# UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

# FORM 8-K

# CURRENT REPORT Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): November 4, 2008

# SAGA COMMUNICATIONS, INC.

(Exact Name of Registrant as Specified in its Charter)

**Delaware** (State or other jurisdiction of incorporation) 1-11588 (Commission File Number) **38-3042953** (IRS Employer Identification No.)

73 Kercheval Avenue Grosse Pointe Farms, MI

(Address of Principal Executive Offices)

**48236** (Zip Code)

Registrant's telephone number, including area code: (313) 886-7070

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

## Item 2.02. Results of Operations and Financial Condition.

On November 4, 2008, Saga Communications, Inc. issued a press release announcing its financial results for the three and nine months ended September 30, 2008. The press release, dated November 4, 2008, is attached as Exhibit 99.1 to this Form 8-K.

#### Item 9.01. Financial Statements and Exhibits.

- (c) Exhibits.
  - 99.1 Press Release dated November 4, 2008.

#### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

# SAGA COMMUNICATIONS, INC.

Dated: November 4, 2008

By: /s/ Samuel D. Bush

Samuel D. Bush Senior Vice President, Chief Financial Officer and Treasurer

#### INDEX OF EXHIBITS

Exhibit No.	Description
99.1	Press Release dated November 4, 2008.

#### Saga Communications, Inc. Reports 3rd Quarter 2008 Results

**Contact:** Samuel D. Bush 313/886-7070

Grosse Pointe Farms, MI – November 4, 2008 – Saga Communications, Inc. (NYSE-SGA) today reported that 3rd quarter 2008 free cash flow was approximately flat at \$5.5 million. Net operating revenue was also approximately flat with the comparable period in 2007 at \$36.2 million and operating income decreased 7.2% to \$7.4 million. Net income decreased \$224 thousand to \$3.1 million for the quarter ended September 30, 2008 (\$.16 per fully diluted share compared to \$.17 per fully diluted share for the comparable period in 2007). For the same period, station operating expense increased \$613 thousand to \$26.6 million (station operating expense includes depreciation and amortization attributable to the stations). On a same station basis for the quarter, net operating revenue decreased 1.0% to \$35.9 million, operating income decreased 7.8% to \$7.3 million and station operating expense increased \$384 thousand to \$26.3 million.

For the nine month period ended September 30, 2008, free cash flow increased 8.8% to \$13.0 million. Net operating revenue decreased 1.4% from the comparable period in 2007 to \$105.1 million, operating income decreased 8.0% to \$18.7 million and net income decreased \$404 thousand to \$7.5 million (\$.38 per fully diluted share) compared to \$7.9 million (\$.39 per fully diluted share) for the comparable period in 2007. For the same period, station operating expense increased \$269 thousand to approximately \$79.3 million (station operating expense includes depreciation and amortization attributable to the stations). On a same station basis for the nine months, net operating revenue decreased 2.3% to \$104.1 million, operating income decreased 9.2% to \$18.5 million and station operating expense decreased \$452 thousand to \$78.5 million.

Capital expenditures in the third quarter of 2008 were \$1.6 million of which \$60 thousand were as a result of acquisitions. For the nine months, capital expenditures were \$5.1 million of which \$390 thousand were as a result of acquisitions and \$150 thousand were related to digital radio. Currently we expect capital expenditures for the year to be approximately \$8.0 million (reduced from our previous estimate of \$9.0 million).

During the quarter ended September 30, 2008, the Company bought back 1,548,394 shares of stock for a total purchase price of \$8.8 million. For the nine month period ended September 30, 2008 the Company bought back 2,084,756 shares for a total purchase price of \$11.8 million.

The attached Selected Supplemental Financial Data table discloses "as reported," "same station" and "pro forma" information by segment. The "as reported" amounts reflect our historical financial results and include the results of operations for stations that we did not own for the entire comparable period. The "same station" amounts reflect only the results of operations for stations that we owned for the entire comparable period. The "pro forma" amounts assume the 2008 and 2007 acquisitions and dispositions occurred as of January 1, 2007.

Saga Communications utilizes certain financial measures that are not calculated in accordance with generally accepted accounting principles (GAAP) to assess its financial performance. Such non-GAAP measures include same station financial information and free cash flow. These non-GAAP measures are generally recognized by the broadcasting industry as measures of performance and are used by Saga to assess its financial performance including but not limited to evaluating individual station and market-level performance, evaluating overall operations and as a primary measure for incentive based compensation of executives and other members of management. Saga's management believes these non-GAAP measures are used by analysts who report on the industry and by investors to provide meaningful comparisons between broadcasting groups, as well as an indicator of their market value. These measures are not measures of liquidity or of performance in accordance with GAAP, and should be viewed as a supplement to and not as a substitute for the results of operations presented on a GAAP basis including net operating revenue, operating income, and net income. Reconciliations for all of the non-GAAP financial measures to the most directly comparable GAAP measure are attached in the Selected Financial Data Non-GAAP Disclosures tables.

Saga Communications, Inc. is a broadcasting company whose business is devoted to acquiring, developing and operating broadcast properties. The Company owns or operates broadcast properties in 26 markets, including 61 FM and 30 AM radio stations, 3 state radio networks, 2 farm radio networks, 5 television stations and 4 low-power television stations. For additional information, contact us at (313) 886-7070 or visit our website at <u>www.sagacommunications.com</u>.

Saga's third quarter 2008 results conference call will be on Tuesday, November 4, 2008 at 2:00 PM EST. The dial in number for domestic calls is 800/230-1093. For international callers the number is 612/332-0107. The call can be replayed for 7 days by calling domestically 800/475-6701 or internationally 320/365-3844 and referring to access code 960297. Thereafter, a transcript of the call will be available on our website.

The Company requests that all parties that have a question that they would like to submit to the Company to please email the inquiry by 1:00 PM EST on November 4, 2008 to <u>SagaIR@sagacom.com</u>. The Company will discuss, during the limited period of the conference call, those inquiries it deems of general relevance and interest. Only inquiries made in compliance with the foregoing will be discussed during the call.

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words such as "believes," "expects," "anticipates," "guidance" and similar expressions are intended to identify forward-looking statements. Key risks, including risks associated with Saga's ability to effectively integrate the stations it acquires and the impact of federal regulation on Saga's business, are described in the reports Saga Communications, Inc. periodically files with the U.S. Securities and Exchange Commission, including Item 1A of our annual report on Form 10-K. Readers should note that these statements may be impacted by several factors, including national and local economic changes and changes in the radio and television broadcast industry in general, as well as Saga's actual performance. Results may vary from those stated herein and Saga undertakes no obligation to update the information contained here.

#### Saga Communications, Inc. Selected Consolidated Financial Data For The Three and Nine Months Ended September 30, 2008 and 2007 (amounts in 000's except per share data) (Unaudited)

		nths Ended nber 30,		nths Ended nber 30,
	2008	2007	2008	2007
Operating Results				
Net operating revenue	\$36,192	\$36,218	\$105,066	\$106,522
Station operating expense	26,588	25,975	79,255	78,986
Corporate general and administrative	2,485	2,272	7,611	7,194
Gain on asset exchange	(282)	—	(506)	_
Operating income	7,401	7,971	18,706	20,342
Interest expense	1,889	2,283	5,760	6,861
Other expense, net		60	27	142
Income before income tax	5,512	5,628	12,919	13,339
Income tax expense	2,415	2,307	5,452	5,468
Net income	\$ 3,097	\$ 3,321	\$ 7,467	\$ 7,871
Earnings per share				
Basic	\$ 0.16	\$ 0.17	\$ 0.38	\$ 0.39
Diluted	\$ 0.16	\$ 0.17	\$ 0.38	\$ 0.39
Weighted average common shares	18,940	20,112	19,593	20,082
Weighted average common shares and common shares equivalents	18,952	20,126	19,607	20,111
Free Cash Flow				
Net income	\$ 3,097	\$ 3,321	\$ 7,467	\$ 7,871
Plus: Depreciation and amortization:				
Station	2,238	2,013	6,391	5,847
Corporate	54	48	160	146
Deferred tax provision	1,640	1,334	3,566	3,161
Non-cash compensation	338	376	1,059	991
Gain on asset exchange	(282)	_	(506)	_
Other expense, net	_	60	27	142
Less: Capital expenditures	(1,609)	(1,617)	(5,134)	(6,180)
Free cash flow	\$ 5,476	\$ 5,535	\$ 13,030	\$ 11,978
Balance Sheet Data				
Working capital			\$ 19.311	\$ 22.560

Working capital	\$ 19,311	\$ 22,560
Net fixed assets	73,889	74,286
Net intangible assets and other assets	230,484	217,711
Total assets	339,815	330,935
Long term debt (including current portion of \$1,061 and \$0,		
respectively)	134,411	129,911
Stockholders' equity	146,066	145,543

#### Saga Communications, Inc. Selected Supplemental Financial Data For the Three Months Ended September 30, 2008 and 2007 (amounts in 000's except per share data) (Unaudited)

$\begin{array}{c c c c c c c c c c c c c c c c c c c $		Three Mo	Reported onths Ended ember 30,	Three Mo	e Station onths Ended mber 30,	Three Mo	orma (1) onths Ended nber 30,
Net operating revenue       \$36,192       \$36,218       \$33,855       \$36,156       \$36,192       \$35,855         Station operating expense       26,588       25,975       26,320       25,936       \$36,588       \$25,936       \$36,588       \$36,588       \$36,585       \$36,192       \$36,588       \$36,588       \$26,320 $25,936$ \$26,320 $25,936$ \$26,588       \$26,728       \$26,320 <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>2007</th>							2007
Station operating expense       26,588       25,975       26,320       25,936       26,588         Corporate general and administrative       2,485       2,272       2,485       2,272       2,485         Gain on asset exchange $(282)$ - $(282)$ $(2$							
Corporate general and administrative         2,485         2,272         2,485         2,272         2,485         2,272         2,485         2,272         2,485         2,272         2,485         2,272         2,485         2,272         2,485         2,272         2,445           Operating income         7,401         7,971         \$ 7,332         \$ 7,948         7,401           Interest expense         1,889         2,283         1,889         2,283         1,889           Other expense, net         -         60         -         -         -         60         -         -         -         60         -         -         -         60         -         -         -         60         -         -         -         60         -         -         60         -         -         60         -         -         60         -         -         60         -         -         60         -         -         60         -         -         60         -         -         60         -         -         60         -         6	Net operating revenue				1 A A		\$36,500
administrative       2,485       2,272       2,485       2,272       2,485         Gain on asset exchange       (282)       -       (282)       -       (282)         Operating income       7,401       7,971       \$ 7,332       \$ 7,948       7,401         Interest expense       1,889       2,283       .       -       (282)       -       (282)         Other expense, net       -       60       - <th< td=""><td>Station operating expense</td><td>26,588</td><td>25,975</td><td>26,320</td><td>25,936</td><td>26,588</td><td>26,239</td></th<>	Station operating expense	26,588	25,975	26,320	25,936	26,588	26,239
Gain on asset exchange $(282)$ $(281)$ $(281)$ $(281)$ $(282)$ $(281)$ $(281)$ $(281)$ $(281)$ $(282)$ $(281)$ $(282)$ $(281)$ $(281)$ $(282)$ $(281)$ $(281)$ $(281)$ $(281)$ $(281)$ $(281)$ $(281)$ $(281)$ $(281)$ $(281)$	1 0						
Operating income $7,401$ $7,971$ \$ $5,7,332$ \$ $7,948$ $7,401$ Interest expense $1,889$ $2,283$ $7,401$ $1,889$ Other expense, net $ 60$ $ -$ Income tax expense $2,415$ $2,307$ $2,415$ $5,3,097$ $5$ Net income       \$ $3,097$ \$ $3,321$ \$ $5,016$		,	2,272		2,272		2,272
Interest expense       1.889       2.283       1.889         Other expense, net $-$ 60 $-$ Income tax expense       2.415       2.307       2.415         Net income       \$ 3.097       \$ 3.321       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ 3.097       \$ \$ $3.097$ \$ \$ $3.016$ \$ $5 0.16$ \$ \$ $5 0.16$ \$ \$ \$ $5 0.16$ \$ \$ $5 0.16$ \$ \$ $5 0.16$ <	Gain on asset exchange	(282)		(282)		(282)	
Other expense, net $-$ 60 $-$ Income tax expense         2,415         2,307         2,415           Net income         \$ 3,097         \$ 3,321         \$ 3,097         2           Basic         \$ 0.16         \$ 0.17         \$ 0.16         2           Diluted         \$ 0.16         \$ 0.17         \$ 0.16         2           As-Reported         Three Months Ended         Three Months Ended         Three Months Ended         Pro Forma (1)           As-Reported         Three Months Ended         Same Station         Pro Forma (1)         Three Months Ended           2008         2007         2008         2007         2008         September 30,           2008         22,171         22,492         22,449         22,453         22,717           Station operating expense         22,717         22,492         22,449         22,453         22,717           Operating income         \$ 8,589         \$ 9,412         \$ 8,520         \$ 9,389         \$ 8,589         \$ 2,007           2008         2007         2008         2007         2008         2007         2008           Pro Forma (1)         Three Months Ended         Same Station         Pro Forma (1)         <	Operating income	7,401		\$ 7,332	\$ 7,948	7,401	7,989
Income tax expense $2,415$ $2,307$ $2,415$ Net income       \$ 3,097       \$ 3,321       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ 3,097       \$ \$ \$ 3,097       \$ \$ 3,097       \$ \$ \$ 3,097       \$ \$ \$ 3,097       \$ \$ \$ \$ \$ 3,097       \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	Interest expense	1,889	2,283			1,889	2,283
Net income       \$ 3,097       \$ 3,321       \$ 3,097       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,016       \$ 3,027       \$ 3,027       \$ 3,027       \$ 3,027       \$ 3,027       \$ 3,027       \$ 3,027       \$ 3,026       \$ 3,027       \$ 2,047       \$ 3,027 <td>Other expense, net</td> <td>—</td> <td></td> <td></td> <td></td> <td>_</td> <td>60</td>	Other expense, net	—				_	60
Earnings per share:           Basic         \$ 0.16         \$ 0.17           Basic         \$ 0.16         \$ 0.17           Diluted         \$ 0.16         \$ 0.17           As-Reported Three Months Ended September 30, 2007         Same Station Three Months Ended September 30, 2007         Pro Forma (1) Three Months Ended September 30, 2007           Radio Segnent	Income tax expense	2,415	2,307			2,415	2,315
Basic         \$ 0.16         \$ 0.17           Diluted         \$ 0.16         \$ 0.17           Diluted         \$ 0.16         \$ 0.17           As-Reported Three Months Ended September 30, 2008         Same Station Three Months Ended September 30, 2008         Same Station Three Months Ended September 30, 2008         Pro Forma (I) Three Months Ended September 30, 2008           Radio Segnent         \$ 31,306         \$ 31,904         \$ 30,969         \$ 31,842         \$ 31,306         \$ 31,306         \$ 31,306         \$ 22,717           Operating revenue         \$ 8,589         \$ 9,412         \$ 8,520         \$ 9,389         \$ 8,589         \$ 2077           Operating income         \$ 8,589         \$ 9,412         \$ 8,520         \$ 9,389         \$ 8,589         \$ 2077           As-Reported Three Months Ended September 30, 2007         Same Station Three Months Ended September 30, 2008         \$ 2007         2008         2007           Three Months Ended September 30, 2008         \$ 4,886         \$ 4,314         \$ 4,886         \$ 4,314         \$ 4,886           Station operating revenue         \$ 4,886         \$ 4,314         \$ 4,886         \$ 3,871         \$ 3,483         \$ 3,871           Gain on asset exchange         (282)         -         (282)         -         (282)         -	Net income	\$ 3,097	\$ 3,321			\$ 3,097	\$ 3,331
Diluted         \$ 0.16         \$ 0.17           As-Reported Three Months Ended September 30, 2008         Same Station Three Months Ended September 30, 2008         Same Station Three Months Ended September 30, 2008         Pro Forma (1) Three Months Ended September 30, 2008           Radio Segnent $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ $2077$ $22,453$ $22,717$ $22,453$ $22,717$ $22,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,918$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$ $20,917$	Earnings per share:						
As-Reported Three Months Ended September 30, 2008         Same Station Three Months Ended September 30, 2008         Pro Forma (1) Three Months Ended September 30, 2008           Radio Segnent $2007$ $2008$ $2007$ $2008$ $2007$ $2008$ Radio Segnent $331,306$ $$31,904$ $$30,969$ $$31,842$ $$31,306$ $$21,717$ Net operating expense $22,717$ $22,492$ $22,449$ $22,453$ $22,717$ Operating income $$$8,589$ $$9,412$ $$$8,520$ $$9,389$ $$$8,589$ $$2007$ Net operating revenue $$$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$4,314$ $$4,886$ $$2,297$ $$831$ $$1,297$ $$831$ $$1,297$ Dep	Basic	\$ 0.16	\$ 0.17			\$ 0.16	\$ 0.17
$\begin{tabular}{ c c c c c c c } \hline Three Months Ended & Three Months Ended & September 30, & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 2008 & 2007 & 22,449 & 22,453 & 22,717 & 0 & 0 & 0 & 0 & 0 & 0 & 0 & 0 & 0 & $	Diluted	\$ 0.16	\$ 0.17			\$ 0.16	\$ 0.17
Radio Segment         Signed         Signed Station operating revenue         Signed		Three Mo	onths Ended	Three Mo	onths Ended	Three Mo	nths Ènded
Net operating revenue         \$31,306         \$31,904         \$30,969         \$31,842         \$31,306         \$31,306         \$31,306         \$31,306         \$31,306         \$31,306         \$32,717         \$20,717         \$20,077         \$20,007 </th <th></th> <th>2008</th> <th>2007</th> <th>2008</th> <th>2007</th> <th>2008</th> <th>2007</th>		2008	2007	2008	2007	2008	2007
Station operating expense         22,717         22,492         22,449         22,453         22,717           Operating income         \$ 8,589         \$ 9,412         \$ 8,520         \$ 9,389         \$ 8,589         \$           As-Reported Three Months Ended September 30, 2008         Same Station Three Months Ended September 30, 2008         Same Station Three Months Ended September 30, 2008         Pro Forma (1) Three Months Ended September 30, 2008         2007         2008         2008         2007         2008         2008         2007         2008         2008         2007         2008         2008         2007         2008         2008         2008         2008         2008         2008 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>							
Operating income $\$$ 8,589 $\$$ 9,412 $\$$ 8,520 $\$$ 9,389 $\$$ 8,589 $\$$ As-Reported Three Months Ended September 30, 2008Same Station Three Months Ended September 30, 2008Pro Forma (1) Three Months Ended September 30, 2008Television SegmentNet operating revenue $\$4,886$ $\$4,314$ $\$4,886$ $\$4,314$ $\$4,886$ Station operating expense $3,871$ $3,483$ $3,871$ $3,483$ $3,871$ Gain on asset exchange(282)—(282)—(282)Operating income $\$1,297$ $\$$ 831 $\$1,297$ $\$$ 831 $\$1,297$ As-Reported Three Months Ended September 30, 2008Same Station 2007Pro Forma (1) Three Months Ended September 30, 2008Three Months Ended September 30, 2008Pro Forma (1) Three Months Ended September 30, 2008Depreciation and amortization by segment $\$1,618$ $\$1,608$ $\$1,589$ $\$1,600$ $\$1,618$	1 0	,		1 A A	. ,		\$32,186
As-Reported Three Months Ended September 30, 2008Same Station Three Months Ended September 30, 2008Pro Forma (1) Three Months Ended September 30, 2008Television Segment\$4,886\$4,314\$4,886\$4,314\$4,886Net operating revenue\$4,886\$4,314\$4,886\$4,314\$4,886Station operating expense3,8713,4833,8713,4833,871Gain on asset exchange(282)—(282)—(282)Operating income\$1,297\$ 831\$1,297\$ 831\$1,297As-Reported Three Months Ended September 30, 2008Same Station September 30, 2008Pro Forma (1) Three Months Ended September 30, 2008\$1,297Depreciation and amortization by segment\$1,618\$1,608\$1,589\$1,600\$1,618	Station operating expense		<u> </u>		<u> </u>		22,756
Three Months Ended September 30, 2008Three Months Ended September 30, 2008Pro Forma (1) Three Months Ended September 30, 2008Depreciation and amortization by segment\$1,618\$1,608\$1,589\$1,600\$1,618	Operating income	\$ 8,589	\$ 9,412	\$ 8,520	\$ 9,389	\$ 8,589	\$ 9,430
Television Segment         Value         Value <th></th> <th>Three Mor Septem</th> <th>nths Ended 1ber 30,</th> <th>Three Mor Septem</th> <th>nths Ended ıber 30,</th> <th>Three Mo Septen</th> <th>nths Ènded nber 30,</th>		Three Mor Septem	nths Ended 1ber 30,	Three Mor Septem	nths Ended ıber 30,	Three Mo Septen	nths Ènded nber 30,
Net operating revenue         \$4,886         \$4,314         \$4,886         \$4,314         \$4,886           Station operating expense         3,871         3,483         3,871         3,483         3,871           Gain on asset exchange         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         —         (282)         …         …         (282)         …         …         (282)         …         …         (282)         …         …         (282)         …         …         (282)         …         …         (282)         …         <		2008	2007	2008	2007	2008	2007
Station operating expense       3,871       3,483       3,871       3,483       3,871         Gain on asset exchange       (282)        (282)        (282)         Operating income       \$1,297       \$831       \$1,297       \$831       \$1,297         As-Reported Three Months Ended September 30, 2008       Same Station September 30, 2008       Pro Forma (1) Three Months Ended September 30, 2008       Pro Forma (1) Three Months Ended September 30, 2008         Depreciation and amortization by segment       \$1,618       \$1,608       \$1,589       \$1,600       \$1,618	-	¢1 00C	¢4 014	¢1 00C	¢1 011	¢4.00C	\$4,314
Gain on asset exchange(282)—(282)—(282)Operating income\$1,297\$831\$1,297\$831\$1,297As-Reported Three Months Ended September 30, 2008Same Station Three Months Ended September 30, 2008Pro Forma (1) Three Months Ended September 30, 2008Depreciation and amortization by segmentPro Forma (1) Three Months Ended September 30, 2008Radio Segment\$1,618\$1,618\$1,608\$1,589\$1,600\$1,618	1 0						3,483
Operating income\$1,297\$831\$1,297\$831\$1,297As-Reported Three Months Ended September 30, 2008Same Station Three Months Ended September 30, 2008Pro Forma (1) Three Months Ended September 30, 2008Depreciation and amortization by segment\$1,618\$1,608\$1,589\$1,600\$1,618	1 0 1		5,405	· ·	5,405	· · ·	5,405
As-Reported Three Months Ended September 30, 2008     Same Station Three Months Ended September 30, 2008     Pro Forma (1) Three Months Ended September 30, 2008       Depreciation and amortization by segment     2007     2008     2007     2008       Radio Segment     \$1,618     \$1,608     \$1,589     \$1,600     \$1,618	-		<u> </u>		\$ 931		\$ 831
Three Months Ended September 30, 2008     Three Months Ended September 30, 2008     Three Months Ended September 30, 2008     Three Months Ended September 30, 2008       Depreciation and amortization by segment     \$1,618     \$1,608     \$1,589     \$1,600     \$1,618	Operating income	\$1,297	\$ 031	\$1,297	\$ 031	\$1,297	\$ 031
Depreciation and amortization by segment\$1,618\$1,608\$1,589\$1,600\$1,618		Three Mo Septer	onths Ended mber 30,	Three Mo Septen	nths Ended nber 30,	Three Mo Septen	nths Ènded
<b>by segment</b> Radio Segment \$1,618 \$1,608 \$1,589 \$1,600 \$1,618	Depreciation and amortization	2008	2007	2008	2007	2008	2007
Radio Segment \$1,618 \$1,608 \$1,589 \$1,600 \$1,618							
		\$1.618	\$1.608	\$1 589	\$1.600	\$1.618	\$1,660
1010 1010 Octore 100 020 400 020 400 020			. ,				405
Corporate and Other 54 48 54 48 54	5						403
1							\$2,113

(1) Pro Forma results assume all acquisitions and dispositions in 2007 and 2008 occurred as of January 1, 2007.

#### Saga Communications, Inc. Selected Supplemental Financial Data For the Nine Months Ended September 30, 2008 and 2007 (amounts in 000's except per share data) (Unaudited)

	Nine Mor	eported 1ths Ended 1ber 30,	Nine Mon	Station nths Ended nber 30,	Nine Mor	orma (1) 1ths Ended 1ber 30,
	2008	2007	2008	2007	2008	2007
Consolidated						
Net operating revenue	\$105,066	\$106,522	\$104,049	\$106,460	\$105,066	\$107,445
Station operating expense	79,255	78,986	78,496	78,948	79,255	79,807
Corporate general and						
administrative	7,611	7,194	7,611	7,194	7,611	7,194
Gain on asset exchange	(506)		(506)		(506)	—
Operating income	18,706	20,342	\$ 18,448	\$ 20,318	18,706	20,444
Interest expense	5,760	6,861			5,760	6,861
Other expense, net	27	142			27	142
Income tax expense	5,452	5,468			5,452	5,510
Net income	\$ 7,467	\$ 7,871			\$ 7,467	\$ 7,931
Earnings per share:						
Basic	\$ 0.38	\$ 0.39			\$ 0.38	\$ 0.39
Diluted	\$ 0.38	\$ 0.39			\$ 0.38	\$ 0.39
	Nine Mo	eported nths Ended	Nine Mo	Station nths Ended	Nine Mo	orma (1) nths Ended
	Septe 2008	mber 30, 2007	2008 Septer	mber 30, 2007	2008	nber 30, 2007
Radio Segment						
Net operating revenue	\$91,316	\$93,640	\$90,299	\$93,578	\$91,316	\$94,563
Station operating expense	68,028	68,460	67,269	68,422	68,028	69,281
Operating income	\$23,288	\$25,180	\$23,030	\$25,156	\$23,288	\$25,282
	Nine Mo	eported nths Ended mber 30, 2007	Nine Mo	Station nths Ended mber 30, 2007	Nine Mo	orma (1) nths Ended nber 30, 2007
Television Segment	2000	2007		2007	2000	2007
Net operating revenue	\$13,750	\$12,882	\$13,750	\$12,882	\$13,750	\$12,882
Station operating expense	11,227	10,526	11,227	10,526	11,227	10,526
Gain on asset exchange	(506)		(506)		(506)	
Operating income	\$ 3,029	\$ 2,356	\$ 3,029	\$ 2,356	\$ 3,029	\$ 2,356
	Nine M	Reported Ionths Ended ember 30, 2007	Nine Mo	e Station onths Ended ember 30, 2007	Nine Mo	orma (1) nths Ended mber 30, 2007
Depreciation and amortization by segment						
Radio Segment	\$4,771	\$4,653	\$4,685	\$4,645	\$4,771	\$4,825
Television Segment	1,620	1,194	1,620	1,194	1,620	1,194
Corporate and Other	160	146	160	146	160	146
	\$6,551	\$5,993	\$6,465	\$5,985	\$6,551	\$6,165

(1) Pro Forma results assume all acquisitions and dispositions in 2007 and 2008 occurred as of January 1, 2007.

#### Saga Communications, Inc. Selected Supplemental Financial Data Quarterly Proforma Information September 30, 2008 and 2007 (amounts in 000's except per share data) (Unaudited)

	Three Mo	orma (1) nths Ended ch 31,	Three Mo	orma (1) nths Ended le 30,	Three Mo	orma (1) nths Ended nber 30,	Pro Forma (1) Three Months Ended December 31,
	2008	2007	2008	2007	2008	2007	2007
Consolidated			·				
Net operating revenue	\$31,532	\$32,193	\$37,342	\$38,752	\$36,192	\$36,500	\$37,537
Station operating expense	25,421	26,284	27,246	27,284	26,588	26,239	27,352
Corporate general and							
administrative	2,552	2,316	2,574	2,606	2,485	2,272	2,606
Gain on asset exchange			(224)		(282)		
Operating income	3,559	3,593	7,746	8,862	7,401	7,989	7,579
Interest expense	1,995	2,297	1,876	2,281	1,889	2,283	2,093
Other expense, net	20	35	7	47	—	60	131
Income tax expense	634	509	2,403	2,686	2,415	2,315	2,222
Net income	\$ 910	\$ 752	\$ 3,460	\$ 3,848	\$ 3,097	\$ 3,331	\$ 3,133
Earnings per share:							
Basic	\$ 0.05	\$ 0.04	\$ 0.17	\$ 0.19	\$ 0.16	\$ 0.17	\$ 0.16
Diluted	\$ 0.05	\$ 0.04	\$ 0.17	\$ 0.19	\$ 0.16	\$ 0.17	\$ 0.16
	Three Mo	orma (1) nths Ended ch 31, 2007	Three Mo	orma (1) nths Ended ee 30, 2007	Three Mo	orma (1) nths Ended nber 30, 2007	Pro Forma (1) Three Months Ended December 31, 2007
Radio Segment							
Net operating revenue	\$27,381	\$28,203	\$32,629	\$34,174	\$31,306	\$32,186	\$32,992
Station operating expense	21,913	22,802	23,398	23,723	22,717	22,756	23,738
Operating income	\$ 5,468	\$ 5,401	\$ 9,231	\$10,451	\$ 8,589	\$ 9,430	\$ 9,254
	Three Mo	orma (1) nths Ended ch 31, 2007	Three Mo	orma (1) nths Ended ie 30, 2007	Three Mo	orma (1) nths Ended nber 30, 2007	Pro Forma (1) Three Months Ended December 31, 2007
Television Segment							
Net operating revenue	\$ 4,151	\$ 3,990	\$ 4,713	\$ 4,578	\$ 4,886	\$ 4,314	\$ 4,545
Station operating expense	3,508	3,482	3,848	3,561	3,871	3,483	3,614
Gain on asset exchange	—	—	(224)	—	(282)	—	—
Operating income	\$ 643	\$ 508	\$ 1,089	\$ 1,017	\$ 1,297	\$ 831	\$ 931
	Three Mo	orma (1) nths Ended ch 31, 2007	Three Mo	orma (1) nths Ended ie 30, 2007	Three Mo	orma (1) nths Ended nber 30, 2007	Pro Forma (1) Three Months Ended December 31, 2007
Depreciation and amortization by segment							
Radio Segment	\$ 1,562	\$ 1,566	\$ 1,591	\$ 1,599	\$ 1,618	\$ 1,660	\$ 1,723
Television Segment	395	389	605	400	620	405	425
Corporate and Other	53	47	53	51	54	48	58
	\$ 2,010	\$ 2,002	\$ 2,249	\$ 2,050	\$ 2,292	\$ 2,113	\$ 2,206

(1) Pro Forma results assume all acquisitions and dispositions in 2007 and 2008 occurred as of January 1, 2007.

#### Saga Communications, Inc. Selected Financial Data Non-GAAP Disclosures For the Three Months Ended September 30, 2008 and 2007 (amounts in 000's) (Unaudited)

# Reconciliation of As-Reported (historical) information to Same Station Operating Income

	As-Reported Three Months Ended September 30, 2008	Adjustment For Acquisitions and Dispositions Not Included in Entire Comparable Period	Same Station Three Months Ended September 30, 2008	As-Reported Three Months Ended September 30, 2007	Adjustment For Acquisitions and Dispositions Not Included in Entire Comparable Period	Same Station Three Months Ended September 30, 2007
Consolidated						
Net operating revenue	\$ 36,192	\$ (337)	\$ 35,855	\$ 36,218	\$ (62)	\$ 36,156
Station operating expense	26,588	(268)	26,320	25,975	(39)	25,936
Corporate general and						
administrative	2,485	—	2,485	2,272	_	2,272
Gain on asset exchange	(282)		(282)			<u> </u>
Operating income	\$ 7,401	\$ (69)	\$ 7,332	\$ 7,971	\$ (23)	\$ 7,948
	As-Reported Three Months Ended September 30, 2008	Adjustment For Acquisitions and Dispositions Not Included in Entire Comparable Period	Same Station Three Months Ended September 30, 2008	As-Reported Three Months Ended September 30, 2007	Adjustment For Acquisitions and Dispositions Not Included in Entire Comparable Period	Same Station Three Months Ended September 30, 2007
Radio Segment						
Net operating revenue	\$ 31,306	\$ (337)	\$ 30,969	\$ 31,904	\$ (62)	\$ 31,842
Station operating expense	22,717	(268)	22,449	22,492	(39)	22,453
Operating income	\$ 8,589	\$ (69)	\$ 8,520	\$ 9,412	\$ (23)	\$ 9,389
	As-Reported Three Months Ended September 30, 2008	Adjustment For Acquisitions and Dispositions Not Included in Entire Comparable Period	Same Station Three Months Ended September 30, 2008	As-Reported Three Months Ended September 30, 2007	Adjustment For Acquisitions and Dispositions Not Included in Entire Comparable Period	Same Station Three Months Ended September 30, 2007
Television Segment						
Net operating revenue	\$ 4,886		\$ 4,886	\$ 4,314		\$ 4,314
Station operating expense	3,871		3,871	3,483	_	3,483
Gain on asset exchange	(282)		(282)			
Operating income	\$ 1,297		\$ 1,297	\$ 831		\$ 831

#### Saga Communications, Inc. Selected Financial Data Non-GAAP Disclosures For the Nine Months Ended September 30, 2008 and 2007 (amounts in 000's) (Unaudited)

# Reconciliation of As-Reported (historical) information to Same Station Operating Income

Nine Months and Dispositions Nine Months Nine Months and Dispositions Nin Ended Not Included in Ended Ended Not Included in	106,460 78,948 7,194 20,318 ne Station te Months Ended tember 30, 2007
Station operating expense79,255(759)78,49678,986(38)Corporate general and administrative7,6117,6117,194Gain on asset exchange(506)(506)Operating income\$ 18,706\$ (258)\$ 18,448\$ 20,342\$ (24)\$As-Reported Nine Months Ended September 30, 2008\$ 18,448\$ 20,342\$ (24)\$Radio Segment\$Same Station PeriodSame Station Nine Months Ended September 30, 2008Same Station September 30, 2008Adjustment For Acquisitions and Dispositions 2008Same Station September 30, 2008Adjustment For Acquisitions and Dispositions September 30, 2008Same Station September 30, 2007Same Station PeriodSame Station September 30, 2007Same Station September 30, 	78,948 7,194 20,318 ne Station te Months Ended tember 30, 2007
Corporate general and administrative7,6117,194—Gain on asset exchange(506)—(506)——<	7,194 20,318 ne Station te Months Ended tember 30, 2007
administrative7,6117,6117,194Gain on asset exchange(506)(506)Operating income\$18,706\$(258)\$18,448\$20,342\$(24)\$Adjustment For Acquisitions September 30, 2008Adjustment For Acquisitions 2008Same Station Same Station Not Included in Ended September 30, 2008Adjustment For Acquisitions Same Station PeriodAdjustment Same Station Same Station Same Station September 30, 2008Adjustment For Acquisitions Same Station September 30, 2008Adjustment September 30, 2008Adjustment September 30, 2007Same Station September 30, 2007Adjustment For Acquisitions Adjustment September 30, 2007Same Station September 30, 2007Same Station September 30, 2007Same Station 	20,318 ne Station te Months Ended tember 30, 2007
Gain on asset exchange(506)—(506)——Operating income\$ 18,706\$ (258)\$ 18,448\$ 20,342\$ (24)\$Adjustment For Acquisitions and Dispositions Not Included in Ended 2008Same Station PeriodAs-Reported Nine Months Ended September 30, 2008Adjustment For Acquisitions Same Station PeriodAdjustment Same Station September 30, 	20,318 ne Station te Months Ended tember 30, 2007
Operating income\$ 18,706\$ (258)\$ 18,448\$ 20,342\$ (24)\$As-Reported Nine Months Ended September 30, 2008Adjustment For Acquisitions and Dispositions Not Included in Entire Comparable PeriodSame Station Nine Months Ended September 30, 2008Adjustment For Acquisitions Same Station 	ne Station le Months Ended tember 30, 2007
Adjustment For Acquisitions and Dispositions Ended September 30, 2008Adjustment For Acquisitions and Dispositions PeriodAdjustment Same Station Nine Months Ended September 30, 	ne Station le Months Ended tember 30, 2007
As-Reported Nine Months Ended 2008For Acquisitions and Dispositions Not Included in PeriodSame Station Nine Months Ended 2008As-Reported Nine Months Ended 2008For Acquisitions 	e Months Ended tember 30, 2007
Net operating revenue         \$ 91,316         \$ (1,017)         \$ 90,299         \$ 93,640         \$ (62)         \$           Station operating expense         68,028         (759)         67,269         68,460         (38)	
Station operating expense         68,028         (759)         67,269         68,460         (38)	
	93,578
Operating income         \$ 23,288         \$ (258)         \$ 23,030         \$ 25,180         \$ (24)         \$	68,422
	25,156
Nine Months and Dispositions Nine Months Nine Months and Dispositions Nin Ended Not Included in Ended Ended Not Included in September 30, Entire Comparable September 30, September 30, Entire Comparable Sept	ne Station le Months Ended tember 30, 2007
Television Segment	
Net operating revenue         \$ 13,750         -         \$ 13,750         \$ 12,882         -         \$	12,882
Station operating expense 11,227 — 11,227 10,526 —	10,526
Gain on asset exchange         (506)         —         (506)         —         _         _         _         _         _         _         _         _         _         _         _         _         _         _         _         _ <th< td=""><td></td></th<>	
Operating income         \$ 3,029        \$         \$ 3,029         \$ 2,356        \$	2,356