

BOISE
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>	
KBOI	11.4	11.0	13.2	9.5	11.2	16.5	13.1	12.4	10.4	10.7	8.8	8.0	10.0	11.4	8.9	6.5	7.6	6.7	7.7	7.0	5.0	5.7	6.0	4.8	4.1	3.7	3.8	5.5	5.1	KBOI, 670 (NIT)
KIDO	16.8	20.0	18.3	18.6	10.8	9.4	5.5	5.4	4.6	4.0	1.1	2.3	6.4	1.7	0.5	-	0.3	-	-	1.8	0.7	1.1	2.0	1.9	2.1	2.3	5.1	5.6	4.5	KIDO, 580 (T)
KRVB-F	3.4	4.5	4.3	4.3	6.8	7.1	8.0	6.2	7.4	10.5	7.7	6.9	7.2	10.0	9.4	9.9	9.7	6.2	2.9	2.6	2.0	3.0	3.0	1.7	2.3	3.2	3.2	3.3	2.7	KRVB-F, 94.9 (AOR)
KIZN-F	14.1	14.8	5.8	5.1	8.0	3.7	11.0	11.8	6.8	3.1	9.3	9.2	4.4	4.9	2.8	4.7	5.8	6.0	6.3	8.2	10.0	8.6	8.7	5.9	5.1	7.1	6.9	5.8	8.4	KIZN-F, 92.3 (C)
KFXD	4.7	7.1	0.8	1.6	3.6	7.1	7.0	8.7	7.4	7.1	7.2	5.7	5.3	5.1	5.3	6.4	5.8	6.0	6.6	7.1	8.0	9.5	6.9	7.0	7.4	6.9	2.4	2.3	2.3	KFXD, 630 (C)
KLTB-F	-	-	-	-	-	10.9	8.3	11.0	9.0	9.6	2.7	6.9	7.2	3.7	4.1	4.6	6.6	6.3	6.8	6.1	5.0	4.6	5.1	8.4	7.7	7.0	8.7	5.5	5.3	KLTB-F, 104.3 (O)
KQFC-F	-	3.2	1.9	6.3	11.2	10.1	10.1	7.6	6.3	8.5	5.3	1.7	5.3	4.3	6.1	10.7	12.2	14.8	13.6	9.5	9.5	9.9	8.4	7.2	6.0	6.9	6.3	5.6	6.0	KQFC-F, 97.9 (C)
KGEM	14.1	10.3	12.8	16.6	10.8	8.2	11.0	6.8	7.6	8.8	5.9	6.6	3.3	3.1	3.1	3.4	3.7	5.3	3.3	2.9	4.1	4.8	3.1	4.4	4.4	3.3	3.0	3.4	3.2	KGEM, 1140 (ST)
KBXL-F	12.1	9.0	11.7	9.1	12.0	9.4	7.3	4.5	4.9	6.2	5.6	6.6	7.8	4.9	2.0	2.6	1.9	0.8	0.5	0.7	-	0.9	-	0.9	1.5	0.6	1.0	1.1	0.4	KBXL-F, 94.1 (REL)
KSPD	4.0	3.2	5.1	-	0.4	0.4	-	0.6	1.4	0.6	1.9	0.6	0.6	0.9	0.8	0.7	-	-	0.9	-	-	-	-	-	-	-	-	-	-	KSPD, 790 (REL)
KKGL-F	-	-	10.1	4.7	8.8	4.9	2.4	2.0	4.9	4.8	4.8	2.3	2.1	2.9	5.6	4.7	3.5	3.7	2.9	3.5	4.5	2.2	4.2	3.3	3.8	4.5	5.9	5.1	5.3	KKGL-F, 96.9 (CL. AOR)
KJOT-F	-	-	-	-	3.6	3.4	6.4	4.5	3.5	2.0	3.2	12.4	11.4	9.7	10.2	8.2	8.6	8.5	9.0	8.6	4.0	6.0	4.1	3.5	5.3	6.1	4.1	3.7	3.5	KJOT-F, 105.1 (AOR)
KZMG-F	-	-	-	-	-	-	-	6.8	12.5	7.9	9.0	6.9	4.7	6.3	6.9	3.1	2.9	5.1	7.9	8.5	8.8	9.8	9.1	8.2	6.8	4.1	4.4	5.3	5.6	KZMG-F, 93.1 (CHR)
KCIX-F	-	-	-	-	-	-	-	-	-	16.0	13.5	16.3	16.3	19.6	-	13.1	11.1	9.9	9.3	7.7	6.2	6.2	5.8	4.4	3.9	2.6	3.3	4.2	3.1	KCIX-F, 105.9 (AC)
KTIK	-	-	-	-	-	-	-	-	5.6	1.6	-	3.0	1.1	1.5	-	1.7	-	0.5	-	-	1.6	1.1	1.1	1.5	1.6	1.2	1.4	2.1	1.9	KTIK, 1350 (S)
KSAS-F	-	-	-	-	-	-	-	-	-	-	-	0.6	5.7	5.1	-	5.4	5.6	4.1	5.1	4.4	8.3	3.8	5.6	4.4	3.3	5.0	6.6	4.2	4.3	KSAS-F, 103.3 (CHR)
KJHY-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	0.7	-	-	0.0	-	0.4	1.4	0.9	1.4	1.4	KJHY-F, 101.9 (SP)	
KQXR-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	4.1	3.0	1.6	5.3	4.4	4.3	6.0	7.2	7.5	5.3	6.7	KQXR-F, 100.3 (AOR)	
KTHI-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.8	5.1	4.3	1.6	1.7	3.2	3.7	2.2	3.9	6.9	KTHI-F, 107.1 (CH)
KXLT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.8	5.1	4.3	5.9	7.5	5.4	4.6	5.8	4.3	KXLT-F, 107.9 (SAC)

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>
KBOI	24.9	28.7	34.7	28.0	29.2	23.6	20.3	20.9	22.3	22.0	20.3	17.7	17.1	17.7	20.1	19.7	15.2	16.1	15.5	15.5	15.2	13.5	12.5	14.5	14.2
KIDO	30.6	25.7	24.5	20.4	17.2	11.9	7.7	8.1	9.6	4.9	2.1	-	1.4	-	-	4.8	3.3	4.1	4.5	5.1	5.1	4.6	10.6	11.2	10.9
KRVB-F	15.5	16.9	16.4	15.2	18.2	21.3	18.1	18.3	18.0	22.7	21.7	21.7	20.4	16.5	9.3	9.3	7.7	6.9	5.6	5.3	4.8	8.3	6.7	7.6	8.2
KIZN-F	15.7	8.7	18.2	20.3	15.7	11.7	20.6	19.5	15.7	14.7	8.5	10.7	12.7	16.3	18.8	19.4	17.2	20.6	18.1	15.7	15.5	13.3	16.7	16.7	17.4
KFXD	16.1	17.9	18.4	18.2	17.8	13.2	13.3	12.4	13.4	12.9	12.9	12.3	14.8	14.7	14.2	15.0	14.0	15.3	12.8	16.7	15.4	14.1	5.8	6.2	5.0
KLTB-F	-	11.4	14.0	17.5	18.8	14.6	12.8	11.9	14.7	10.4	11.6	15.9	17.2	15.4	15.7	14.3	14.3	14.3	13.9	17.0	16.4	14.9	16.6	11.1	9.6
KQFC-F	18.2	20.9	17.5	16.6	17.3	17.3	12.5	5.9	8.7	8.9	12.8	17.4	17.9	20.1	26.3	20.6	15.5	15.4	18.0	16.1	14.4	12.6	14.1	13.6	12.9
KGEM	24.0	17.4	20.4	18.3	16.7	18.3	13.4	14.0	8.8	9.0	8.2	8.1	6.2	7.7	8.7	7.2	7.2	9.2	10.1	6.2	6.8	7.8	4.8	5.0	5.1
KBXL-F	18.6	16.3	11.1	13.9	11.8	10.1	11.4	11.4	9.7	9.2	6.7	7.8	6.8	3.8	2.7	2.9	-	3.6	-	2.8	4.2	2.4	3.0	2.9	2.5
KSPD	-	-	-	2.3	2.2	4.4	2.3	3.0	3.0	3.1	-	5.1	-	-	3.1	-	-	-	-	-	-	-	-	-	-
KKGL-F	18.7	11.4	8.2	6.6	7.7	10.6	10.5	8.3	7.9	8.3	13.9	13.2	11.8	9.9	7.4	12.2	10.1	7.5	12.9	11.3	9.4	10.5	13.3	10.0	11.8
KJOT-F	-	-	12.3	9.2	7.8	6.7	9.0	15.4	18.8	18.7	20.1	13.2	16.1	14.6	18.8	15.6	11.3	14.1	11.1	11.3	12.1	9.8	10.6	7.5	11.5
KZMG-F	-	-	-	12.0	20.7	17.8	15.8	15.4	13.8	11.0	16.1	11.3	10.0	13.4	21.1	20.1	18.6	23.8	25.1	21.1	17.0	14.8	17.3	15.1	18.6
KCIX-F	-	-	-	-	-	21.8	21.5	22.6	24.5	26.7	-	23.5	22.9	18.9	21.5	17.8	15.0	16.7	15.3	10.6	12.0	7.9	10.6	10.7	10.5
KTIK	-	-	-	-	-	12.2	8.2	6.9	5.7	5.2	5.6	3.7	-	3.3	-	-	3.0	2.5	4.1	3.8	5.2	3.1	4.5	4.7	4.7
KSAS-F	-	-	-	-	-	-	-	-	2.7	8.4	8.9	12.0	12.2	10.9	12.3	7.3	14.3	14.1	12.9	11.6	8.2	17.3	16.1	13.7	13.3
KJHY-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	1.5	-	-	1.4	-	3.3	1.0	1.5	2.7
KQXR-F	-	-	-	-	-	-	-	-	-	-	-	-	1.5	10.5	9.3	7.7	13.0	11.2	12.5	13.7	-	13.4	16.0	14.7	14.8
KTHI-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.2	10.0	9.3	9.6	5.7	11.4	14.9
KXLT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12.0	13.2	11.8	14.5	14.2	16.1	11.3	10.3	13.2	12.4

BOISE

	<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	1.7	--	--	--	--	--	--	--	--	14.3 %	33.8 %	--	--	--	1976
1977	1.6	-5.9 %	--	--	--	--	--	--	--	14.4	35.1	14	--	--	1977
1978	2.2	37.5	--	--	--	--	--	--	--	14.0	33.0	15	--	--	1978
1979	2.3	4.5	--	--	--	--	--	--	--	13.4	54.1	16	--	--	1979
1980	2.9	26.1	--	--	--	--	--	--	--	14.0	52.6	18	--	--	1980
1981	3.8	31.0	.174	21.84	.76	.0039	--	--	--	15.6	54.6	13	--	--	1981
1982	4.6	21.1	.183	25.14	.82	.0041	--	--	--	16.4	57.1	17	--	--	1982
1983	5.2	13.0	.191	27.23	.89	.0043	.052	--	--	16.3	62.0	18	15	--	1983
1984	5.8	11.5	.195	29.74	.95	.0045	.068	KBOI	0.8	15.6	57.2	18	15	--	1984
1985	6.3	8.6	.199	31.66	1.0	.0043	.068	KBOI	1.0	16.5	69.1	18	14	--	1985
1986	6.5	3.2	.207	23.21	1.1	.0045	.074	KCIX-F	1.2	15.1	72.0	17	13	--	1986
1987	6.3	-3.1	.295	21.36	1.6	.0038	.075	KCIX-F	1.4	15.4	68.7	17	13	6.1	1987
1988	7.2	14.3	.297	24.24	1.7	.0041	.076	KCIX-F	1.7	14.7	73.4	18	12	5.4	1988
1989	8.0	11.1	.298	26.84	1.9	.0043	.086	KCIX-F	2.0	16.5	76.8	19	12	6.9	1989
1990	8.3	3.8	.298	27.48	2.0	.0042	.093	KCIX-F	2.1	16.4	77.7	20	13	10.2	1990
1991	8.7	4.8	.300	29.00	2.1	.0041	.104	KCIX-F	2.3	15.8	80.6	15	12.5	16.1	1991
1992	9.3	7.0	.305	30.49	2.2	.0042	.109	KCIX-F	2.3	16.2	78.5	16	13	14.1	1992
1993	9.7	4.6	.326	29.75	2.6	.0037	.116	KCIX-F	2.0	15.9	78.9	16	13	14.9	1993
1994	12.0	23.7	.345	34.78	3.1	.0039	.140	KCIX-F	2.4	15.8	75.6	19	13	13.0	1994
1995	13.0	8.1	.355	36.62	4.1	.0036	.153	KQFC-F	2.1	14.7	80.9	15	13	15.0	1995
1996	14.6	11.0	.374	39.03	4.1	.0036	.169	KQFC-F	2.3	14.3	74.7	18	13.5	13.8	1996
1997	16.2	10.9	.378	41.33	4.5	.0036	.194	KCIX-F	1.9	16.1	78.1	19	14.5	15.8	1997
1998	18.0	11.1	.403	44.67	4.9	.0037	.206	KQFC-F	2.0	14.5	76.4	23	14.5	11.7	1998
1999	19.2	6.3	.413	46.42	5.1	.0038	.220	KQFC-F	2.3	13.9	77.5	23	15.5	16.2	1999
2000	23.0	19.8	.427	53.86	5.8	.0040	.269	KLTB-F	2.7	13.9	81.0	23	14.5	13.6	2000
2001	21.6	-6.1	.443	48.76	6.4	.0034	.257	KLTB-F	2.4	13.0	81.2	24	14.5	15.9	2001
2002	22.4	3.7	.451	49.66	6.7	.0033	.273	KIZN-F	2.2	12.5	73.3	24	--	17.2	2002
2003	22.9	2.2	.464	49.35	7.1	.0032	.277	KQFC-F	2.5	13.2	78.0	23	16.5	17.2	2003

MAJOR STATIONS - JANUARY 2004

KBOI	670 50KW (DA-N)	News/Talk	Citadel	KKGL-F	96.9 48KW@2717	Classic AOR	Citadel
KFXD	630 5KW (DA-2)	Country	Clear Channel	KLTB-F	104.3 52KW@2574	Oldies	Clear Channel
KGEM	1140 10KW (DA-N)	Standards	Journal	KQFC-F	97.9 48KW@2717	Country	Citadel
KIDO	580 5KW (DA-N)	Talk	Clear Channel	KQXR-F	100.3 100KW@708	AOR/Modern	Journal
KTIK	1350 5KW/600W (DA-N)	Sports	Citadel	KRVB-F	94.9 49KW@2693	AOR/Prog.	Journal
KBXL-F	94.1 40KW@2635	Religion		KSAS-F	103.3 54KW@2578	CHR	Clear Channel
KCIX-F	105.9 50KW@2700	AC/CHR	Clear Channel	KTHI-F	107.1 49KW@2654	Classic Hits	Journal
KIZN-F	92.3 48KW@2717	Country	Citadel	KXLT-F	107.9 45KW@2683	Soft AC	Clear Channel
KJHY-F	101.9 57KW@2533	Hispanic		KZMG-F	93.1 48KW@2717	CHR	Citadel
KJOT-F	105.1 53KW@2588	AOR	Journal				

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	43	38	36	CHR AOR/CL	20	12	11		12	11	13	12
					--	12	14		15	12	19	23
MOR/AC	19	18	14	MOR/FS AC/OLD	11	16	8		8	5	6	See Talk
					11	28	26		20	10	10	7
								AC OLDIES	17	10		10
COUNTRY	15	22	19		20	14	16		22	24	17	16
BTFL/EZ/SAC	14	20	13		16	9	11					
								SOFT AC	6	6	8	6
NEWS/TALK	5	--	--		1	--	6		7	9	8	14
SPORTS											2	1
BLACK/URBAN												
SMOOTH JAZZ												
STANDARDS	--	--	9		8	7	4		6	5	6	4
HISPANIC											1	3
RELIG/GOSPEL	4	1	4		3	1	3		1	1	2	2
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

KSPD	News until 78
KKGL-F	KUJZ until 82; KBNY until 86; KFML until 87; KLCI until 97; AOR until 97; Classic AOR after 97
KIZN-F	KBBK until 85; KIYS until 90; CHR until 90
KLTB-F	KIDQ until 85; AOR until 85; Soft AC until 90
KGEM	Country until 89
KTIK	KNPA until 87; Oldies until about 89; KSGR until ---; Talk until ---
KFXD and KIDO	swapped frequencies (580 and 630) in 01
KIDO (580)	KFXD until 01; CHR until about 84; Standards until 87; Religion until 01
KFXD (630)	KIDO until 01; CHR until 81; Standards until 87
KRVB-F	KFXD-F until 96; KFXJ until 00; CHR until 96
KZMG-F	Oldies until about 92
KSAS-F	KHEZ-F until 95; KARO until 01; EZ until 95; Oldies-70's until 97; AOR until 99
KBXL-F	EZ/Soft AC until 94
KTHI-F	KCID until 02; AC until 02

BOISE

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 KATN, KIYS-S		\$	222,000
1974 KBOI AF			850,000
1976 KIDO	Sold to Date Moore		384,000
1979 KIDO, KLTB-F	Sold to Sundance		815,000
1982 KFML-F	Sold by Larson		630,000
1983 KFXD AF	Sold to Communication Properties		400,000
1986 KFXD AF	Sold by Communication Properties		1,200,000
1986 KNPA (Nampa)			170,000
1987 KFML			450,000
1987 KGEM, KJOT-F	From Hatch to Bruce Johnson		2,100,000
1989 KHEZ-F (Caldwell)	Sold to John Price		700,000
1989 KIZN AF	From Constant to Pacific Telecom		N/A
1991 KIZN-F			650,000
1991 KUCL (730)	Donated to Boise State		---
1991 KHEZ-F	From John Price to Citadel		1,000,000
1993 KZMG-F	Sold to KIZN-F		750,000
1994 KHEZ-F	From Citadel to Sundance		550,000
1995 KQXR-F (Payette)	Sold to KGEM, KJOT-F owner		450,000
1996 KIDO	From Sundance to Colfax		1,800,000
1996 KARO-F	From Sundance to Colfax		2,000,000
1996 KLTB-F	From Sundance to Colfax		4,200,000
1996 KIZN-F, KZMG-F	Sold to Pacific Northwest		5,000,000
1996 KIDO, KARO-F, KLTB-F	From Colfax to Jacor		11,000,000
1996 KGEM, KJOT-F, KQXR-F	Sold to American General		5,100,000
1996 KGEM, KJOT-F, KQXR-F	From American General to John Lynch		6,800,000
1996 KCID-F	From American General to John Lynch		1,200,000
1997 KCIX-F, KXLT-F	Sold to Jacor		8,000,000
1997 KSRV A/F, KCID (1490)	Sold to American General		2,100,000
1997 KFXD	Sold to Jacor		1,300,000
1997 KIZN-F, KZMG-F	From Pacific Northwest to Citadel		14,100,000
1997 KBOV/KKGL-F, KQFC-F	From Pacific Northwest to Citadel		13,200,000
1998 KJOT-F/KCID A/F/KGEM	From American General to Journal Co.		15,500,000
KSRV A/F/KQXR-F			
1998	All Jacor stations sold to Clear Channel		N/A
1999 KSRV A/F	Sold to Journal Co. to Horizon		2,500,000
1999 KFXJ-F	Sold to Journal Co.		3,750,000
2000 KMXM-F, KTPZ-F	Sold to Horizon		N/A
2003 KKIC, KJHY-F (Emmott)			1,200,000

BOISE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KBOI	0.8	KBOI	1.0	KCIX-F	1.2	KCIX-F	1.4	KCIX-F	1.7	KCIX-F	2.0
2 KGEM	0.63	KFXD-F	0.7	KBOI	1.2	KBOI	1.2	KBOI	1.0	KBOI	1.2
3 KIZN-F	0.6	KIZN-F	0.66	KIZN-F	0.7	KLTB-F	0.7	KJOT-F	0.6	KJOT-F	1.0
4 KIDQ-F	0.55	KGEM	0.65	KGEM	0.55			KFXD-F	0.5	KFXD-F	0.9
5 KBOI-F	0.47	KBOI-F	0.48	KLTB-F	0.47			KLTB-F	0.4	KIZN-F	0.7
6 KFXD-F	0.45			KIDO	0.43			KIZN-F	0.4	KQFC-F	0.5
7				KJOT-F	0.42			KIDO	0.4	KLTB-F	0.4
8										KIDO	0.4
9										KLCI-F	0.35
10										KMEZ-F	0.3
1990		1991		1992		1993		1994		1995	
1 KCIX-F	2.1	KCIX-F	2.3	KCIX-F	2.3	KCIX-F	2.0	KCIX-F	2.4	KQFC-F	2.1
2 KBOI	1.2	KQFC-F	1.2	KQFC-F	1.6	KQFC-F	1.6	KQFC-F	1.7	KCIX-F	2.0
3 KJOT-F	0.9	KBOI	1.0	KBOI	1.0	KJOT-F	1.4	KJOT-F	1.7	KBOI	1.4
4 KFXD-F	0.85	KJOT-F	0.9	KJOT-F	0.9	KLTB-F	1.0	KBOI	1.3	KJOT-F	1.3
5 KLTB-F	0.8	KFXD-F	0.6	KLTB-F	0.7	KBOI	0.9	KLTB-F	1.1	KIZN-F	1.1
6 KQFC-F	0.6	KLTB-F	0.6	KFXD-F	0.6	KZMG-F	0.6	KIZN-F	1.0	KLTB-F	1.1
7 KHEZ-F	0.4	KIDO	0.4	KIZN-F	0.5	KIDO	0.5	KIDO	0.9	KIDO	1.0
8 KLCI-F	0.35	KMEZ-F	0.4	KIDO	0.5	KIZN-F	0.5	KZMG-F	0.7	KZMG-F	0.8
9 KMEZ-F	0.3	KZMG-F	0.4	KHEZ-F	0.4	KHEZ-F	0.4			KARO-F	0.7
10		KIZN-F	0.2	KZMG-F	0.3					KXLT-F	0.6
11											
1996		1997		1998		1999		2000		2001	
1 KQFC-F	2.3	KCIX-F	1.9	KQFC-F	2.0	KQFC-F	2.3	KLTB-F	2.7	KLTB-F	2.4
2 KCIX-F	1.5	KQFC-F	1.8	KCIX-F	1.9	KXLT-F	2.3	KQFC-F	2.6	KQFC-F	2.4
3 KARO-F	1.5	KIZN-F	1.7	KIZN-F	1.7	KLTB-F	2.2	KXLT-F	2.4	KIZN-F	2.2
4 KZMG-F	1.4	KZMG-F	1.6	KZMG-F	1.7	KZMG-F	1.9	KIZN-F	2.1	KXLT-F	1.9
5 KBOI	1.4	KIDO	1.5	KBOI	1.6	KIZN-F	1.6	KZMG-F	2.0	KJOT-F	1.7
6 KIDO	1.4	KBOI	1.5	KXLT-F	1.6	KCIX-F	1.5	KIDO	1.8	KIDO	1.6
7 KIZN-F	1.3	KJOT-F	1.2	KIDO	1.5	KIDO	1.5	KJOT-F	1.7	KQXR-F	1.4
8 KLTB-F	0.8	KXLT-F	1.0	KLTB-F	1.4	KBOI	1.3	KCIX-F	1.4	KBOI	1.2
9 KJOT-F	0.8	KARO-F	1.0	KARO-F	1.1	KARO-F	0.9	KBOI	1.3	KZMG-F	1.1
10 KXLT-F	0.6	KLTB-F	1.0	KJOT-F	1.0	KKGL-F	0.8	KKGL-F	1.1	KKGL-F	1.1
11 KQXR-F	0.6			KJOT-F	1.0	KJOT-F	0.8	KQXR-F	1.0	KRBV-F	0.9
12								KCID AF	0.9	KSAS-F	0.9
13										KCIX-F	0.9
2002		2003									
1 KIZN-F	2.2	KQFC-F	2.5								
2 KQFC-F	2.0	KIZN-F	2.5								
3 KLTB-F	2.0	KBOI	1.9								
4 KKGL-F	1.8	KLTB-F	1.6								
5 KXLT-F	1.7	KKGL-F	1.6								
6 KCIX-F	1.5	KXLT-F	1.5								
7 KBOI	1.5	KTHI-F	1.5								
8 KIDO	1.4	KZMG-F	1.3								
9 KSAS-F	1.3	KIDO	1.3								
10 KJOT-F	1.2	KSAS-F	1.3								
11 KZMG-F	1.2	KCIX-F	1.2								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Pacific NW	\$ 3.3 (27.5)	1 Pacific NW	\$ 4.0 (29.7)	1 Pacific NW	\$ 6.8 (46.8)
2 KCIX, KXLT	2.5 (20.8)	2 Sundance	2.8 (20.7)	2 Jacor	3.6 (24.7)
3 Sundance	2.3 (19.2)	3 KCIX-F	2.0 (14.9)	3 KCIX-F, KXLT-F	2.1 (14.4)
4 KGEM, KJOT-F	1.9 (15.8)	4 KIZN, KZMG	1.9 (14.2)	4 John Lynch	1.6 (11.2)
5 KIZN, KZMG	1.7 (13.8)	5 KGEM, KJOT, KQXR	1.7 (12.7)		
1997		1998		1999	
1 Citadel	\$ 6.9 (42.8)	1 Citadel	\$ 7.7 (42.8)	1 Clear Channel	\$ 8.4 (43.7)
2 Jacor	6.3 (39.1)	2 Jacor	7.5 (41.9)	2 Citadel	7.9 (41.0)
3 Journal	2.3 (14.4)	3 Journal	2.1 (11.7)	3 Journal	2.3 (12.1)
2000		2001		2002	
1 Clear Channel	\$ 9.1 (39.7)	1 Citadel	\$ 8.0 (36.9)	1 Citadel	\$ 9.1
2 Citadel	9.1 (39.4)	2 Clear Channel	7.8 (36.1)	2 Clear Channel	8.0
3 Journal	4.2 (18.2)	3 Journal	5.0 (23.2)	3 Journal	3.6
2003					
1 Citadel	\$ 10.2	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Clear Channel	7.0				
3 Journal	4.3				
4					
5					

DUNCAN'S COMMENTS:

Boise is one of the strongest small radio markets in the nation. This is remarkable when one considers that 20 years ago Boise was considered to be a weak, almost negligible market. I would think that Boise will be a \$50 million market by 2010. You should also note that the number of viable stations has remained constant. This is very interesting considering Boise's remote/rural location.

Boise is what I consider to be a "flat" market. Revenues are fairly equally distributed amongst the viable stations. On the whole this is a good trait for a market to have. However, while there are many fine stations in the market none have really stood out as great radio stations to my mind.