until 78; WLKK until 87; WHDZ until 89; News/Talk until 78; EZ until 87; Oldies until 91 |
| WQHZ-F | WMDI until 81; WSEG until 87; WJET-F until 01; CHR until 81; AOR until 87; CHR until 98; AC until 01 |
| WPSE | Penn State took over the 1450 frequency in 89 |
| WFNN | WWGO until 80; Country until 77; Soft Rock until 79; AC until 82; Switched frequency from 1450 to 1330 in 89; WEYZ until 91; Standards until 91; See WPSE also; WFLP until 99 |
| WXKC-F | WLVU and EZ until 84 |
| WJET | WJET until 87; WBLQ until 88; WLKK until 01; Evolved from CHR to AC by 83; back to CHR until 87; Urban until 88; Country until 90 |
| WRTS-F | WCCK until 90; WMXE until 94; CHR until 89; AC until 00 |
| WGY-F | WZPR until 01 |
| WUSE-F | WRPL until 03 |

ERIE

MAJOR STATION TRANSACTIONS: 1970 to 2003

| | | | | |
|---------------------------|--|----|------------|-------------------|
| 1983 WLKK/WXKC-F | From Goldman to Penn | \$ | 1,500,000 | (never completed) |
| 1984 WRIE | | | 490,000 | |
| 1984 WLKK/WXKC-F | | | 1,575,000 | |
| 1985 WSEG-F (McKeon) | | | 850,000 | |
| 1986 WRIE | | | 355,000 | |
| 1988 WLKK | | | 283,000 | |
| 1988 WRIE | Auction | | 230,000 | |
| 1989 WLKK | | | 283,000 | |
| 1993 WEYZ, WMXE-F | From Burbach to WRKT-F owner | | 1,250,000 | |
| 1995 WRIE, WXKC-F | Taken over by AT & T | | 2,350,000 | |
| 1996 WRIE, WXKC-F | From AT & T to Jim Embrescia | | 3,250,000 | |
| 1997 WFGO-F | Sold to Bill Fleckenstein | | 1,500,000 | |
| 1997 WXTA-F | Sold to Media One | | 3,300,000 | |
| 1998 WRKT-F, WRTS-F | Sold to Media One | | 5,300,000 | |
| 1998 WFGO-F | From Fleckenstein to Myron Jones | | 2,000,000 | |
| 1999 WRIE, WXKC-F, WXTA-F | From Media One to Regent | | 13,500,000 | |
| 1999 WFLP, WLKK | | | 1,700,000 | |
| 1999 WFLP, WLKK, WRKT-F | Sold to NextMedia | | 15,000,000 | |
| WRTS-F | | | | |
| 1999 WFGO-F, WJET-F | From Myron Jones to NextMedia | | 10,000,000 | |
| 2001 WFPL-F | Sold to NextMedia | | N/A | |
| 2004 | Citadel trades Bloomington, IL properties for Regent's Erie properties plus WIOV A/F | | | |

ERIE

HIGHEST BILLING STATIONS

| 1984 | | 1985 | | 1986 | | 1987 | | 1988 | | 1989 | |
|-----------|------|---------|---------------|---|-----|--------|-----|--------|---------------|---------|-----|
| 1 WCCK-F | 1.5 | WCCK-F | 1.8 | WCCK-F | 1.8 | WCCK-F | 1.5 | WXKC-F | 1.6 | WXKC AF | 1.8 |
| 2 WJET | 0.8 | WJET | 0.8 | WXKC-F | 1.0 | WXKC-F | 1.4 | WCCK-F | 1.4 | WJET-F | 1.5 |
| 3 WSEG-F | 0.45 | WLWU AF | 0.55 | WJET | 0.8 | WJET-F | 0.9 | WJET-F | 1.2 | WCCK-F | 1.0 |
| 4 WEYZ | 0.4 | | | | | | | | | | |
| 5 WRIE | 0.36 | | | | | | | | | | |
| 6 WLWU-F | 0.35 | | | | | | | | | | |
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| 8 | | | | | | | | | | | |
| 9 | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| 1990 | | 1991 | | 1992 | | 1993 | | 1994 | | 1995 | |
| 1 WXKC AF | 1.5 | RIE/XKC | 1.4 | WXKC AF | 1.4 | WXKC-F | 1.4 | | Not Available | WJET-F | 1.3 |
| 2 WJET-F | 1.4 | WJET-F | 1.3 | WRKT-F | 1.2 | WRKT-F | 1.2 | | | WRKT-F | 1.2 |
| 3 WRKT-F | 0.87 | WRKT-F | 0.84 | WJET-F | 1.1 | WRKT-F | 1.2 | | | WXKC-F | 1.1 |
| 4 WCCK-F | 0.6 | WMXE-F | 0.6 | WMXE-F | 0.7 | WXTA-F | 1.0 | | | WXTA-F | 1.0 |
| 5 WXTA-F | 0.4 | WXTA-F | 0.45 | WXTA-F | 0.7 | WMXE-F | 0.8 | | | WFGO-F | 0.9 |
| 6 WEYZ | 0.37 | WEYZ | 0.35 | | | | | | | | |
| 7 | | | | | | | | | | | |
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| 10 | | | | | | | | | | | |
| 11 | | | | | | | | | | | |
| 1996 | | 1997 | | 1998 | | 1999 | | 2000 | | 2001 | |
| 1 WXKC-F | 1.4 | | Not Available | WXKC-F | 1.6 | WXKC-F | 1.6 | WRTS-F | 2.0 | WRTS-F | 1.9 |
| 2 WJET-F | 1.3 | | | WFGO-F | 1.5 | WRTS-F | 1.5 | WRKT-F | 1.8 | WXKC-F | 1.5 |
| 3 WRKT-F | 1.1 | | | WXTA-F | 1.3 | WFGO-F | 1.5 | WXKC-F | 1.6 | WRKT-F | 1.5 |
| 4 WXTA-F | 1.0 | | | WRKT-F | 1.2 | WRKT-F | 1.5 | WFGO-F | 1.5 | WFGO-F | 1.3 |
| 5 WFGO-F | 1.0 | | | WJET-F | 1.1 | WXTA-F | 1.4 | WXTA-F | 1.3 | WXTA-F | 1.0 |
| 6 WRTS-F | 0.7 | | | WRTS-F | 1.0 | WJET-F | 1.0 | WJET-F | 0.7 | | |
| 7 | | | | | | | | | | | |
| 8 | | | | | | | | | | | |
| 9 | | | | | | | | | | | |
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| 2002 | | 2003 | | <p style="text-align: center;">DUNCAN'S COMMENTS</p> <p>Erie is about average as a radio market. Revenues have grown at a tolerable rate and the number of viable stations has remained steady.</p> <p>WRTS is an interesting station. It was CHR until the early 1990's. Then it moved to AC as WMXE. That did not work as well so it went back to CHR in the late 90's and has nearly a 20 share. You can get away with this strategy in a small market with low ethnicity and few move-ins.</p> | | | | | | | |
| 1 WRTS-F | 2.5 | WRTS-F | 2.6 | | | | | | | | |
| 2 WRKT-F | 1.7 | WRKT-F | 1.5 | | | | | | | | |
| 3 WFGO-F | 1.6 | WXTA-F | 1.5 | | | | | | | | |
| 4 WXKC-F | 1.5 | WFGO-F | 1.4 | | | | | | | | |
| 5 WXTA-F | 1.4 | WXKC-F | 1.2 | | | | | | | | |
| 6 WQHZ-F | 0.7 | WQHZ-F | 1.0 | | | | | | | | |
| 7 | | | | | | | | | | | |
| 8 | | | | | | | | | | | |
| 9 | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| 11 | | | | | | | | | | | |

HIGHEST BILLING RADIO ENTITIES

| 1994 | | 1995 | | 1996 | |
|-----------------|---------------|---|---------------|--------------|---------------|
| 1 Not Available | \$ | 1 WRKT, WRTS | \$ 2.0 (27.4) | 1 WRKT, WRTS | \$ 1.8 (23.1) |
| | | 2 WRIE, WXKC-F | 1.4 (18.5) | 2 Embrescia | 1.7 (22.3) |
| | | 3 WJET-F | 1.3 (17.8) | 3 WJET-F | 1.3 (16.9) |
| | | | | 4 WXTA-F | 1.0 (13.0) |
| | | | | 5 WFGO-F | 1.0 (13.0) |
| 1997 | | 1998 | | 1999 | |
| 1 Embrescia | \$ NA | 1 Embrescia | \$ 3.2 (36.0) | 1 Next Media | \$ 6.3 (65.3) |
| 2 WJET-F | NA | 2 WFGO, WJET | 2.6 (32.6) | 2 Regent | 3.0 (31.7) |
| | | 3 WRKT, WRTS | 2.3 (29.2) | | |
| 2000 | | 2001 | | 2002 | |
| 1 Next Media | \$ 6.0 (57.3) | 1 Next Media | \$ 5.4 (57.7) | 1 Next Media | \$ 6.8 |
| 2 Regent | 3.6 (35.0) | 2 Regent | 3.2 (34.1) | 2 Citadel | 3.8 |
| 2003 | | <p>All 2002 and 2003 financial data is provided by BIA Financial.</p> | | | |
| 1 Next Media | \$ 6.5 | | | | |
| 2 Citadel | 3.8 | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |