

**SYRACUSE  
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>		
WSYR	17.5	16.1	17.9	16.1	16.1	15.1	13.8	14.2	11.0	11.0	13.4	12.3	10.6	13.2	10.2	9.6	11.9	11.0	11.2	12.6	10.3	90.8	8.2	8.8	8.8	8.0	8.1	8.3	7.5	WSYR, 570 (N/T)	
WYYY-F	-	1.2	2.1	3.1	3.7	9.2	13.0	12.3	12.4	15.1	16.1	16.5	15.7	14.5	13.0	11.6	10.9	9.7	9.7	10.7	9.3	7.7	6.9	6.8	6.2	6.4	5.9	6.1	6.0	WYYY-F, 94.5 (AC)	
WHEN	14.5	14.6	5.4	12.1	10.8	10.8	10.4	11.5	9.1	7.9	5.4	5.5	5.1	5.1	3.8	4.0	3.2	3.0	2.5	2.9	2.7	2.0	1.7	2.3	2.3	2.7	2.4	2.2	2.1	WHEN, 620 (S)	
WWHT-F				2.2	1.6	2.1	2.2	4.0	6.0	5.2	5.7	7.1	5.8	4.8	6.7	6.9	6.4	6.5	3.8	3.6	3.5	2.9	5.4	6.2	6.2	6.4	7.5	6.8	6.6	WWHT-F, 107.9 (CHR)	
WNSS	8.9	4.8	7.4	5.0	6.2	5.1	5.1	2.8	1.8	2.1	2.4	1.4	1.4	1.3	2.2	1.4	1.9	1.1	0.8	0.6	-	1.0	1.3	1.1	1.3	1.0	0.4	0.9	1.0	WNSS, 1260 (S)	
WNTQ-F	-	4.7	7.6	8.1	7.1	6.1	4.4	4.8	2.3	8.6	9.0	11.4	11.0	12.7	12.7	10.4	10.3	10.3	10.5	10.6	10.6	10.2	8.3	7.0	7.8	7.0	7.9	8.4	7.5	WNTQ-F, 93.1 (CHR)	
WOLF	9.2	8.9	6.8	6.9	5.5	4.6	2.3	1.8	1.6	-	-	-	-	-	-	-	1.5	1.9	1.5	1.0	0.6	-	0.6	0.5	-	0.6	0.2	-	0.3	WOLF, 1490 (KID)	
WBBS-F	3.9	6.2	4.7	4.3	5.1	4.8	6.0	6.4	6.5	5.7	4.0	5.0	5.8	5.6	6.8	7.9	6.6	5.9	5.3	6.2	7.9	9.2	10.5	9.8	10.0	10.0	9.9	10.5	10.8	WBBS-F, 104.7 (C)	
WDCW	3.5	4.7	6.7	5.4	5.0	3.1	7.6	6.9	10.4	6.4	4.6	4.8	-	-	2.6	2.5	2.7	2.7	-	0.6	-	0.5	-	-	-	-	-	-	-	WDCW, 1390 (REL)	
WKRL-F	9.2	8.6	5.1	6.3	6.3	5.9	3.9	6.4	3.8	6.0	6.6	5.9	6.9	5.4	2.9	2.8	4.3	3.4	3.1	3.7	4.6	4.3	4.7	5.0	5.3	5.0	4.5	4.3	2.5	WKRL-F, 100.9 (AOR)	
WSEN-F	6.5	6.5	6.4	6.1	5.9	7.9	7.2	5.1	5.0	4.4	2.8	4.7	4.7	5.3	5.7	4.2	4.9	4.4	4.7	5.8	5.9	7.0	6.4	5.8	5.9	5.6	5.1	6.1	5.7	WSEN-F, 92.1 (O)	
WAQX-F				3.0	6.0	5.6	5.0	5.3	9.5	10.7	10.6	7.5	8.3	8.5	7.3	7.2	8.1	9.5	11.4	10.3	7.9	6.1	6.4	7.5	6.6	5.8	6.4	7.0	6.3	WAQX-F, 95.7 (AOR)	
WPHR-F													1.5	3.1	3.6	3.4	3.8	2.1	-	-	-	0.3	0.7	0.9	0.6	1.9	3.2	3.0	3.9	WPHR-F, 106.9 (B)	
WMHR-F												1.4	2.2	1.3	1.6	1.2	2.2	-	-	-	-	-	-	-	-	-	-	-	-	WMHR-F, 102.9 (REL)	
WSCP-F											2.0	0.7	2.5	0.9	2.3	1.7	1.3	1.7	-	-	1.0	0.5	1.7	1.6	1.2	1.3	1.2	1.6	2.2	WSCP-F, 101.7 (C)	
WFBL																			4.5	5.3	3.8	4.1	2.9	2.7	2.3	3.4	2.6	1.5	1.1	WFBL, 1050 (T)	
WLTJ-F																							2.2	4.2	5.2	4.8	4.2	3.6	3.4	3.6	WLTJ-F, 105.9 (SAC)
WTLA																						1.6	1.7	2.1	2.0	2.5	1.2	1.3	1.9	2.3	WTLA, 1200 (ST)
WTKW-F																							4.6	4.7	4.9	4.8	3.6	4.0	3.7	4.0	WTKW-F, 99.5 (CL AOR)
WWDG-F																			1.3	2.6	2.0	3.4	4.6	4.7	4.9	4.8		0.1	2.0	WWDG-F, 105.1 (AOR)	
WZUN-F																						1.3	3.2	3.2	2.1	2.8	3.9	2.1	1.3	2.1	WZUN-F, 102.1 (AC)

**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>					
WSYR	31.6	33.6	32.9	31.3	27.8	23.4	26.5	25.2	22.8	23.2	23.4	21.9	22.7	25.8	24.1	24.3	24.6	23.7	19.5	22.3	20.7	19.5	20.1	18.2	16.4					
WYYY-F	11.2	20.2	27.6	27.3	26.9	31.8	30.9	33.0	34.9	31.8	31.4	30.0	30.6	23.7	24.9	24.6	23.0	20.0	17.1	18.7	15.9	18.0	16.4	15.6	15.8					
WHEN	38.9	30.8	30.2	32.1	24.9	25.0	18.2	18.2	17.5	14.3	15.2	10.4	10.6	10.7	11.2	11.3	8.6	8.8	8.2	6.7	7.7	7.4	8.5	6.7	6.6					
WWHT-F				9.9	11.4	10.6	10.7	12.2	12.2	7.7	11.7	12.5	12.4	13.4	7.9	9.9	7.4	12.5	18.7	19.8	20.6	20.1	20.9	18.4	17.7					
WNSS	17.4	13.8	15.2	9.0	8.4	6.3	5.7	5.9	5.3	5.3	7.3	5.3	4.9	3.0	3.6	3.5	-	7.9	4.6	5.2	5.3	2.5	2.8	3.3	3.5					
WNTQ-F	12.7	13.2	9.0	11.0	9.8	18.4	21.7	24.8	24.7	26.4	30.7	26.3	31.0	29.2	26.4	27.0	30.7	28.4	23.8	24.7	25.0	23.0	24.5	26.7	21.0					
WOLF	20.9	12.6	13.7	5.7	5.5	4.3	-	-	-	-	-	-	3.5	3.5	2.4	2.9	2.2	-	1.3	1.6	-	3.1	1.3	-	-					
WBBS-F	18.0	12.3	13.7	14.3	17.9	15.3	13.1	12.4	12.4	12.9	18.7	20.8	18.7	17.2	14.1	16.5	14.8	17.7	17.7	19.7	21.7	19.6	19.4	20.7	23.4					
WDCW	15.8	15.2	17.9	12.6	17.4	11.9	13.0	9.4	-	-	-	7.1	5.3	7.0	-	1.9	-	1.5	-	-	0.9	-	-	-	1.0					
WKRL-F	15.0	13.1	11.5	9.6	13.5	10.4	11.8	12.7	12.1	12.1	9.1	8.6	10.7	9.7	7.3	9.8	9.3	10.5	11.2	15.0	13.3	12.1	10.7	11.1	8.0					
WSEN-F	12.6	14.5	15.3	12.3	9.9	10.6	8.8	11.2	12.6	14.5	16.5	13.2	15.6	15.1	14.1	18.1	13.7	17.8	14.3	17.0	15.7	13.5	15.0	16.7	12.7					
WAQX-F	-	15.2	15.2	13.9	21.3	22.1	20.9	19.2	19.6	19.1	18.7	17.0	18.9	21.9	24.5	21.8	20.7	18.6	19.8	20.2	19.2	17.6	19.4	18.9	18.4					
WPHR-F									1.9	8.0	4.8	7.0	10.8	3.8	-	-	1.9	2.6	3.5	2.7	7.2	6.6	7.5	6.9						
WMHR-F									5.5	3.1	3.6	3.6	4.5	-	-	-	-	-	-	-	-	-	-	-	-					
WSCP-F									2.0	3.5	2.1	3.1	3.5	2.7	2.5	-	1.4	1.1	1.7	3.1	1.8	3.3	2.2	2.7	4.8					
WFBL															6.5	9.1	8.9	7.7	5.6	6.6	5.7	7.1	5.2	3.9	3.7					
WLTJ-F																				11.3	11.6	13.2	12.1	11.0	9.7	9.1	8.9			
WTLA																				4.6	5.1	5.0	4.7	4.3	3.6	3.0	4.6	4.5		
WTKW-F														3.1	5.0	7.7	10.9	10.8	11.2	13.4	12.0	12.6	9.6	9.4	8.6					
WWDG-F																								0.1	7.3					
WZUN-F																						2.6	4.6	4.6	4.0	7.2	7.6	6.2	6.1	7.6

## SYRACUSE

	<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	6.5	--	--	--	--	--	--	--	--	14.5 %	34.7 %	--	--	--	1976
1977	7.0	7.7 %	--	--	--	--	--	--	--	15.5	33.9	20	--	--	1977
1978	7.4	5.7	--	--	--	--	--	--	--	15.4	36.8	23	--	--	1978
1979	8.0	8.1	--	--	--	--	--	--	--	16.0	42.3	24	--	--	1979
1980	8.3	3.8	--	--	--	--	--	--	--	15.4	48.3	22	--	--	1980
1981	8.8	6.0	.652	13.50	3.0	.0033	--	--	--	16.1	48.8	27	--	--	1981
1982	9.3	5.7	.654	14.22	3.2	.0033	--	--	--	16.3	51.3	24	--	--	1982
1983	9.7	4.3	.658	14.89	3.3	.0033	.111	--	--	17.4	55.7	25	13	--	1983
1984	10.5	8.2	.659	15.93	3.5	.0036	.123	WHEN	2.0	16.8	66.3	25	12	--	1984
1985	11.3	7.6	.664	17.02	3.6	.0037	.132	WYYY-F	2.8	17.2	63.5	27	11	--	1985
1986	13.9	23.0	.667	21.38	3.9	.0038	.147	WYYY-F	3.3	15.8	68.4	20	11	--	1986
1987	15.0	7.9	.651	23.04	4.0	.0037	.182	WYYY-F	4.3	16.1	75.8	24	10	12.3	1987
1988	15.9	6.0	.654	24.27	4.3	.0038	.188	WYYY-F	5.0	16.5	73.9	21	9.5	12.9	1988
1989	17.9	12.6	.656	27.28	4.7	.0038	.216	WYYY-F	5.0	17.8	75.7	21	10	15.8	1989
1990	19.3	7.8	.661	29.20	4.9	.0039	.269	WYYY-F	5.1	16.7	77.6	21	10.5	16.8	1990
1991	17.6	-8.8	.663	26.55	5.1	.0035	.225	WYYY-F	4.8	17.2	75.4	25	12	15.9	1991
1992	17.2	-2.5	.664	25.90	5.0	.0034	.223	WYYY-F	4.4	16.7	75.1	24	12	14.3	1992
1993	17.6	2.6	.751	23.43	5.6	.0031	.231	WYYY-F	4.4	16.2	74.5	25	13	17.7	1993
1994	19.3	12.4	.758	25.46	5.8	.0033	.244	WYYY-F	4.7	17.2	71.3	25	11.5	16.5	1994
1995	19.7	2.1	.753	26.16	6.1	.0032	.261	WYYY-F	4.9	16.2	74.9	29	12	17.6	1995
1996	23.0	16.2	.748	30.08	6.3	.0036	.297	WYYY-F	4.5	16.7	80.4	30	13.5	15.6	1996
1997	25.0	8.7	.743	33.65	6.3	.0040	.319	WYYY-F	4.4	16.2	80.2	29	12.5	16.1	1997
1998	28.9	15.6	.739	39.11	6.4	.0045	.363	WBBS-F	4.3	16.3	81.1	36	12.5	14.8	1998
1999	30.0	3.8	.730	41.09	6.6	.0045	.365	WBBS-F	5.0	15.8	81.1	29	12.5	14.7	1999
2000	31.4	4.7	.730	43.01	7.9	.0040	.394	WBBS-F	5.6	15.9	79.2	31	11.5	15.2	2000
2001	30.1	-4.1	.731	41.18	8.5	.0035	.375	WBBS-F	4.9	15.0	82.7	30	12	14.9	2001
2002	32.6	8.3	.724	45.03	8.7	.0037	.407	WBBS-F	5.3	14.7	81.8	28	--	16.9	2002
2003	34.5	5.8	.720	47.92	8.9	.0039	.438	WBBS-F	5.5	13.5	81.9	33	13.5	18.1	2003

### MAJOR STATIONS - JANUARY 2004

WFBL	1050	2.5KW/19W (DA-2)	Talk	Buckley	WPHR-F	106.9	14KW@940	Black	Clear Channel
WHEN	620	5KW/1KW (DA-N)	Sports	Clear Channel	WSCP-F	101.7	2.5KW@364	Country	Galaxy
WNSS	1260	5KW (DA-N)	Sports	Citadel	WSEN-F	92.1	25KW@300	Oldies	Buckley
WOLF	1490	1KW	Kids		WTKW-F	99.5	6KW@383	Classic AOR	Galaxy
WSYR	570	5KW (DA-2)	News/Talk	Clear Channel	WWDG-F	105.1	42KW@540	AOR	Clear Channel
WTLA	1200	1KW (DA-N)	Standards	Galaxy					
WAQX-F	95.7	25KW@300	AOR	Citadel	WWHT-F	107.9	50KW@500	CHR	Clear Channel
WBBS-F	104.7	50KW@479	Country	Clear Channel	WYYY-F	94.5	100KW@650	AC	Clear Channel
WKRL-F	100.9	6KW@165	AOR	Galaxy	WZUN-F	102.1	6KW@266	AC	Galaxy
WLTJ-F	105.9	4KW@200	Soft AC	Citadel					
WNTQ-F	93.1	97KW@660	CHR	Citadel					

NOTE: Counties added to the Metro in 1993.

**FORMAT SHARES (%)**

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	54	34	26	AOR/CL	17	13	13	15	12	17	14
					16	20	20	23	22	23	22
MOR/AC	19	37	42	MOR/FS	14	11	15	15	15	9	See Talk
				AC/OLD	25	34	26	18	AC	13	9
									OLDIES	10	7
COUNTRY	7	8	16		13	8	11	11		19	15
BTFL/EZ/SAC	19	17	7		6	8	9				
								SOFT AC	12	1	6
											9
NEWS/TALK											2
SPORTS											10
BLACK/URBAN	--	1	--								3
SMOOTH JAZZ								3		1	3
											6
STANDARDS	--	--	9		7	1	5	4		7	5
HISPANIC										1	6
RELIG/GOSPEL		3	1		1	3	1				
CLASSICAL	1	--	--								

**STATION NOTES**

(Major call letter and format changes)

<b>WWHT-F</b>	WONO until 81; WRRB until 88; WRHP until 93; Classical until 79; EZ until 81; Country until 88; EZ or Soft AC until 93; WHEN until 96; Country until 96
<b>WBBS-F</b>	WKRM until 93; CHR until 83; AOR or Classic AOR until 93
<b>WSEN-F</b>	Country until 86
<b>WSYR</b>	Full Service evolving to News/Talk during 90's
<b>WKRL-F</b>	WEZG until 93; Soft AC until 93
<b>WPHR-F</b>	WPCX until 96; WHCD until 01; Country until 95; AOR until 97; Jazz until 00
<b>WTKW-F</b>	Country until 93
<b>WZUN-F</b>	WRDS until 01; Black until 99; Soft AC until 01
<b>WYYY-F</b>	WSYR until 83; Soft AOR until 80; AOR until 83
<b>WHEN</b>	CHR to AC by 82; Full Service until 95
<b>WNSS</b>	WNDR until 96; CHR to AC/Oldies by 82; Oldies until 87; Standards until 89; Country until 96
<b>WNTQ-F</b>	EZ until 82; AC until 84
<b>WDCW</b>	WFBL until 92; CHR until 80; Standards until 92
<b>WOLF</b>	WOLF until 84; WAQX until 90; CHR until 81; Country until ---
<b>WWDG-F</b>	WXBB until 03

**SYRACUSE**

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1971 WRRB-F		\$	79,000
1974 WSEN A/F (Baldwinsville)			348,000
1975 WNTQ-F			360,000
1976 WSYR	From Meredith to Park		2,000,000
1980 WNDR, WNTQ-F	Sold to McGavren Guild		1,872,000
1980 WSEN A/F	Sold to Buckley		700,000
1981 WAQX	Sold by Deer River		700,000
1981 WURS, WEZG-F	Sold to Sky		1,200,000
1982 WSYR, WYYY-F	From NewHouse to Katz		5,100,000
1983 WKFM-F (Fulton)			N/A
1985 WEZG A/F	From Sky to Lorenz		1,350,000
1986 WSYR	From Katz to New City		4,500,000
1986 WYYY-F	From Katz to New City		7,200,000
1986 WNDR, WNTQ-F	Sold to Osborn		6,500,000
1987 WFBL	Sold to Wilks-Schwartz		500,000
1988 WAQX-F	Sold to Atlantic Ventures		4,500,000
1990 WAQX-F	Sold by Atlantic Ventures		4,000,000
1993 WKFM-F	From Wilks-Schwartz to NewCity		3,750,000
1993 WNSS, WEZG-F	Sold to WTKW-F owner		1,400,000
1993 WFBL	From Wilks-Schwartz to Crawford		425,000
1994 WTKW-F (Bridgeport)	Sold to WKRL owner		100,000
1994 WHEN A/F	From Park to Tomlin/Knapp		3,500,000
1995 WNDR, WNTQ-F	From Osborn to Pilot		12,500,000
1996 WHEN A/F	From Tomlin/Knapp to Cox		4,500,000
1996 WSYR	From NewCity to Cox		9,000,000
1996 WYYY-F	From NewCity to Cox		21,000,000
1996 WBBS-F	From NewCity to Cox		8,000,000
1999	All Cox stations sold to Clear Channel		---
1999 WHCD-F	Sold to Clear Channel		3,000,000
1999 WAQX-F, WLTJ-F, WNSS, WNTQ-F	Sold to Citadel		---
2000 WVOA-F	Sold to Clear Channel		5,000,000
2000 WRDS-F	Sold to Galaxy		3,750,000
2001 WSCP A/F	Sold to Galaxy		400,000
2003 WDCW			1,200,000

**SYRACUSE**

**HIGHEST BILLING STATIONS**

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 WHEN	2.0	WYYY-F	2.8	WYYY-F	3.3	WYYY-F	4.3	WYYY-F	5.0	WYYY-F	5.0
2 WYYY-F	2.0	WSYR	2.1	WSYR	2.5	WSYR	3.3	WSYR	3.6	WSYR	3.4
3 WSYR	1.8	WHEN	1.9	WHEN	1.9	WNTQ-F	1.7	WNTQ-F	1.9	WNTQ-F	2.6
4 WAQX-F	1.2	WAQX-F	1.3	WNTQ-F	1.7	WHEN	1.3	WAQX A/F	1.7	WAQX A/F	1.7
5 WNTQ-F	0.8	WRRB-F	1.2	WRRB-F	1.3	WRRB-F	1.2	WHEN	1.5	WKFM-F	1.7
6 WRRB-F	0.8	WNTQ-F	1.2	WAQX-F	1.3	WAQX A/F	1.2	WSEN A/F	1.2	WSEN A/F	1.2
7						WSEN A/F	0.8	WKFM-F	0.6	WHEN	0.6
8						WEZG-F	0.8				
9											
10											
11											
<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 WYYY-F	5.1	WYYY-F	4.8	WYYY-F	4.4	WYYY-F	4.4	WYYY-F	4.7	WYYY-F	4.9
2 WSYR	3.5	WSYR	3.2	WSYR	3.3	WSYR	3.3	WAQX-F	3.6	WSYR	3.4
3 WNTQ-F	2.8	WNTQ-F	2.4	WNTQ-F	2.6	WNTQ-F	2.9	WSYR	3.5	WAQX-F	3.2
4 WKFM-F	1.9	WKFM-F	1.9	WAQX-F	1.8	WAQX-F	2.6	WNTQ-F	3.2	WNTQ-F	3.1
5 WAQX-F	1.8	WAQX-F	1.7	WKFM-F	1.8	WSEN A/F	1.3	WSEN-F	1.5	WBBS-F	1.5
6 WSEN-F	1.3	WSEN-F	0.9	WSEN A/F	1.0	WBBS-F	1.2	WBBS-F	1.5	WSEN-F	1.1
7 WHEN	0.7	WRHP-F	0.7	WRHP-F	0.8	WHEN A/F	0.8	WHEN A/F	0.8	WKRL-F	0.6
8 WRHP-F	0.7	WHEN	0.6	WHEN	0.5	WEZG-F	0.6	WKRL F/F	0.6	WHEN-F	0.5
9 WEZG-F	0.5	WEZG-F	0.5	WEZG-F	0.5	WFBL	0.4				
10		WFBL	0.2								
11											
<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 WYYY-F	4.5	WYYY-F	4.4	WBBS-F	4.3	WBBS-F	5.0	WBBS-F	5.6	WBBS-F	4.9
2 WNTQ-F	3.6	WNTQ-F	3.8	WYYY-F	4.3	WYYY-F	4.5	WNTQ-F	4.5	WNTQ-F	3.9
3 WSYR	3.5	WBBS-F	3.1	WSYR	3.6	WNTQ-F	3.6	WYYY-F	4.2	WYYY-F	3.8
4 WAQX-F	3.5	WSYR	3.0	WNTQ-F	3.5	WSYR	3.3	WSYR	3.4	WSYR	3.1
5 WBBS-F	2.4	WAQX-F	2.7	WAQX-F	3.4	WAQX-F	2.8	WAQX-F	2.3	WAQX-F	2.0
6 WSEN-F	1.6	WSEN-F	2.3	WSEN-F	1.9	WSEN-F	2.2	WTKW F/F	1.9	WWHT-F	2.0
7 WTKW F/F	1.0	WLTI-F	1.4	WTKW F/F	1.6	WWHT-F	2.0	WSEN-F	1.8	WTKW-F	1.8
8 WKRL-F	0.8	WTKW F/F	1.2	WWHT-F	1.3	WTKW F/F	2.0	WWHT-F	1.7	WKRL-F	1.7
9 WWHT-F	0.5	WKRL F/F	1.0	WKRL F/F	1.0	WLTI-F	1.2	WKRL-F	1.6	WSEN-F	1.4
10		WWHT-F	0.6	WLTI-F	1.0	WKRL F/F	1.0	WLTI-F	1.2	WLTI-F	0.8
11										WZUN-F	0.8
<u>2002</u>		<u>2003</u>									
1 WBBS-F	5.3	WBBS-F	5.5								
2 WNTQ-F	4.7	WNTQ-F	4.7								
3 WYYY-F	4.0	WYYY-F	4.1								
4 WSYR	3.2	WSYR	3.3								
5 WAQX-F	2.5	WTKW-F	2.5								
6 WWHT-F	2.3	WSEN-F	2.5								
7 WTKW-F	2.1	WAQX-F	2.4								
8 WSEN-F	2.1	WWHT-F	2.2								
9 WKRL-F	1.9	WKRL-F	1.8								
10		WPHR-F	1.3								
11											

**HIGHEST BILLING RADIO ENTITIES**

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 New City	\$ 9.7 (50.3)	1 New City	\$ 9.8 (49.7)	1 Cox	\$ 11.2 (48.5)
2 Pilot - WAQX-F	3.6 (18.7)	2 Pilot	6.4 (32.5)	2 Pilot	7.5 (32.6)
3 Osborn	3.5 (18.2)	3 Buckley	1.4 (7.1)	3 Buckley	1.9 (8.3)
4 Buckley	1.7 (8.8)	4 Radio Corp	1.0 (5.1)	4 Radio Corp	1.8 (7.8)
5 Park		5 Park	0.8 (3.9)		
<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 Cox	\$ 11.4 (45.5)	1 Clear Channel	\$ 13.9 (48.1)	1 Clear Channel	\$ 15.4 (51.4)
2 Pilot	8.3 (33.2)	2 Pilot	8.2 (28.3)	2 Citadel	7.8 (26.0)
3 Buckley	2.6 (10.4)	3 Radio Corp	2.9 (9.9)	3 Radio Corp	3.1 (10.4)
4 Radio Corp	2.4 (9.4)	4 Buckley	2.4 (8.1)	4 Buckley	2.6 (8.7)
<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Clear Channel	\$ 15.8 (50.3)	1 Clear Channel	\$ 15.1 (49.9)	1 Clear Channel	\$ 16.4
2 Citadel	8.1 (25.7)	2 Citadel	6.8 (22.6)	2 Citadel	8.3
3 Galaxy	3.8 (12.2)	3 Galaxy	4.9 (16.4)	3 Galaxy	5.0
4 Buckley	2.1 (6.8)	4 Buckley	1.8 (6.0)	4 Buckley	2.4
<u>2003</u>					
1 Clear Channel	\$ 17.4	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Citadel	8.4				
3 Galaxy	5.5				
4 Buckley	2.7				
5					

**DUNCAN'S COMMENTS:**

Syracuse is a below average medium market. If the population falls to below 700,000 in the next few years Syracuse would be reclassified as a small market. Fortunately, the number of viable stations has remained steady.

WYYY has been the most impressive station in this market over the last three decades. It has survived as an AC despite the strong competition from WNTQ. WSEN also deserves credit for hanging in with an Oldies format.