

**RIVERSIDE-SAN BERNARDINO  
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>	
KTDD						4.0	3.0	2.9	3.4	2.5	2.0	2.8	2.9	3.3	3.1	2.0	2.6	2.5	-	-	-	0.5	0.4	-	-	-	-	-	-	KTDD, 1350 (C/O)
KOLA-F						3.5	3.9	3.7	2.8	2.3	3.1	2.0	2.5	2.5	1.3	0.9	1.3	0.7	3.4	4.6	3.8	5.0	4.4	4.4	5.3	5.2	4.8	4.8	5.1	KOLA-F, 99.9 (O)
KGGI-F						5.9	3.3	3.7	4.2	5.3	7.9	6.9	7.2	7.0	8.6	7.9	9.2	8.6	7.0	6.8	6.3	5.8	6.4	6.1	5.8	5.4	6.6	8.1	8.2	KGGI-F, 99.1 (CHR)
KLYY-F						5.3	6.1	5.3	6.4	6.3	7.7	7.5	7.5	8.1	7.6	6.4	4.6	2.7	3.7	3.6	3.7	4.3	2.7	2.2	2.3	2.9	3.3	3.6	3.3	KLYY-F, 97.5 (SP)
KCAL-F						2.8	2.8	2.7	3.1	2.4	1.4	2.4	4.1	4.6	2.9	3.5	3.2	4.0	4.0	3.9	3.0	2.1	3.3	2.6	3.4	4.4	3.2	4.1	3.4	KCAL-F, 96.7 (AOR)
KRLH						3.2	2.8	2.0	1.7	1.8	3.3	4.1	2.3	2.4	1.4	1.0	1.5	1.5	2.1	-	0.8	0.6	-	-	0.5	-	-	-	-	KRLH, 590 (T)
KKDD						1.1	1.7	2.7	1.4	1.0	0.8	1.2	0.8	1.1	0.7	0.6	0.4	-	-	0.4	0.4	0.5	0.5	-	-	-	-	-	-	KKDD, 1290 (KID)
KFRG-F						0.6	0.8	2.6	2.8	2.9	2.1	3.1	3.1	1.7	2.5	7.8	9.4	9.9	8.7	7.0	9.3	9.8	10.2	10.7	9.2	9.5	8.3	6.8	6.7	KFRG-F, 95.1 (C)
KCAL												1.7	1.3	1.1	1.2	1.6	1.5	1.9	1.5	1.6	1.1	0.8	0.9	0.7	0.4	-	0.5	NA	-	KCAL, 1410 (SP)
KCXX-F																		-	0.6	1.3	2.0	1.0	2.3	2.6	2.5	2.5	3.1	2.7	2.6	KCXX-F, 103.9 (AOR)
KWRP-F																		1.9	2.7	2.5	2.2	2.1	3.2	2.8	2.9	2.2	2.9	NA	0.8	KWRP-F, 96.1 (SP)
KXSB-F																						0.9	0.6	1.3	2.0	1.5	1.2	NA	1.4	KXSB-F, 101.7 (SP)
KZBA-F																										1.0	-	NA	0.9	KZBA-F, 93.5 (SP)

**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>	
KTDD		7.9	-	7.1	-	-	4.0	5.1	5.7	6.2	6.2	3.2	4.2	4.7	-	-	-	1.6	1.4	-	-	-	-	1.3	1.1	
KOLA-F		9.3	11.0	11.7	10.4	10.1	9.8	7.7	9.7	12.0	8.2	3.4	5.5	3.8	11.8	15.2	12.2	14.3	13.1	12.0	12.8	13.2	12.1	11.0	12.1	
KGGI-F		13.4	10.7	10.9	11.3	13.9	17.6	17.0	18.6	17.6	18.1	20.9	22.9	20.8	20.1	21.0	19.0	20.1	19.0	20.0	17.2	17.3	19.2	24.0	20.9	
KLYY-F		12.0	11.1	10.1	10.0	10.6	11.9	12.3	12.9	15.1	13.9	11.8	9.7	8.4	8.6	8.9	8.7	7.4	7.0	5.3	7.1	7.5	8.1	10.2	9.5	
KCAL-F				6.6	7.5	7.2	5.3	6.0	7.0	9.8	8.7	9.3	7.9	9.9	11.0	9.5	7.9	6.7	7.1	8.5	8.7	10.2	9.7	9.7	7.8	
KRLH		11.0	11.2	8.9	6.6	6.7	7.2	6.3	5.4	5.0	4.7	3.3	3.5	4.2	3.2	-	1.6	1.9	-	-	0.8	-	-	-	-	
KKDD				5.5	4.9	4.3	3.9	5.2	2.7	4.1	3.4	2.0	2.4	-	2.9	1.8	2.2	0.5	-	-	-	-	-	-	-	
KFRG-F					9.3	6.0	6.5	6.5	6.8	6.4	5.6	13.1	20.2	21.0	17.4	14.7	19.3	20.4	20.5	18.0	17.1	17.7	16.1	14.5	12.1	
KCAL									2.3	1.7	2.8	2.9	2.1	3.4	2.5	3.7	2.9	2.0	2.8	1.8	1.0	-	1.2	0.7	-	
KCXX-F															3.5	3.8	6.6	5.3	8.5	8.7	8.0	7.2	9.4	9.2	7.7	
KWRP-F														2.8	4.4	3.2	3.3	4.6	4.1	4.9	3.8	3.2	3.9	4.1	3.2	
KXSB-F																		2.4	1.9	3.4	5.6	3.4	2.5	4.3	3.6	
KZBA-F																						-	-	-	2.8	

## RIVERSIDE-SAN BERNADINO

	<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	--	--	--	--	--	--	--	--	%	%	--	--	--	1976
1977	--	--	--	--	--	--	--	--				--	--	1977
1978	8.7	--	--	--	--	--	--	--				--	--	1978
1979	10.0	14.9 %	--	--	--	--	--	--				--	--	1979
1980			--	--	--	--	--	--	17.1	57.0	33	--	--	1980
1981			1.50		7.0		--	--	16.4	55.0	39	--	--	1981
1982			1.63		7.7		--	--	18.0	58.9	45	--	--	1982
1983			1.75		8.6		--	--	18.3	60.3	43	14	--	1983
1984	11.5	--	1.83		9.2	.0011	--	--	19.4	62.0	43	14	--	1984
1985	12.1	5.2	1.90		10.3	.0011	--	KGFI-F 2.7	16.6	68.5	42	14	--	1985
1986	12.5	3.3	1.96	5.79	11.4	.0012	.415	KGFI-F 2.6	17.8	68.6	38	11	--	1986
1987	14.1	12.8	2.35	6.00	12.1	.0013	.468	KGFI-F 3.0	17.5	76.3	44	10.5	10.8	1987
1988	16.0	13.5	2.47	6.48	12.8	.0012	.408	KGFI-F 3.4	17.1	75.0	44	9	11.8	1988
1989	17.9	11.9	2.60	6.63	15.3	.0012	.504	KGFI-F 3.8	18.7	74.7	45	10	12.3	1989
1990	19.3	7.8	2.70	7.15	16.5	.0012	.505	KGFI-F 4.1	18.9	78.0	45	9	11.4	1990
1991	18.0	-6.7	2.80	6.43	16.9	.0011	.463	KFRG-F 4.5	17.6	73.9	42	8	13.1	1991
1992	17.6	-2.2	2.86	6.15	17.4	.0010	.503	KFRG-F 6.8	17.4	78.0	43	10	13.2	1992
1993	19.6	10.9	2.99	6.56	19.6	.0010	.470	KFRG-F 7.2	17.5	74.5	47	10	10.8	1993
1994	21.2	8.4	3.02	7.02	19.7	.0011	.599	KFRG-F 6.5	16.8	76.9	46	10	11.2	1994
1995	23.4	10.1	3.03	7.72	21.9	.0011	.709	KFRG-F 5.3	17.2	79.4	43	9.5	12.5	1995
1996	26.4	12.8	3.07	8.60	22.2	.0012	.883	KFRG-F 6.8	17.1	78.9	47	10	11.5	1996
1997	27.0	2.3	3.10	8.71	24.5	.0011	.808	KFRG-F 10.4	16.9	80.8	50	7	11.4	1997
1998	29.3	8.5	3.11	9.42	25.0	.0012	.823	KFRG-F 11.1	16.5	82.9	51	7.5	11.1	1998
1999	34.3	14.6	3.21	10.68	27.0	.0013	.977	KFRG-F 12.5	16.2	84.9	45	7.5	12.6	1999
2000	38.2	11.4	3.31	11.56	32.7	.0012	1.08	KFRG-F 14.0	16.0	87.9	41	10.5	13.9	2000
2001	43.5	13.8	3.34	13.02	37.8	.0012	1.29	KFRG-F 15.0	15.4	86.7	44	10.5	13.4	2001
2002	46.1	6.0	3.39	13.60	38.7	.0012	1.440	KFRG-F 13.0	15.6	--	45	--	15.1	2002
2003	50.6	9.8	3.44	14.71	40.9	.0012	1.622	KFRG-F 13.3	15.0	83.3	44	10	15.8	2003

### MAJOR STATIONS - JANUARY 2004

KTDD	1350	5KW/0.6KW (DA-2)	Country Oldies	Clear Channel	KCAL-F	96.7	1.8KW@376	AOR	
					KCXX-F	103.9	0.2KW@1797	AOR	All Pro
					KFRG-F	95.1	49KW@4898	Country	CBS
					KGFI-F	99.1	2.6KW@1843	CHR	Clear Channel
					KOLA-F	99.9	30KW@1663	Oldies	
					KWRP-F	96.1	0.3KW@1565	Hispanic	
					KXSB-F	101.7	0.3KW@1414	Hispanic	
					KZBA-F	93.5	6KW@-128	Hispanic	SBS

**RIVERSIDE-SAN BERNADINO**

**FORMAT SHARES (%)**

CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	46	29	CHR AOR/CL	20 13	18 16	19 19	17 15	13 16	10 14	11 16
MOR/AC	6	20	MOR/FS AC/OLD	1 19	-- 24	1 23	19	AC 3	7 7	See Talk 7
COUNTRY BTFL/EZ/SAC	11 22	12 18		10 12	11 9	7 10	17	13	14	12
						SOFT AC	4	7	1	
NEWS/TALK SPORTS	10	10		10	7	12	11	13	12	12
BLACK/URBAN SMOOTH JAZZ	3	3		4	3	3	2	5	10	8
				--	2	5	2	3	2	3
STANDARDS HISPANIC	--	3		4	4	3	3	3	5	3
RELIG/GOSPEL CLASSICAL	--	2		4	4	4	6	10	12	14
	--	1		1	1	--	1	1	1	1

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

Year	Station	Transaction	Value (\$)
1970	KDIG	Sold by Doubleday	750,000
1973	KMEN		525,000
1976	KNTF-F, KSOM		595,000
1978	KPRO	Sold by Dick Clark	780,000
1979	KGGI-F		575,000
1981	KCKC		1,375,000
1981	KNSE		1,300,000
1982	KDIG, KBON-F		2,700,000
1983	KCKC		2,421,000
1983	KNTF-F		1,100,000
1984	KMEN, KGGI-F		5,000,000
1984	KFXM, KDUO-F	Sold to Henry	5,000,000
1986	KPRO		710,000
1986	KDIG, KBON-F		2,300,000
1986	KCAL-F	Sold to Tim Sullivan	4,000,000
1987	KMEN, KGGI-F	Sold to American	13,000,000
1987	KNTF-F		3,000,000
1989	KMNY (Pomona)		7,500,000
1989	KQLH-F	Sold to Keymarket	7,700,000
1989	KCKC, KBON-F		5,000,000
1992	KCKC, KBON-F	Sold to All Pro	5,000,000
1992	KOLA-F	Sold to Anaheim	5,000,000
1993	KCAL	Sold to Luis Nogales	3,000,000
1993	KRZE-F		4,200,000
1994	KMEN, KGGI-F	From Amer. Media to Chancellor	21,200,000
1994	KOLA-F	Sold to Anaheim	5,000,000
1994	KHTX A/F	From Henry to Embarcadero	10,000,000
1994	KTOT-F	Sold to KXRK owner	750,000
1995	FM CP (92.9)	Sold to Amature	400,000
1997	KFRG-F, KXFG-F	From Amature to Amer. Radio	60,000,000
1997	KFRG-F, KXFG-F	From Amer. Radio to CBS	80,000,000
1998	KNSE		1,300,000
1998	KDIF (1440)	Sold to Jacor	2,700,000
1998	KCKC	From All-Pro to Jacor	2,300,000
1998	KWRP-F		---
1998	KCKC, KDIF	From Jacor to Clear Channel	---
1999		All AM/FM properties sold to Clear Channel	---
2000	KCAL, KSZZ	From EXCL to Entravision	---
2000	KGGI-F	Divested by Clear Channel to Chase	---
2001	KCAL	From Entravision to Lazar	2,300,000
2001	KNZZ	From Entravision to Salem	7,000,000

**STATION NOTES**

(Major call letter and format changes)

KRLH	KFXM until 88; KRSO until 95; KSZZ until late 90's; CHR until 85; Standards until 95
KKDD	KMEN until 97; KMRZ until late 90's; AC until 84; Oldies until 90; Black until 91; Talk until 97; Standards until late 90's
KOLA-F	AOR until 87; AC until 89
KFRG-F	KQLH until 89; AC until 89
KLYY-F	KDUO until 91; KHTX until 95; KVAR until 97; KSSE until 03; EZ until 91; Oldies until 95
KTDD	KCKC until 01; Country until early 90's
KCXX-F	KBON until 92; KCKC until 93; KAEV until 94; KABE until 95; Oldies until 92; Country until 93
KWRP-F	Standards or EZ until 03
KZBA-F	KNJR until --; KFSB until 03; Religion until 03

RIVERSIDE - SAN BERNADINO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989
1		MEN/GGI 2.7	KGGI-F 2.6	KGGI-F 3.0	KGGI-F 3.4	KGGI-F 3.8
2	Not Available	KXM/DUO 1.8	KDUO-F 1.5	KDUO-F 2.1	KDUO-F 2.6	KDUO-F 2.8
3		KCAL AF 1.2	KCAL 0.9		KCAL-F 1.9	KCAL-F 2.4
4		KNTF-F 0.8	KCAL-F 0.9			
5			KMEN 0.8			
6			KFXM 0.7			
7			KCKC 0.6			
8			KNTF-F 0.6			
9						
10						
11						
	1990	1991	1992	1993	1994	1995
1	KGGI-F 4.1	KFRG-F 4.5	KFRG-F 6.8	KFRG-F 7.2	KFRG-F 6.5	KFRG-F 5.3
2	KDUO-F 3.1	KGGI-F 3.3	KGGI-F 3.1	KGGI-F 4.3	KGGI-F 4.2	KGGI-F 4.8
3	KFRG-F 2.9	KCAL-F 2.7	KCAL-F 2.8	KCAL-F 3.2	KCAL-F 4.0	KCAL-F 4.3
4	KCAL-F 2.7	KDUO-F 1.9	KCKC AF 1.0	KHTX-F 1.6	KOLA-F 2.4	KOLA-F 2.8
5		KOLA-F 1.1	KHTX-F 0.9	KOLA-F 0.9	KHTX AF 2.0	KVAR-F 1.9
6		KRSO 0.9			KCAL 1.5	KCAL 1.5
7		KCKC 0.6				KCXX-F 1.3
8						
9						
10						
11						
	1996	1997	1998	1999	2000	2001
1	KFRG FF 6.8	KFRG FF 10.4	KFRG FF 11.1	KFRG FF 12.5	KFRG FF 14.0	KFRG-F 15.0
2	KGGI AF 5.2	KGGI-F 4.6	KGGI-F 5.2	KGGI-F 7.0	KGGI-F 7.5	KGGI-F 8.3
3	KOLA-F 3.8	KOLA-F 3.7	KOLA-F 4.0	KOLA-F 4.4	KOLA-F 5.0	KOLA-F 5.2
4	KCAL-F 3.2	KCAL-F 3.1	KCAL-F 3.2	KCAL-F 3.5	KCAL-F 3.6	KCAL-F 3.7
5	KCXX AF 1.5	KCXX-F 2.2	KCXX-F 2.3	KCXX AF 2.7	KCXX-F 2.7	KCXX-F 3.3
6		KWRP-F 1.3	KWRP-F 1.6	KXSB-F 1.3	KXSB FF 1.4	KXSB FF 3.2
7			KCAL AA 0.8	KWRP-F 1.1	KDIF 1.3	KWRP-F 1.4
8				KCAL 1.0	KCAL 1.1	KDIF AA 1.3
9						KCAL 0.9
10						
11						
	2002	2003				
1	KFRG-F 13.0	KFRG-F 13.3				
2	KGGI-F 9.2	KGGI-F 11.1				
3	KCAL-F 6.1	KCAL-F 6.0				
4	KOLA-F 4.6	KOLA-F 5.6				
5	KCXX-F 3.9	KCXX-F 3.3				
6	KXSB-F 2.5	KXSB-F 2.6				
7						
8						
9						
10						
11						

HIGHEST BILLING RADIO ENTITIES

	1994	1995	1996
1	Amaturo \$ 7.0 (33.0)	Anaheim \$ 7.1 (30.3)	Anaheim \$ 7.0 (26.5)
2	Anaheim 6.4 (30.2)	Amaturo 5.8 (24.8)	Amaturo 6.8 (25.8)
3	Embarcadero 3.5 (16.5)	Chancellor 5.0 (21.4)	Chancellor 5.2 (19.7)
		Embarcadero 3.5 (15.0)	All Pro 1.5 (5.7)
		All Pro: KCXX 1.3 (5.6)	
	1997	1998	1999
1	CBS \$ 10.4 (38.5)	CBS \$ 11.1 (37.9)	CBS \$ 12.5 (36.4)
2	Anaheim 6.8 (25.1)	KCAL,KOLA 7.2 (24.6)	KCAL,KOLA 7.9 (23.0)
3	Chancellor 4.9 (18.1)	Chancellor 5.2 (17.7)	Chase: KGGI 7.0 (20.4)
4	All Pro 2.2 (8.1)	All Pro 2.3 (7.8)	All Pro 2.7 (7.9)
		KWRP-F 1.6 (5.4)	Lazer 1.3 (3.8)
	2000	2001	2002
1	CBS \$ 14.0 (36.6)	CBS \$ 15.0 (34.5)	CBS \$ 13.0
2	Clear Channel 9.6 (25.2)	Clear Channel 9.6 (22.1)	Clear Channel 11.1
3	KCAL,KOLA 8.6 (22.5)	KCAL,KOLA 8.9 (20.5)	Anaheim (KOLA) 10.7
4	All Pro 2.7 (7.1)	All Pro 3.8 (8.8)	All Pro (KCXX) 5.1
5	Lazer 1.4 (3.7)	Lazer 3.2 (7.4)	Lazer(KXRS) 4.6
6	Entravision 1.1 (2.9)		
	2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1	Clear Channel \$ 13.5		
2	CBS 13.3		
3	Anaheim(KOLA) 11.6		
4	All Pro(KCXX) 5.3		
5	Lazer(KXRS) 4.6		

DUNCAN'S COMMENTS:

You might look at my comments for Nassau-Suffolk because they also apply to this market. I do feel that Riverside-San Bernadino has a slightly better chance at carving out a separate identity for itself.

KFRG has been a hugely successful radio station. I would have never guessed that this station would bill up to \$15 million by the end of the century. KFRG is probably worth \$150 million and this in a market with only \$50 million (or less) in revenue.