

**SAN JOSE  
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>	
KUFX-F	8.7	6.4	3.8	2.8	5.6	5.2	6.2	4.8	3.5	4.8	4.2	4.4	4.1	4.1	4.9	4.5	3.7	3.9	2.7	3.7	5.0	4.7	4.4	2.1	3.1	2.9	2.9	3.4	3.0	KUFX-F, 98.5 (CL AOR)
KSJO-F	-	2.8	4.0	2.5	3.9	2.5	3.4	8.4	5.3	3.9	2.8	3.4	3.2	3.9	3.1	3.7	4.9	4.8	4.8	5.3	4.7	4.5	3.4	3.3	3.8	3.9	3.2	3.4	2.6	KSJO-F, 92.3 (AOR)
KEZR-F	-	2.2	2.5	3.5	4.5	4.6	5.1	5.0	4.1	2.5	2.3	3.0	2.3	3.2	3.8	3.8	4.6	4.0	3.7	3.1	3.2	4.8	4.6	3.7	3.8	3.2	2.6	2.5	2.9	KEZR-F, 106.5 (AC)
KBRG-F	7.9	8.9	6.7	6.6	5.1	5.3	6.6	5.9	5.5	6.7	6.1	5.7	4.2	6.5	6.4	6.9	6.1	5.9	6.1	6.2	5.0	5.2	4.4	2.5	3.3	3.3	3.5	3.6	2.8	KBRG-F, 100.3 (SP)
KZSF	-	2.7	2.9	2.4	2.8	4.0	3.0	2.6	3.3	2.8	2.4	2.3	2.7	1.7	2.7	3.0	1.5	1.7	-	1.7	2.2	2.5	-	0.7	0.5	0.6	-	0.4	0.5	KZSF, 1370 (SP)
KLOK	5.4	5.8	6.0	5.1	5.0	4.9	5.0	4.8	3.4	2.8	3.3	2.7	2.1	1.2	1.8	1.0	1.3	1.6	3.8	4.4	4.1	3.7	3.2	2.8	4.8	2.4	2.6	2.6	1.8	KLOK, 1170 (SP)
KLIV	4.8	4.4	4.3	3.8	3.1	2.2	2.3	2.9	2.9	3.4	2.3	2.2	1.9	2.0	2.1	1.3	0.3	0.7	0.9	-	0.9	0.5	0.6	0.8	-	0.8	0.9	0.8	0.9	KLIV, 1590 (N)
KDFC-F	-	-	1.9	2.5	1.9	1.5	2.2	2.2	1.8	1.6	1.2	1.4	1.9	2.0	1.7	2.0	1.9	2.0	2.0	3.1	2.1	2.3	2.3	3.0	3.0	3.4	3.2	2.9	3.2	KDFC-F, 102.1 (CL)
KEMR-F	4.3	3.3	4.1	3.1	3.7	3.9	3.1	2.5	3.1	3.4	3.7	2.6	3.8	3.3	4.7	3.9	4.0	3.5	2.8	2.6	3.2	2.7	3.0	2.9	3.2	2.8	2.9	2.4	2.0	KEMR-F, 105.7 (SP)
KBAA-F	-	-	2.2	1.7	2.2	1.6	1.6	1.8	4.3	6.3	5.3	5.9	5.6	4.3	4.0	2.8	3.2	2.3	3.2	2.5	2.4	2.1	3.4	3.4	3.1	3.0	2.8	3.8	3.4	KBAA-F, 94.5 (AC)
KFFG-F							1.4	-	-	1.4	2.9	3.0	3.4	5.2	4.3	5.3	6.2	5.6	4.9	4.5	4.7	2.9	2.7	2.2	2.0	1.7	0.6	0.7	1.0	KFFG-F, 97.7 (AOR)
KVVN								1.7	1.5	2.4	2.0	1.2	1.5	0.8	1.3	1.0	0.7	0.5	0.4	0.6	0.6	-	0.1	-	0.6	-	0.3	0.7	-	KVVN, 1430 (E)
KRTY-F											1.9	2.6	3.2	1.8	1.2	1.5	3.3	3.3	3.8	3.5	3.8	2.9	3.5	3.0	2.9	3.3	2.8	3.6	2.8	KRTY-F, 95.3 (C)
KAZA												1.2	1.8	1.0	1.3	2.4	2.1	0.9	0.5	1.0	0.6	-	0.7	1.1	1.0	1.2	1.0	0.9	0.7	KAZA, 1290 (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>
KUFX-F	13.2	13.1	15.1	15.0	12.6	13.7	11.7	11.1	13.6	11.6	13.2	11.2	12.3	10.8	9.4	15.4	15.2	14.7	14.3	7.9	9.1	7.6	8.8	8.4	8.5
KSJO-F	7.8	7.5	9.4	18.1	18.4	12.9	9.9	10.0	12.7	10.5	12.3	11.6	12.6	13.5	14.7	12.3	11.1	11.3	9.4	9.0	9.8	9.7	6.9	9.2	7.5
KEZR-F	9.3	10.9	7.9	11.2	13.0	9.1	11.2	9.8	9.0	7.9	11.4	11.5	11.9	11.1	10.2	10.2	11.5	13.1	12.0	11.1	12.6	11.1	9.7	9.7	10.5
KBRG-F	11.9	12.4	13.3	12.2	11.8	13.4	12.5	10.7	10.7	13.0	14.2	12.3	13.8	10.8	10.4	11.5	10.8	10.8	10.1	4.7	6.4	5.7	5.9	6.7	6.5
KZSF	6.4	7.5	7.9	7.4	6.4	6.9	5.7	4.8	4.5	4.5	5.5	3.7	4.1	3.4	-	3.7	3.4	3.5	-	1.1	1.1	1.3	-	1.1	1.2
KLOK	15.6	13.6	14.7	14.7	11.4	10.2	9.8	10.3	7.0	5.7	2.9	3.6	3.3	6.1	5.7	6.3	5.9	5.3	5.0	5.0	4.8	4.0	4.1	4.3	4.2
KLIV	13.4	9.6	7.8	2.5	6.6	7.8	6.3	5.8	5.2	3.5	5.8	3.5	2.5	3.2	2.9	-	3.6	2.5	3.0	3.4	3.6	3.2	4.7	4.1	3.8
KDFC-F	-	5.7	5.1	5.6	4.2	4.1	4.4	3.9	5.0	5.4	5.1	5.8	6.4	6.5	5.7	6.5	6.7	6.4	6.1	6.9	7.6	7.0	7.4	8.0	7.0
KEMR-F	8.2	10.1	7.6	7.7	9.6	9.2	10.8	10.7	10.1	9.4	13.3	9.1	11.2	8.1	8.0	8.6	8.5	7.1	8.6	6.8	8.8	7.4	6.4	1.4	5.1
KBAA-F	4.9	5.3	5.7	5.5	11.5	18.0	14.9	19.3	15.7	15.0	13.2	12.9	11.4	8.5	12.3	8.9	7.7	8.9	9.8	9.0	8.9	8.9	8.4	10.0	8.0
KFFG-F					3.9	6.1	6.6	5.9	7.0	13.5	14.1	13.8	17.5	13.7	14.5	14.3	7.7	8.0	7.4	6.6	7.1	5.3	3.0	3.3	2.7
KVVN					3.7	2.3	2.6	3.7	2.3	1.9	2.0	2.2	2.2	2.6	1.2	1.4	2.0	-	0.9	-	1.5	-	1.5	1.3	-
KRTY-F						8.1	10.3	8.2	6.7			5.2	8.0	7.8	9.2	9.9	9.1	7.9	7.8	7.3	7.6	7.7	6.9	8.2	7.0
KAZA								1.2	1.2	1.7		2.8	2.1	2.7	2.1	1.0	1.4	-	1.0	2.0	1.5	1.9	1.1	2.0	1.5

NOTE: Only stations home to San Jose market are listed.

## SAN JOSE

	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	9.9	--	--	--	--	--	--	--	15.6 %	%	--	--	--	1976
1977	12.0	21.2 %	--	--	--	--	--	--	14.6		--	--	--	1977
1978	14.1	17.5	--	--	--	--	--	--	16.1		--	--	--	1978
1979	16.1	14.2	--	--	--	--	--	--	15.3		--	--	--	1979
1980	17.4	8.1	--	--	--	--	--	--	15.8		44	--	--	1980
1981	18.0	3.4	1.30	13.85	7.7	.0024	--	--	16.9		42	--	--	1981
1982	19.8	10.0	1.33	14.89	8.3	.0024	--	--	17.0		42	--	--	1982
1983	22.0	11.1	1.37	16.06	9.1	.0024	--	--	17.0		42	--	--	1983
1984	23.4	6.4	1.38	16.96	9.4	.0025	--	KBAY-F 3.9	17.2		42	--	--	1984
1985	24.5	4.7	1.39	17.63	10.1	.0024	--	KBAY-F 4.3	16.2		43	--	--	1985
1986	25.8	5.3	1.41	18.30	11.2	.0025	--	KBAY-F 4.0	16.0		42	--	--	1986
1987	26.9	4.3	1.42	18.95	10.8	.0025	--	KOME-F 4.1	15.9		45	--	--	1987
1988	27.8	3.3	1.44	19.31	11.4	.0024	--	KOME-F 4.6	16.3		46	--	--	1988
1989	29.4	5.8	1.46	20.14	11.7	.0025	--	KOME-F 4.8	17.2		42	--	--	1989
1990	30.6	4.1	1.51	20.00	12.5	.0024	--	KOME-F 5.4	16.5		46	--	--	1990
1991	27.0	-11.8	1.52	17.76	13.1	.0021	--	KOME-F 4.3	16.7		46	12	--	1991
1992	29.0	7.4	1.54	18.83	12.9	.0022	--	KEZR-F 4.3	15.2		44	12	--	1992
1993	30.9	6.6	1.55	19.99	13.8	.0022	--	KSJO-F 5.0	16.6		42	12	--	1993
1994	35.9	12.8	1.56	23.01	13.9	.0026	--	KSJO-F 6.7	16.1		44	12	--	1994
1995	37.2	3.7	1.59	23.40	15.2	.0024	--	KSJO-F 7.0	15.6		45	10.5	--	1995
1996	38.7	4.0	1.62	23.89	15.9	.0024	--	KSJO-F 7.3	14.7		43	10.5	--	1996
1997	42.0	8.5	1.64	25.61	17.6	.0024	--	KSJO-F 8.0	15.0		42	9	--	1997
1998	43.7	4.1	1.72	25.41	18.8	.0023	--	KSJO-F 7.2	14.5		44	9	--	1998
1999	55.0	20.6	1.75	31.42	20.6	.0027	--	KSJO-F 11.6	14.2		44	10	--	1999
2000	69.4	26.2	1.75	39.66	23.7	.0029	--	KSJO-F 16.0	13.5		41	9.5	--	2000
2001	57.3	-17.4	1.70	33.71	28.9	.0020	--	KSJO-F 12.3	13.2	68.6	44	9.5	--	2001
2002	49.1	NM	1.71	28.71	29.9	.0016	NA	KBRG-F 8.2	NA	NA	44	--	NA	2002
2003	50.1	2.0	1.73	28.96	31.4	.0016	NA	KBRG-F 8.3	NA	NA	43	10	NA	2003

### MAJOR STATIONS - JANUARY 2004

KAZA	1290 5KW (DA, DAYS)	Hispanic		KBAA-F	94.5 30KW@587 (DA)	AC	CBS
KLIV	1590 5KW (DA-2)	News	Bob Kieve	KBRG-F	100.3 15KW@2579	Hispanic	Entravision
KLOK	1170 50KW/5KW (DA-2)	Hispanic	Entravision	KEMR-F	105.7 50KW@500	Hispanic	Univision
KZSF	1370 5KW (DA-1)	Hispanic		KEZR-F	106.5 42KW@538	AC/CHR	CBS
				KFFG-F	97.7 3.3KW@449	AOR-Prog.	Susquehanna
				KRTY-F	95.3 0.4KW@860	Country	Bob Kieve
				KUFX-F	98.5 10KW@850	Classic AOR	Clear Channel
				KSJO-F	92.3 32KW@467	AOR	Clear Channel

**SAN JOSE**

**FORMAT SHARES (%)**

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR				CHR						
				AOR/CL						
MOR/AC				MOR/FS						
				AC/OLD			AC			
							OLDIES			
COUNTRY										
BTF/EZ/SAC										
						SOFT AC				
NEWS/TALK										
SPORTS										
BLACK/URBAN										
SMOOTH JAZZ										
STANDARDS										
HISPANIC										
RELIG/GOSPEL										
CLASSICAL										

NO FORMAT SHARES AVAILABLE

**STATION NOTES**

(Major call letters and format changes)

KLIV	AC until 81; Standards until 90
KEMR-F	KARA until 03; CHR until 82; AC to Oldies by 90; Oldies until 03
KFFG-F	KPEN until 83; KLZE until 88; KHQT until 95; CHR until 83; EZ until 88; CHR until 95; 1995 to 2003 station simulcasted with KFOG-F
KLOK	MOR or AC until 88
KRTY-F	KATD until 89; KYAY until 90; CHR until 89
KBAA-F	KFAT until 83; KWSS until 91; KUFX until 98; KBAY until 03; Country until 83; CHR until 91; Classic AOR until 98; Soft AC until 03
KZSF	KEEN until 94; KKSJ until 98; Country until 92; Standards until 98
KUFX-F	KOME until 98; AOR until 98
KBRG-F	KBAY until 98; EZ until 98
KVVN	KNTA until 97; Hispanic until 97

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

1971 KEZR-F	Sold to PSA	\$ 330,000
1973 KOME-F	Sold to Infinity	461,000
1973 KLZE-F		250,000
1974 KSJO-F	Sold to Sterling	769,000
1976 KEZR-F	From PSA to Alta	600,000
1978 KHTT	Sold to Sterling	1,375,000
1980 KWSS-F (Gilroy)		2,500,000
1983 KTIM A/F (San Rafael)		1,400,000
1984 KLZE-F		2,500,000
1984 KWSS-F	From West. Cities to Nationwide	8,600,000
1995 KHTT, KSJO-F	From Sterling to Narragansett	8,250,000
1986 KLZE-F	Sold to Parker	4,300,000
1986 KBRG-F		2,875,000
1987 KHTT	From Narragansett to Levitt	2,000,000
1987 KHQT-F (Los Altos)	From Parker to Anaheim	5,275,000
1988 KLOK		5,200,000
1989 KATD-F	Sold to Crown	5,000,000
1989 KLOK, KBRG-F		15,000,000
1989 KNTA		2,000,000
1990 KLRS-F (Santa Cruz)	From Fuller-Jeff. To Viacom	5,750,000
1990 KSJX, KSJO-F	From Narragansett to H. Frank	6,500,000
1990 KWSS-F	From Nationwide to Shamrock	5,000,000
1991 KSJX, KSJO-F	Sold by Narragansett	5,400,000
1992 KLOK, KBRG-F		11,250,000
1992 KRTY-F	From receivership to Empire (KAR)	3,300,000
1995 KSJX	From Baycom to Douglas	2,100,000
1995 KUFX-F	Sold to Baycom	9,700,000
1995 KHQT-F	From Anaheim to Susquehanna	8,250,000
1996 KSJO-F	From Baycom to Amer. Radio	38,000,000
1996 KUFX-F	From Baycom to Amer. Radio	15,000,000
1996 KOME-F	From Infinity to Westinghouse	42,000,000
1996 KKSJ, KBAY-F	Sold to Amer. Radio	31,000,000
1997 KNTA	Sold to Inner City	2,200,000
1997 KEZR-F	From Alta to Amer. Radio	23,500,000
1997 KBAY-F	From Amer. Radio to EXCL (Trade)	KRBR-F plus more
1997 KSSJ	From Amer. Radio to John Douglas	3,200,000
1997 KBRG-F	From Amer. Radio to CBS	41,000,000
1997 KEZR-F	From Amer. Radio to CBS	42,000,000
1997 KUFX-F	From Amer. Radio to CBS	22,000,000
1997 KSJO-F	From Amer. Radio to CBS	30,000,000
1998 KSJX	From Douglas to Multicultural	---
1998 KOME-F, KUFX-F	From CBS to Jacor	Trade
1998 KSJO-F, KUFX-F, KLDZ-F	From Jacor to Clear Channel	---
2000 KLOK, KBRG-F	From EXCL to Entravision	---
2000 KCNL-F, KSJO-F, KUFX-F	Divested by Clear Channel to Chase	---
	(Clear Channel eventually retained KUFX-F)	---
2000 KZFX, KZSJ	From Z-Spanish to Entravision	---
2002 KARA-F	From Klove to Hispanic	58,000,000
2003 KCNL-F (Fremont)	From Chase to Clear Channel	16,000,000 (E)

SAN JOSE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KBAY-F	3.9	KBAY-F	4.3	KBAY-F	4.0	KOME-F	4.1	KOME-F	4.6	KOME	4.8
2 KWSS-F	3.5	KWSS-F	3.9	KWSS-F	3.8	KWSS-F	3.6	KWSS-F	4.3	KARA-F	4.0
3 KARA-F	2.9	KOME-F	3.3	KOME-F	2.6	KBAY-F	3.4	KBAY-F	3.7	KBAY-F	3.7
4 KEZR-F	2.7	KARA-F	2.6	KARA-F	3.0	KARA-F	3.0	KARA-F	3.2	KWSS-F	2.9
5 KOME-F	2.4	KEZR-F	2.4	KSJO-F	3.0	KSJO-F	3.1	KEZR-F	2.7	KEZR-F	2.7
6		KLOK	1.9	KEZR-F	2.5	KEZR-F	2.5	KSJO-F	2.6		
7											
8											
9											
10											
11											
1990		1991		1992		1993		1994		1995	
1 KOME-F	5.4	KOME-F	4.3	KEZR-F	4.3	KSJO-F	5.0	KSJO-F	6.7	KSJO-F	7.0
2 KARA-F	4.4	KEZR-F	3.7	KSJO-F	4.0	KEZR-F	4.7	KLOK	5.0	KOME-F	5.3
3 KEZR-F	3.9	KARA-F	3.2	KOME-F	3.9	KOME-F	4.0	KEZR-F	4.8	KLOK	4.6
4 KBAY-F	3.8	KSJO-F	3.1	KBAY-F	3.4	KBAY-F	3.7	KBAY-F	4.0	KBAY-F	4.0
5 KHQT-F	2.8	KBAY-F	3.0	KARA-F	3.2	KARA-F	3.3	KOME-F	3.7	KRTY-F	4.0
6 KSJO-F	2.7	KHQT-F	2.7	KHQT-F	2.9	KHQT-F	3.0	KRTY-F	3.7	KEZR-F	3.8
7 KWSS-F	1.7	KUFX-F	1.6	KUFX-F	2.7	KRTY-F	2.5	KUFX-F	3.2	KARA-F	2.7
8		KRTY-F	1.4	KRTY-F	2.2	KUFX-F	2.3	KHQT-F	3.0	KUFX-F	2.6
9		KEEN	0.9	KLOK	2.1	KARA-F	2.7	KHQT-F	2.1		
10		KNTA	0.8								
11											
1996		1997		1998		1999		2000		2001	
1 KSJO-F	7.3	KSJO-F	8.0	KSJO-F	7.2	KSJO-F	11.6	KSJO-F	16.1	KSJO-F	12.3
2 KOME-F	6.2	KOME-F	7.2	KEZR-F	6.9	KEZR-F	8.9	KEZR-F	10.6	KEZR-F	9.5
3 KEZR-F	5.2	KEZR-F	6.6	KBAY-F	6.0	KBAY-F	6.2	KUFX-F	6.7	KUFX-F	5.5
4 KBAY-F	4.7	KBAY-F	5.7	KUFX-F	4.6	KUFX-F	5.8	KBAY-F	5.8	KBAY-F	5.4
5 KRTY-F	4.3	KLOK	4.0	KLOK	4.4	KLOK	5.0	KLOK	5.7	KLOK	5.3
6 KLOK	4.0	KRTY-F	3.5	KRTY-F	3.8	KARA-F	4.0	KARA-F	5.6	KARA-F	4.7
7 KARA-F	3.8	KARA-F	3.2	KARA-F	3.6	KRTY-F	3.8	KRTY-F	4.4	KRTY-F	4.4
8 KUFX-F	2.2	KUFX-F	2.9	KBRG-F	2.0	KCNL-F	2.1	KCNL-F	2.4	KCNL-F	1.8
9											
10											
11											
2002		2003									
1 KBRG-F	8.2	KBRG-F	8.3								
2 KBAA-F	7.2	KEZR-F	8.0								
3 KEZR-F	7.0	KBAA-F	8.0								
4 KRTY-F	6.5	KRTY-F	6.2								
5 KUFX-F	5.0	KLOK	5.2								
6 KLOK	5.0	KUFX-F	4.9								
7 KEMR-F	4.2	KEMR-F	4.0								
8 KSJX	1.3	KLIV	1.4								
9 KLIV	1.2	KSJX	1.1								
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Bay Com	\$ 7.0 (19.5)	1 Bay Com	\$ 9.6 (25.8)	1 Amer. Radio	\$ 14.7 (37.6)
2 Klevé	6.5 (18.1)	2 Klevé	7.0 (18.8)	2 Klevé	8.4 (21.6)
3 KLOK	5.0 (NA)	3 Infinity	5.3 (14.2)	3 Westing/CBS	6.2 (16.0)
4 KEZR-F	4.8 (13.4)	4 KLOK	4.6 (12.4)	4 KEZR-F	5.2 (13.4)
5 KBAY A/F	4.0 (11.0)	5 KBAY A/F	4.4 (11.8)	5 EXCL: KLOK	4.0 (10.3)
		6 KEZR-F	3.8 (10.2)		
		7 Susquehanna	2.1 (5.6)		
1997		1998		1999	
1 Trust	\$ 22.3 (53.1)	1 CBS	\$ 12.9 (29.5)	1 Chase	\$ 19.5 (35.5)
2 Jacor	8.0 (19.0)	2 Clear Channel	12.0 (27.3)	2 CBS	15.1 (27.4)
3 Klevé	7.2 (17.0)	3 Klevé	7.9 (18.1)	3 Klevé	8.3 (15.1)
4 EXCL	4.0 (9.5)	4 EXCL	6.4 (14.6)	4 Entravision	5.0 (9.1)
2000		2001		2002	
1 Chase	\$ 25.1 (36.2)	1 CBS	\$ 14.9 (26.0)	1 CBS	\$ 14.2
2 CBS	16.4 (23.6)	2 Klevé	9.6 (16.8)	2 Entravision	13.5
3 Klevé	10.7 (15.4)	3 Entravision	5.5 (9.6)	3 Empire	7.7
4 Entravision	5.7 (8.2)	4 Clear Channel	5.5 (9.5)	4 Clear Channel	5.0
				5 Univision	4.2
2003					
1 CBS	\$ 15.9	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Entravision	13.5				
3 Empire	7.6				
4 Clear Channel	4.9				
5 Univision	4.0				

DUNCAN'S COMMENTS:

If you are able to weather out the technology crashes that happen about once per decade San Jose is about an average to slightly below average radio market. The saving grace for the San Jose market is that there are only about ten local and viable stations. As it is, San Francisco stations probably take \$50 million in revenue out of the market.