

YORK

	<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	3.7	--	--	--	--	--	--	--	--	14.9 %	54.8 %	--	--	--	1976
1977	4.0	8.1 %	--	--	--	--	--	--	--	16.1	56.9	23	--	--	1977
1978	4.9	22.5	--	--	--	--	--	--	--	16.3	61.7	24	--	--	1978
1979	5.8	18.4	--	--	--	--	--	--	--	14.9	58.6	22	--	--	1979
1980	6.1	5.2	--	--	--	--	--	--	--	17.0	65.2	27	--	--	1980
1981	7.3	19.7	.379	19.26	1.5	.0034	--	--	--	17.4	65.5	28	--	--	1981
1982	7.8	6.8	.391	19.95	1.6	.0036	--	--	--	17.4	68.5	29	--	--	1982
1983	8.5	9.0	.398	21.36	1.7	.0036	.188	--	--	19.1	77.6	29	8	--	1983
1984	9.1	7.1	.398	22.86	1.8	.0039	.174	WSBA	2.0	19.1	71.6	30	8	--	1984
1985	9.8	7.7	.401	24.44	1.9	.0038	.210	WSBA-F	2.5	18.1	67.1	23	8	--	1985
1986	10.4	6.1	.404	25.68	2.1	.0039	.225	NA	NA	17.7	79.0	33	8	--	1986
1987	11.0	5.8	.407	27.03	2.8	.0039	.258	WSBA-F	2.8	16.8	82.1	31	7.5	8.5	1987
1988	11.7	6.4	.413	28.33	3.0	.0039	.237	NA	NA	17.3	82.8	28	7.5	9.8	1988
1989	12.3	5.1	.420	29.29	3.1	.0040	.249	WARM-F	3.4	19.2	86.4	31	7	11.7	1989
1990	12.5	1.6	.422	29.62	3.1	.0040	.279	WARM-F	3.5	18.4	83.4	31	7	10.2	1990
1991	11.7	-6.4	.425	27.29	3.2	.0036	.247	WARM-F	3.3	19.3	88.1	30	7	11.5	1991
1992	12.1	3.4	.432	28.00	3.2	.0038	.247	WARM-F	3.6	18.4	88.2	33	7	10.1	1992
1993	12.8	5.9	.435	29.43	3.5	.0037	.300	WARM-F	4.2	18.1	87.4	30	7	13.0	1993
1994	13.4	4.7	.439	30.52	3.7	.0036	.300	WARM-F	4.4	17.0	84.1	32	6.5	14.2	1994
1995	14.2	6.0	.442	32.12	3.8	.0037	.317	WARM-F	4.6	17.4	85.4	32	7.5	11.1	1995
1996	15.1	6.4	.445	33.93	4.0	.0038	.347	WARM-F	5.1	16.8	84.4	38	7	11.3	1996
1997	15.8	4.6	.449	35.19	4.3	.0037	.340	WARM-F	5.1	16.7	83.7	33	7.5	11.3	1997
1998	17.2	9.0	.376	45.74	3.9	.0044	.360	WARM-F	5.4	17.2	84.4	39	8.5	10.6	1998
1999	19.0	9.5	.380	49.93	4.2	.0045	.472	WARM-F	5.0	15.9	88.0	39	8.5	13.6	1999
2000	20.7	8.9	.382	54.19	4.2	.0049	.550	WARM-F	5.4	16.1	90.3	38	7.5	11.6	2000
2001	18.8	-9.2	.385	48.83	4.4	.0043	.485	WARM-F	4.7	16.4	86.2	31	7.5	12.8	2001
2002	17.2	NM	.389	44.22	4.6	.0037	.455	WARM-F	5.3	14.8	89.6	32	--	12.7	2002
2003	17.3	0.6	.393	44.02	4.7	.0037	.496	WARM-F	5.4	13.6	85.1	32	7.5	15.7	2003

MAJOR STATIONS - JANUARY 2004

WHVR	1280 5KW/500W (DA-2)	Country Oldies	WARM-F	103.3 6KW@1305	AC	Susquehanna
WOYK	1350 5KW/1KW (DA)	Sports	WGTY-F	107.7 50KW@351	Country	
WQXA	1250 1KW/33W	Country Citadel	WHB0-F	92.7 1.4KW@700	Oldies	Hall
WSBA	910 5KW/1KW (DA-2)	Talk Susquehanna	WQXA-F	105.7 25KW@705	AOR	Citadel
			WSOX-F	96.1 50KW@500 (DA)	Oldies	Susquehanna
			WYCR-F	98.5 11KW@930	CHR	

Note: A County was dropped from the York metro in 1998

YORK

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	31	38	32	CHR	17	24	24		15	9	13	16
				AOR/CL	12	13	14		16	12	18	18
MOR/AC	24	23	27	MOR/FS	20	13	14		12	8	9	See Talk
				AC/OLD	14	12	17		17	20	15	10
								AC	5	5	16	
								OLDIES	27	24	20	
COUNTRY	15	12	19		22	21	20		29			
BTF/EZ/SAC	27	25	17		12	11	8					
								SOFT AC	8	13	6	6
NEWS/TALK					--	1	1		1	1	2	9
SPORTS												1
BLACK/URBAN					1	2	--					
SMOOTH JAZZ												
STANDARDS	--	--	3		--	3	1			3	7	2
HISPANIC												
RELIG/GOSPEL	1	3	2		2	--	1		1	2	2	3
CLASSICAL												

MAJOR STATION TRANSACTIONS: 1970 to 2003

1981 WOYK		\$	664,000
1983 WHTF-F			525,000
1983 WOBG, WQXA-F	Sold by Rust		4,000,000
1987 WOYK			250,000
1995 WQXA A/F	Sold to Telemedia		5,000,000
1995 WHTF-F	Sold to Hall		3,200,000
1997 WQXA A/F	From Telemedia to Citadel		7,000,000
2003 WSOX-F	Sold to Susquehanna		10,000,000 (E)

STATION NOTES

(Major call letter and format changes)

WOYK	WZIX until 81; CHR to AC by 81; AC until 84; Standards until 88; Oldies until 95; Country Oldies until 99
WHBO-F	WRHY until 83; WHTF until 96; WEGK until 01; AOR until 79; Standards until 83; CHR until 85; AOR until 96; Classic OAR until 01
WARM-F	WSBA until 87; EZ until 83; AC or Soft AC from 83 on
WQXA	WNOW until 85; WOBG until 88; WXKU until 92; Country until 85; Oldies or MOR until 88; Standards until late 90's
WQXA-F	XHR until 93; AC until 95
WHVR	Format until 90 unknown; Standards until 99
WSBA	Full Service evolving to News/Talk
WSOX-F	WGCB until 98; Religion until 98

