

MODESTO

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	2.4	--	--	--	--	--	--	--	13.6 %	23.8 %	--	--	--	1976
1977	2.8	16.7 %	--	--	--	--	--	--	14.0	28.2	18	--	--	1977
1978	3.4	21.4	--	--	--	--	--	--	14.2	42.0	21	--	--	1978
1979	3.0	-11.8	--	--	--	--	--	--	14.1	44.2	25	--	--	1979
1980	3.6	20.0	--	--	--	--	--	--	13.6	54.5	21	--	--	1980
1981	4.3	19.4	.274	15.69	1.3	.0038	--	--	15.4	58.9	19	--	--	1981
1982	5.3	23.3	.284	18.66	1.4	.0038	--	--	15.4	64.0	25	--	--	1982
1983	5.8	9.4	.293	19.80	1.5	.0039	.087	--	16.5	67.6	20	9	--	1983
1984	6.7	15.5	.300	22.33	1.6	.0042	.109	KOSO-F 1.3	17.2	66.1	23	9	--	1984
1985	7.5	11.9	.306	24.27	1.7	.0044	.116	NA NA	16.9	74.8	20	9	--	1985
1986	8.1	8.0	.316	24.92	1.9	.0045	.124	KOSO-F 1.5	16.9	66.2	19	10	--	1986
1987	8.9	9.9	.331	26.89	1.9	.0046	.159	KOSO-F 1.4	16.4	74.3	21	10	10.3	1987
1988	9.3	4.5	.342	27.19	2.0	.0046	.137	KOSO-F 1.6	16.3	72.4	21	9.5	10.2	1988
1989	9.9	6.5	.374	26.47	2.4	.0043	.144	KHOP-F 2.0	16.6	78.4	25	9.5	16.3	1989
1990	10.7	8.1	.384	27.86	2.5	.0043	.148	KHOP-F 2.2	17.4	75.5	25	9.5	14.3	1990
1991	10.2	-4.7	.395	25.82	2.6	.0039	.155	KHOP-F 2.0	16.2	74.8	29	10.5	15.8	1991
1992	10.2	0	.400	25.50	2.7	.0038	.153	KMIX-F 1.9	14.2	74.2	30	11	16.7	1992
1993	11.6	13.7	.414	28.02	2.9	.0040	.177	KATM-F 2.8	16.0	69.1	28	11	16.5	1993
1994	13.1	12.0	.420	31.19	3.0	.0044	.198	KATM-F 4.4	15.9	77.8	26	12	17.7	1994
1995	13.5	3.1	.422	31.99	3.5	.0039	.219	KATM-F 4.6	15.8	76.6	27	11	18.5	1995
1996	16.0	18.5	.427	37.47	3.6	.0044	.233	KATM-F 5.1	15.2	74.1	31	13	14.4	1996
1997	16.9	5.6	.430	39.30	3.8	.0044	.288	KATM-F 5.2	15.1	81.1	32	11.5	14.9	1997
1998	18.4	9.0	.429	42.89	4.0	.0046	.295	KATM-F 5.6	14.3	88.7	24	11.5	15.5	1998
1999	20.3	9.4	.440	46.14	4.3	.0047	.325	KATM-F 6.0	15.5	85.7	30	13.5	19.7	1999
2000	22.7	11.8	.449	50.56	4.5	.0045	.364	KATM-F 6.7	15.2	86.8	30	14	20.4	2000
2001	23.5	3.5	.453	51.88	5.0	.0047	.403	KATM-F 7.0	14.1	87.3	34	14	21.0	2001
2002	19.2	NM	.463	41.47	5.3	.0036	.331	KATM-F 4.8	13.8	86.1	29	--	21.6	2002
2003	20.3	5.7	.470	43.19	5.5	.0037	.353	KATM-F 4.1	13.8	88.9	28	15.5	19.4	2003

MAJOR STATIONS - JANUARY 2004

KFIV	1360	4KW/1KW (DA-2)	Talk	Clear Channel	KHOP-F	95.1	30KW@633	AC/CHR	Citadel
KVIN	920	2.5KW (DA-2)	Standards		KJSN-F	102.3	6KW@289	AC/CHR	Clear Channel
					KMRQ-F	96.7	1.5KW@466	AOR	Clear Channel
					KOSO-F	93.1	50KW@492 (DA)	AC/CHR	Clear Channel
					KRVR-F	105.5	1KW@787	Jazz	
KATM-F	103.3	50KW@500	Country	Citadel	KTSE-F	97.1	1.4KW@495	Hispanic	Entravision
KBYN-F	95.9	0.8KW@886	Hispanic		KWNN-F	98.3	2KW@390	CHR/Dance	Citadel
KCVR-F	98.9	6KW@328	Hispanic	Entravision	KMTX-F	100.9	6KW@328	Hispanic	Entravision
KEJC-F	93.9	4KW@403 (DA)	Country		KWIN-F	97.7	6KW@300	CHR/Dance	Citadel
KHKK-F	104.1	50KW@500	Classic Hits	Citadel	KABX-F	97.5	9KW@1161 (DA)	Oldies	
					KUBB-F	96.3	2KW@2096	Country	Buckley

MODESTO

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	38	39	44	CHR AOR/CL	30 11	23 13	18 14		14 11	13 17	15 16	12 9
MOR/AC	10	7	8	MOR/FS AC/OLD	7 4	4 10	4 17		-- 12	4 AC	13 17	12 16
COUNTRY BTFL/EZ/SAC	23 15	19 21	22 15		19 16	20 15	19 13		28	26	22	21
									SOFT AC	13	--	--
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	5	8	7		8	5	5		10	9	5	8 4
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	-- 7 --	-- 1 5	-- 1 3		1 1 2	3 4 2	1 8 3		1 10 3	7 7 1	3 11 --	2 13 1

STATION NOTES

(Major call letter and format changes)

KFIV	KFIV until 89; KASH until 92; CHR or AC until 89
KESP	KBEE until 83; KHYV until 88; KOOK until 92; CHR until 78; MOR or AC until 85; Classical until 88; Oldies until 92; KBEE until 96; EZ until 96; KBUL until 98; Country until 98; KANM until 00
KWNN-F	CHR until 80; KMIX until 95; Country until 95
KJSN-F	KZUN until 85; KFIV until 89; CHR until 84; Country until 85; CHR until 89; Soft AC until late 90's
KLOC	KCEY until 86; KYES until 87; KMIX until 95; Country until 83; CHR until 89; Country again until 95; KCDR until 97; KVIN until 03; Standards until 03
KATM-F	KBEE until 92; EZ until 92
KHOP-F	KDJK until 96; AOR until 96; Classic AOR until late 90's
KTSE-F	KZMS until 01
KABX-F	KMYT and EZ until 89; Oldies until 95; Urban until 96
KMRQ-F	KSJQ until 89; KIZS until 90; CHR or CHR/Urban until 89; Classic AOR until ---; KVFX until 97; KFRY until 99; Country until 99; KKME until 01; Black Oldies until 01
KTRB	Country until 93; Hispanic until 00
KHKK-F	KHOP until 96; CHR until 96; then evolved to Classic Hits
KVIN	KLOC until 97; Hispanic until 97
KBYN-F	KNTD until 00
KMIX-F	KSGO until 93; KEXX until mid 90's
KCVR-F	KTDO until 99; KTDZ until 01

MAJOR STATION TRANSACTIONS: 1970 to 2003

1974 KTRB, KHOP-F		\$	675,000
1978 KOSO-F (Patterson)			325,000
1979 KYES, KMIX-F (Turlock)	Sold to Behan		1,375,000
1979 KOSO-F			450,000
1982 KFIV A/F	Sold to Community Pacific		N/A
1982 KHYV, KBEE-F	From McClatchy to John Price		N/A
1983 KYES, KMIX-F	Sold by Behan		1,800,000
1985 KYES, KMIX-F			3,375,000
1986 KHOP-F	Sold to Fuller-Jeffrey		6,000,000
1987 KSJQ-F			1,400,000
1991 KOOK/KBEE-F	From John Price to Citadel		3,900,000
1993 KHOP-F, KHOV-F	From Fuller-Jeffrey to Citadel		6,000,000
1994 KVFX-F (Manteca)	Sold to Comm. Pacific		1,400,000
1994 KMIX A/F (Turlock)	From Radio Assoc. to Silverado		1,500,000
1996 KDJK-F	From Mondosphere to Citadel		5,000,000
1996 KLOC, KTDO-F	Sold to Silverado		1,450,000
1996 KFIV	From Comm. Pacific to Capstar		1,400,000
1996 KJSN-F	From Comm. Pacific to Capstar		5,600,000
1997 KOSO-F	Sold to Capstar		6,800,000
1997 KLOC, KTDO-F	From Silverado to Z-Spanish		---
1998 KZMS-F	Sold to Z-Spanish		3,000,000
2000 KLOC, KTDO-F, KZMS-F	From Z-Spanish to Entravision		---
2001 KLOC	Sold to Z-Spanish		400,000
2002 KWNN-F, KJOY-F, KWNN-F	From Silverado to Citadel		20,000,000 (E)
2004 KEJC-F			5,900,000

MODESTO

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KOSO-F	1.3	Not Available		KOSO-F	1.5	KOSO-F	1.4	KOSO-F	1.6	KHOP-F	2.0
2 KHOP-F	0.9			KMIX-F	1.2	KHOP-F	1.3	KDJK-F	1.5	KDJK-F	1.6
3 KBEE-F	0.9			KBEE AF	1.2	KMIX-F	1.3	KHOP-F	1.5	KOSO-F	1.5
4 KMIX-F	0.7			KDJK-F	1.1	KDJK-F	1.1	KBEE-F	1.3	KBEE-F	1.4
5 KFIV-F	0.7			KHOP-F	1.0	KFIV AF	0.9	KMIX-F	1.3	KMIX-F	1.4
6				KTRB	0.7	KBEE-F	0.9				
7						KTRB	0.6				
8						KLOC	0.5				
9						KUBB-F	0.5				
10											
1990		1991		1992		1993		1994		1995	
1 KHOP-F	2.2	KHOP-F	2.0	KMIX-F	1.9	KATM-F	2.8	KATM-F	4.4	KATM-F	4.6
2 KMIX-F	1.5	KMIX AF	1.6	KHOP-F	1.8	KMIX AF	1.5	KOSO-F	2.0	KOSO-F	2.1
3 KDJK-F	1.5	KBEE-F	1.3	KOSO-F	1.4	KOSO-F	1.4	KJSN-F	1.7	KHOP-F	1.9
4 KBEE-F	1.4	KOSO-F	1.3	KBEE-F	1.2	KJSN-F	1.3	KHOP-F	1.7	KJSN-F	1.6
5 KOSO-F	1.3	KJSN-F	1.1	KJSN-F	1.2	KHOP-F	1.2	KMIX AF	1.1	KWNN-F	0.9
6 KJSN-F	1.0	KDJK-F	1.1	KDJK-F	1.0	KDJK-F	0.9	KVFX-F	0.9	KVFX-F	0.8
7 KVFX-F	0.6	KVFX-F	0.7	KVFX-F	0.9			KUBB-F	0.8	KDJK-F	0.7
8 KLOC	0.5	KTRB	0.4					KDJK-F	0.8		
9		KLOC	0.3								
10		KUBB-F	0.3								
11											
1996		1997		1998		1999		2000		2001	
1 KATM-F	5.1	KATM-F	5.2	KATM-F	5.6	KATM-F	6.0	KATM-F	6.7	KATM-F	7.0
2 KOSO-F	2.1	KOSO-F	2.2	KHOP-F	2.4	KHOP-F	2.7	KOSO-F	3.1	KHOP-F	3.1
3 KHOP-F	2.0	KHOP-F	2.2	KOSO-F	2.4	KOSO-F	2.6	KJSN-F	3.0	KOSO-F	3.0
4 KJSN-F	1.7	KJSN-F	1.8	KJSN-F	2.1	KJSN-F	2.3	KHOP-F	2.9	KJSN-F	2.4
5 KHKK-F	0.9	KHKK-F	1.0	KHKK FF	1.3	KHKK FF	1.4	KHKK FF	1.9	KHKK-F	2.0
6 KWNN-F	0.9	KWNN-F	0.9	KWNN-F	1.0	KWNN-F	1.1	KWNN-F	1.4	KWNN-F	1.2
7 KMIX-F	0.8	KHTN-F	0.8	KHTN-F	0.8	KHTN-F	0.9	KHTN-F	0.9	KMRQ-F	1.1
8 KVFX-F	0.8	KZMS-F	0.5	KZMS-F	0.6	KFIV	0.6	KFIV	0.6	KEJC-F	0.7
9						KZMS-F	0.6	KZMS-F	0.6	KBYN-F	0.7
10								KNTO-F	0.5	KRVR-F	0.7
11											
2002		2003									
1 KATM-F	4.8	KATM-F	4.1								
2 KJSN-F	2.0	KOSO-F	2.2								
3 KMRQ-F	1.9	KHKK-F	2.2								
4 KOSO-F	1.8	KMRQ-F	2.1								
5 KHKK-F	1.7	KHOP-F	2.0								
6 KHOP-F	1.5	KJSN-F	2.0								
7 KWNN-F	0.9	KWNN-F	0.9								
8 KRVR-F	0.9										
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Citadel	\$ 6.5 (49.6)	1 Citadel	\$ 7.0 (NA)	1 Citadel	\$ 8.0 (50.0)
2 Comm. Pacific	2.7 (20.4)	2 Comm. Pacific	2.8 (NA)	2 Capstar	2.9 (18.2)
		3 KOSO-F	2.1 (NA)	3 KOSO-F	2.1 (13.1)
		4 Silverado	1.3 (NA)	4 Silverado	1.8 (NA)
1997		1998		1999	
1 Citadel	\$ 8.6 (50.6)	1 Citadel	\$ 9.5 (51.4)	1 Citadel	\$ 10.3 (50.6)
2 Capstar	3.9 (23.2)	2 Capstar	5.3 (29.0)	2 Clear Channel	5.8 (28.4)
3 Silverado	0.9 (5.0)	3 Silverado	1.0 (5.4)	3 Silverado	1.1 (5.4)
4 KHTN-F	0.8 (4.4)	4 Z-Spanish	0.9 (4.9)	4 Z-Spanish	0.9 (4.4)
		5 Buckley: KHTN	0.8 (4.4)	5 Buckley	0.9 (4.3)
2000		2001		2002	
1 Citadel	\$ 11.5 (50.7)	1 Citadel	\$ 12.1 (51.5)	1 Citadel	\$ 9.1
2 Clear Channel	7.1 (31.5)	2 Clear Channel	6.8 (28.8)	2 Clear Channel	6.0
3 Silverado	1.4 (6.2)	3 Silverado	1.2 (5.1)	3 Silverado	1.2
4 Buckley	0.9 (4.0)	4 KLOC et.al.	0.9 (3.8)		
5 Entravision	0.6 (2.6)				
2003					
1 Citadel	\$ 9.6	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Clear Channel	6.8				
3 Entravision	1.2				
4					
5					

DUNCAN'S COMMENTS:

Modesto is in the top tier of small radio markets. While it is true that the number of viable stations has steadily increased, when revenues increase by more than 600% in twenty years (1980-2000), those new stations can be successfully assimilated.

KATM stands out as the most successful station in Modesto. It was fairly successful as an EZ station (KBEE) during the 1980's. When it changed to Country in late 1992 it became a huge station in the market and remains so today.

I believe the 2002 and 2003 revenues for the leading stations are far too low.