

**BRIDGEPORT  
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>	
WEZN-F	13.0	15.4	14.1	15.8	13.7	15.5	16.0	17.2	17.8	15.6	15.8	16.0	13.7	14.1	16.2	14.5	14.5	11.7	12.5	11.7	13.2	11.2	13.9	11.3	12.6	12.6	10.5	10.0	10.6	WEZN-F, 99.9 (SAC)
WICC	13.0	14.4	12.6	17.0	16.7	15.0	14.8	14.3	18.4	16.7	16.6	16.7	16.5	12.0	10.7	14.3	12.6	13.3	13.9	13.4	12.3	13.0	14.7	11.3	11.4	11.2	11.7	9.5	10.0	WICC, 600 (NIT)
WCUM	10.7	8.8	7.3	7.4	8.6	7.8	7.5	6.2	4.6	4.0	2.4	1.7	0.8	0.6	1.5	0.6	0.6	0.6	-	1.1	1.0	1.0	0.3	1.6	0.3	0.7	0.6	0.6	0.5	WCUM, 1450 (SP)
WDJZ	-	-	3.1	8.0	6.4	5.7	4.8	3.0	2.1	2.8	2.8	1.6	1.6	2.1	1.4	0.7	-	-	-	-	-	-	-	-	-	-	-	0.2	0.8	WDJZ, 1530 (SP)
WEBE-F	-	-	-	-	-	-	-	-	-	2.9	2.5	5.2	9.2	9.7	8.9	8.3	9.2	8.5	9.4	9.4	9.6	11.9	9.6	11.9	10.0	10.0	12.4	13.4	13.5	WEBE-F, 107.9 (AC)
WRKI-F	-	-	-	2.1	2.4	2.3	3.5	4.1	3.0	2.1	3.5	2.5	1.9	2.0	2.2	1.3	1.5	2.3	2.9	2.2	1.9	1.6	1.1	0.9	1.0	1.4	1.1	0.8	1.0	WRKI-F, 95.1 (AOR)

**NEW HAVEN STATIONS**

WPLR-F	2.3				7.2	6.6				6.1					7.3																WPLR-F
WKCI-F	3.0				3.0	5.5				9.6					9.6												4.5		4.9		WKCI-F

**NEW YORK STATIONS**

WFAN	8.4				7.9	8.3				5.5	3.9				3.1																WFAN
WCBS	3.8				4.1	5.5				2.6	3.6				3.0												2.8		3.2		WCBS
WABC	5.0				1.6	0.7				0.8	1.1				1.2												1.2		2.7		WABC
WOR	-				2.4	2.1				1.5	1.7				1.5												2.1		1.5		WOR
WQHT-F	-				-	-				-	-				2.4												4.4		2.5		WQHT-F

**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>	
WEZN-F	26.8	29.4	26.5	30.3	32.9	28.7	28.4	27.3	26.5	23.9	32.5	27.9	31.9	28.5	29.2	29.2	32.6	26.2	28.1	25.2	25.4	28.0	24.1	24.2	25.2	
WICC	50.0	46.0	47.9	41.9	44.5	45.1	36.8	35.7	37.9	33.4	33.0	30.7	29.4	26.8	30.8	27.9	25.9	26.9	30.5	25.7	22.6	23.7	22.8	23.3	19.7	
WCUM	22.7	20.1	18.8	14.8	15.0	11.2	7.4	3.5	3.9	1.8	1.6	-	1.4	1.7	-	2.5	1.8	3.1	1.8	2.7	1.1	0.9	0.9	1.6	1.2	
WDJZ	-	-	-	7.9	4.7	-	-	2.9	2.2	2.1	1.5	4.4	-	-	-	-	-	-	-	-	-	-	-	-	1.6	1.5
WEBE-F	-	-	-	-	4.8	6.1	8.1	14.7	19.6	22.2	22.4	20.7	19.0	21.9	22.3	22.6	25.7	24.1	24.2	27.4	21.5	23.4	23.2	25.1	22.3	
WRKI-F	9.6	10.2	8.5	12.2	12.3	8.3	9.3	9.1	8.1	7.1	8.9	6.6	6.8	10.0	12.2	6.8	6.5	6.7	6.2	5.2	4.8	5.5	4.6	4.6	3.6	
WPLR-F	22.5	14.5				16.5	15.0				20.1	17.0					14.7					12.1			12.3	
WKCI-F	-	-				22.2	27.8				24.7	27.6					17.3					18.5			12.5	
WFAN	25.7	32.2				17.4	16.6				9.9	14.6					13.2					13.4			9.3	
WCBS	17.5	18.0				10.5	11.9				12.0	12.2					13.7					11.5			11.4	
WABC	10.3	8.6				5.0	5.5				4.4	3.3					4.1					3.7			5.0	
WOR	-	-				5.2	-				5.1	6.5					3.0					4.5			3.9	
WQHT-F	-	-				-	-				5.4	6.1					12.7					12.2			9.6	

## BRIDGEPORT

	<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	2.9	--	--	--	--	--	--	--	17.9 %	43.7 %	--	--	--	1976
1977	3.1	6.9 %	--	--	--	--	--	--	16.7	46.0	30	--	--	1977
1978	3.3	6.5	--	--	--	--	--	--	19.1	34.8	23	--	--	1978
1979	3.9	18.2	--	--	--	--	--	--	17.7	37.1	29	--	--	1979
1980	4.1	5.1	--	--	--	--	--	--	17.2	40.6	29	--	--	1980
1981	4.8	17.1	.409	11.74	2.1	.0023	--	--	18.6	45.0	32	--	--	1981
1982	5.4	12.5	.410	13.17	2.4	.0023	--	--	19.1	49.3	35	--	--	1982
1983	6.4	18.5	.411	15.57	2.8	.0023	--	--	19.4	52.9	38	5	--	1983
1984	7.1	10.9	.412	17.23	3.0	.0024	--	WEZN-F 3.6	18.8	56.4	38	5	--	1984
1985	7.4	4.2	.414	17.92	3.4	N/A	--	WEZN-F 3.8	18.3	61.2	41	5	--	1985
1986	--	--	--	--	--	--	--	WEZN-F 3.6	18.1	62.4	36	5	--	1986
1987	21.8	--	.829	26.29	8.1	.0027	--	WEZN-F 4.0	19.0	60.6	39	4.5	7.4	1987
1988	23.1	6.0	.831	27.80	8.3	.0028	--	WEBE-F 5.0	18.8	68.7	30	N/A	10.5	1988
1989	23.0	-0.4	.825	27.88	8.4	.0027	--	WEBE-F 5.4	18.8	71.7	41	N/A	13.2	1989
1990	21.3	-7.4	.827	25.76	8.3	.0024	--	WEBE-F 4.7	18.6	64.2	32	N/A	14.1	1990
1991	19.1	-10.3	.827	23.10	8.4	.0023	--	WEZN-F 4.5	18.3	68.7	35	N/A	14.0	1991
1992	19.4	1.6	.824	23.54	8.5	.0025	--	WEZN-F 4.5	17.9	62.8	34	N/A	14.0	1992
1993	20.6	6.2	.813	25.34	8.6	.0024	--	WEZN-F 5.1	18.2	66.0	34	--	15.4	1993
1994	24.5	18.9	.814	30.09	8.7	.0028	--	WEBE-F 5.4	19.6	65.4	34	--	11.6	1994
1995	27.3	11.4	.829	32.93	11.1	.0025	--	WEBE-F 6.1	17.4	68.4	32	--	15.6	1995
1996	27.7	1.5	.832	33.29	11.0	.0025	--	WEBE-F 6.9	17.9	69.0	40	--	9.8	1996
1997	29.5	6.5	.837	35.24	11.8	.0025	--	WEBE-F 8.3	16.7	68.4	41	--	11.7	1997
1998	32.3	9.4	.838	38.54	12.2	.0026	--	WEBE-F 9.2	18.2	68.5	41	--	11.5	1998
1999	32.7	1.2	.846	38.65	13.9	.0024	--	WEBE-F 9.4	17.0	68.8	46	--	10.6	1999
2000	37.5	14.7	.849	44.17	16.5	.0023	--	WEBE-F 11.1	16.1	71.1	41	9	10.0	2000
2001	36.6	-2.4	.887	41.26	17.7	.0021	--	WEBE-F 10.6	15.9	72.1	42	9	12.4	2001
2002	37.3	1.9	.890	41.91	18.3	.0020	NM	WEBE-F 12.0	16.4	73.9	41	--	9.7	2002
2003	36.8	-2.9	.895	41.11	19.4	.0019	NM	WEBE-F 11.5	14.7	71.5	43	--	11.3	2003

\*\* NOTE: After 1986, the revenue totals for this market included all of Fairfield County.

### MAJOR STATIONS - JANUARY 2004

WCUM	1450	1KW	Hispanic	WEZN-F	99.9	28KW@669	Soft AC	Cox
WDJZ	1530	5KW (DA, DAYS)	Hispanic	WEBE-F	107.9	50KW@383	AC	Cumulus
WICC	600	1KW/500W (DA-2)	News/Talk	WRKI-F	95.1	30KW@636	AOR	Cumulus

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**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>
<b>CHR/AOR</b>	38	30	28	<b>CHR</b>	17	12	15		12	8	9	11
	22	29	28	<b>AOR/CL</b>	12	13	13		17	12	9	13
<b>MOR/AC</b>				<b>MOR/FS</b>	7	21	19		16	15	14	See Talk
				<b>AC/OLD</b>	23	18	28		13	12	14	13
								<b>AC</b>	5	4		3
								<b>OLDIES</b>	4	3		4
<b>COUNTRY</b>	5	2	2		3	1	4		6			
<b>BTF/EZ/SAC</b>	22	19	19		19	15	2					
								<b>SOFT AC</b>	16	15	15	12
<b>NEWS/TALK</b>	11	10	10		9	11	11		14	7	8	20
<b>SPORTS</b>										6	5	5
<b>BLACK/URBAN</b>	1	3	6		7	5	5		3	8	9	8
<b>SMOOTH JAZZ</b>										2	2	2
<b>STANDARDS</b>	--	7	5		3	3	5		1	1	3	1
<b>HISPANIC</b>									1	5	6	5
<b>RELIG/GOSPEL</b>					1	--	--			1	1	--
<b>CLASSICAL</b>	--	1	1						1	1	--	--

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

<b>1981 WEZN-F</b>	From Park Cities to Katz	N/A
<b>1983 WEBE-F (Westport)</b>		2,000,000
<b>1985 WJBX</b>		545,000
<b>1986 WEZN-F</b>	From Katz to New City	10,500,000
<b>1987 WEBE-F (Westport)</b>	Sold to ML	12,000,000
<b>1989 WICC</b>	From Tribune Co to WIN/ML	6,250,000
<b>1989 WJBX</b>		550,000
<b>1990 WCUM</b>	37.5% sold	135,000
<b>1990 WINE/WRKI-F</b>	Sold by Home News (cancelled)	5,500,000
<b>1991 WCUM</b>	75% sold	375,000
<b>1992 WINE, WRKI-F</b>	From Home News to Gary Starr	3,350,000
<b>1992 WSTC, WQQQ-F</b>	Sold by Chase	4,150,000
<b>1992 WDJZ</b>		200,000
<b>1994 WINE, WRKI-F</b>	From Gary Starr to Commodore	4,000,000
<b>1996 WEZN-F</b>	From New City to Cox	25,000,000
<b>1998 WINE, WRKI-F</b>	From Commodore to Capstar	N/A
<b>1999 WINE, WRKI-F</b>	From Capstar to Aurora	11,250,000
<b>1999 WICC, WEBE-F</b>	From ML Media to Aurora	66,000,000
<b>2002</b>	All Aurora stations sold to Cumulus	93,000,000

**STATION NOTES**

(Major call letter and format changes)

<b>WICC</b>	CHR until 80; MOR/FS evolving to Talk by early 90's
<b>WCUM</b>	WJBX until 89; AC/Oldies until 89
<b>WEZN-F</b>	EZ until mid-80's
<b>WDJZ</b>	Standards until 02

**BRIDGEPORT**

**HIGHEST BILLING STATIONS**

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 WEZN-F	3.6	WEZN-F	3.8	WEZN-F	3.6	WEZN-F	4.0	WEBE-F	5.0	WEBE-F	5.4
2 WICC	2.4	WICC	2.8	WICC	2.9	WICC	3.3	WEZN-F	4.4	WEZN-F	4.9
3								WICC	3.6	INE/RKI	3.3
4								INE/RKI	3.0	STC/JAZ	3.0
5										WICC	2.8
6											
7											
8											
9											
10											
<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 WEBE-F	4.7	WEZN-F	4.5	WEZN-F	4.5	WEZN-F	5.1	WEBE-F	5.4	WEBE-F	6.1
2 WEZN-F	4.6	WEBE-F	4.1	WEBE-F	4.0	WEBE-F	4.4	WEZN-F	5.4	WEZN-F	6.0
3 INE/RKI	2.9	INE/RKI-F	2.1	WNLK/WEFX	2.3	WLAD/WDAQ	2.7	WINE/WRKI	3.0	WNLK/WEFX	3.3
4 STC/QQQ	2.5	EFX/NLK	2.1	WINE/WRKI	2.2	WNLK/WEFX	2.2	WLAD/WDAQ	3.0	WINE/WRKI	3.1
5 WEFX-F	2.1	WICC	1.9	WLAD/WDAQ	1.9	WINE/WRKI	2.0	WNLK/WEFX	2.5	WLAD/WDAQ	3.1
6 WICC	2.0	LAD/DAQ-F	1.8	WICC	1.8	WICC	1.8	WICC	2.1	WSTC/WKHL	2.6
7 LAD/DAQ	1.8	STC/QQQ-F	1.7	WSTC/WKHL	1.7	WSTC/WKHL	1.7	WSTC/WKHL	1.9	WICC	2.3
8											
9											
10											
11											
<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 WEBE-F	6.9	WEBE-F	8.3	WEBE-F	9.2	WEBE-F	9.4	WEBE-F	11.1	WEBE-F	10.6
2 WEZN-F	5.9	WEZN-F	5.4	WEZN-F	6.2	WEZN-F	6.3	WEZN-F	8.8	WEZN-F	8.3
3 WSTC/WKHL	3.3	WEFX-F	3.3	WICC	3.1	WICC	3.1	WDAQ-F	3.6	WRKI-F	3.8
4 WLAD/WDAQ	3.2	WICC	2.9	WDAQ-F	3.1	WDAQ-F	3.0	WEFX-F	3.4	WDAQ-F	3.4
5 WNLK/WEFX	2.8	WKHL-F	2.9	WEFX-F	2.9	WEFX-F	2.8	WICC	3.3	WICC	3.0
6 WINE/WRKI	2.8	WRKI-F	2.8	WKHL-F	2.5	WRKI-F	2.5	WRKI-F	2.6	WEFX-F	2.9
7 WICC	2.7	WDAQ/WLAD	2.7	WRKI-F	2.3	WKHL-F	2.3	WKHL-F	2.3	WKHL-F	2.4
8				WLAD	1.1			WNLK/WSTC	1.5	WNLK	1.6
9											
10											
11											
<u>2002</u>		<u>2003</u>									
1 WEBE-F	12.0	WEBE-F	11.5								
2 WEZN-F	6.5	WEZN-F	6.2								
3 WEFX-F	4.0	WEFX-F	5.2								
4 WKHL-F	3.5	WICC	2.9								
5 WICC	3.0	WKHL-F	2.5								
6											
7											
8											
9											
10											
11											

**HIGHEST BILLING RADIO ENTITIES**

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 ML/Fairfield	\$ 6.5 (26.5)	1 ML/Fairfield	\$ 8.4 (30.8)	1 ML/Fairfield	\$ 9.6 (34.7)
2 WEZN-F	5.4 (22.0)	2 Commodore	6.4 (23.4)	2 Capstar	9.0 (32.5)
3 WINE, WRKI-F	3.0 (12.2)	3 New City	6.0 (22.0)	3 Cox	5.9 (21.3)
4 WLAD,WDAQ-F	3.0 (12.0)	4 WLAD,WDAQ-F	3.1 (11.4)	4 WLAD,WDAQ-F	3.2 (11.6)
5 WNLK, WEFX-F	2.5 (10.2)	5 WSTC, WKHL-F	2.6 (9.5)		
6 WSTC, WKHL-F	1.9 (7.8)				
<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 ML/Fairfield	\$ 11.2 (38.0)	1 ML/Fairfield	\$ 12.3 (38.0)	1 Aurora	\$ 15.0 (45.9)
2 Capstar	10.3 (34.7)	2 Capstar	8.7 (26.9)	2 Cox	11.4 (34.9)
3 Cox	5.4 (18.3)	3 Cox	6.2 (19.2)	3 WLAD,WDAQ	4.0 (12.2)
4 WLAD,WDAQ-F	2.7 (9.0)	4 WLAD,WDAQ-F	4.1 (12.7)		
<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Aurora	\$ 17.0 (45.4)	Aurora	\$ 17.4 (47.5)	1 Cox	\$ 6.5
2 Cox	16.0 (42.7)	Cox	15.2 (41.5)	2 Cumulus	3.0
3 WLAD,WDAQ	4.4 (11.7)	WLAD,WDAQ	4.2 (11.5)		
<u>2003</u>					
1 Cox	\$ 6.7				
2 Cumulus	2.9				
3					
4					
5					

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

NOTE: Tho 2002 and 2003 data from BIA includes only "above-the-line" Bridgeport stations.

**DUNCAN'S COMMENTS:**

Another "umbrella" market which often allows the few viable local stations a highly successful and profitable life. WICC is a good example. WEZN and WEBE are regional stations and have been hugely successful. WEBE has become a huge success.

Remember that the revenue figures include all the viable stations in Fairfield County. The ratings shown are for the Bridgeport metro only. Also note the sharp decline in APR in the last five years - much more of a decline than the national mean.