

**ST. LOUIS  
12+ METRO SHARE**

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
KMOX	25.2	26.3	25.0	23.6	25.5	22.5	22.7	22.3	20.8	20.4	21.2	20.2	22.6	21.1	20.0	18.0	17.9	17.6	16.0	15.3	13.9	13.3	11.7	12.4	11.8	12.0	11.9	10.8	10.8	KMOX, 1120 (N/T)
KLOU-F	-	2.4	3.6	4.2	3.4	3.6	2.9	5.2	9.5	6.4	4.4	4.5	5.9	5.3	4.8	3.9	4.0	3.9	3.7	3.3	3.8	4.2	4.4	4.3	4.2	4.1	3.9	3.9	3.2	KLOU-F, 103.3 (O)
WRTH	5.8	6.5	5.0	5.7	3.8	3.4	2.7	2.5	1.3	1.7	0.9	0.7	1.0	0.9	0.6	1.1	2.1	1.7	2.8	2.8	2.1	2.7	2.7	2.4	2.1	2.5	2.3	2.2	1.3	WRTH, 1430 (ST)
WIL-F	-	2.8	4.3	5.5	5.0	7.2	5.8	6.6	6.3	6.3	6.5	4.7	3.8	6.0	5.6	6.2	6.1	8.4	9.6	8.5	8.8	7.7	8.3	7.4	7.1	6.5	6.3	6.0	6.0	WIL-F, 92.3 (C)
KEZK-F	3.6	4.2	5.1	6.5	7.2	6.8	6.3	5.8	7.6	5.8	6.0	7.0	7.0	7.2	8.8	6.7	4.7	4.9	6.8	6.7	7.6	6.7	6.1	6.9	7.0	7.2	6.4	7.1	6.7	KEZK-F, 102.5 (SAC)
KTRS	11.5	8.0	7.6	6.4	3.1	2.4	4.5	3.8	4.0	3.9	4.0	3.6	2.3	1.6	2.2	1.6	1.5	1.0	0.3	0.9	1.4	1.6	2.7	3.4	3.8	4.3	3.9	4.3	3.8	KTRS, 550 (T)
KSD-F	5.1	4.3	3.8	2.4	1.2	3.4	4.9	5.8	5.6	5.3	5.3	4.3	4.0	6.1	5.6	5.8	5.9	5.1	4.8	3.8	2.8	3.1	3.0	2.6	2.4	2.1	3.3	3.5	3.7	KSD-F, 93.7 (C)
KSLG	-	-	-	-	-	1.8	2.2	1.1	-	1.5	1.5	1.3	1.6	1.5	0.7	0.5	0.2	0.4	-	-	-	-	-	-	-	-	-	-	-	KSLG, 1380 (S)
WSSM-F	-	-	-	0.6	7.8	6.3	7.2	6.1	6.3	5.1	4.2	3.0	3.5	3.4	6.4	6.0	5.1	4.3	2.7	3.5	3.9	3.4	4.8	4.3	4.3	4.0	3.8	3.6	4.0	WSSM-F, 106.5 (J)
KYKY-F	6.1	8.4	8.2	7.5	4.9	5.7	4.7	4.1	3.0	3.5	3.3	4.8	3.6	4.6	5.1	6.2	6.0	5.1	5.2	5.5	5.7	5.3	5.0	4.9	4.5	4.3	3.4	3.4	3.7	KYKY-F, 98.1 (AC)
KSLZ-F	-	1.7	3.5	4.1	3.3	4.3	6.4	5.8	6.9	6.9	6.0	6.0	7.7	6.5	6.4	7.0	7.2	7.3	6.8	7.6	7.5	7.1	7.1	4.3	5.1	5.1	5.0	4.9	4.4	KSLZ-F, 107.7 (CHR)
KJSL	5.3	5.9	4.4	5.4	5.9	5.0	4.1	3.1	1.9	2.2	1.5	1.7	0.7	0.9	0.8	0.7	1.3	1.7	0.7	0.3	-	-	-	-	-	-	-	-	-	KJSL, 630 (REL)
KFNS	5.2	4.1	4.2	4.3	3.9	5.0	3.9	3.9	4.6	4.3	4.0	2.9	2.8	1.1	0.3	-	1.1	1.0	0.6	1.0	1.1	1.0	1.1	1.4	1.5	1.0	1.1	1.3	1.1	KFNS, 590 (S)
KATZ	-	4.7	3.4	2.7	2.7	2.0	1.4	2.3	1.8	1.9	1.7	1.7	1.9	2.0	2.1	1.9	1.7	1.6	1.7	1.4	1.5	0.5	1.4	2.2	2.3	2.1	2.3	2.0	2.3	KATZ, 1600 (G)
KATZ-F	-	-	-	-	0.5	1.0	1.8	3.1	2.1	1.6	1.4	1.5	1.3	1.0	1.5	1.9	2.2	1.5	0.7	1.4	1.0	1.5	2.0	2.9	4.3	4.2	3.2	3.7	3.7	KATZ-F, 100.3 (B)
KSHE-F	4.3	5.2	6.7	7.7	7.2	6.4	7.2	5.1	6.3	9.6	12.7	11.9	10.7	9.7	9.1	8.0	8.6	8.1	7.8	7.3	6.3	5.5	4.4	4.5	3.2	3.6	4.7	5.2	4.9	KSHE-F, 94.7 (AOR)
KIHT-F	4.1	3.4	3.0	3.0	1.7	2.0	2.2	2.3	2.2	1.8	2.0	1.3	2.4	3.6	2.5	1.9	1.4	1.9	1.7	3.7	3.2	3.1	2.7	3.0	3.1	3.7	3.6	3.3	4.1	KIHT-F, 96.3 (CH)
WVRV-F	-	-	-	-	-	-	-	0.5	0.6	0.7	1.1	3.3	2.6	2.0	1.1	1.6	1.9	1.6	1.2	1.7	1.7	2.5	3.5	2.9	2.9	3.3	4.0	4.0	3.6	WVRV-F, 101.1 (AC)
KFTK-F	-	-	-	-	-	-	-	0.7	1.1	1.5	1.0	2.8	2.0	0.8	0.9	2.5	2.4	1.8	1.8	2.0	2.8	2.5	2.4	2.5	3.1	2.3	0.8	1.3	1.8	KFTK-F, 97.1 (T)
WRDA-F	-	-	-	-	-	-	-	-	-	1.0	1.7	1.8	2.3	2.7	2.7	2.9	2.6	3.2	4.9	4.0	4.2	4.2	4.0	2.7	2.5	2.4	2.0	1.8	1.6	WRDA-F, 104.1 (ST)
WEW	-	-	-	-	-	-	-	-	-	-	-	1.0	0.8	0.8	1.2	1.7	2.2	1.6	1.3	1.5	1.2	1.4	1.1	0.8	-	0.4	0.4	-	0.3	WEW, 770 (ST)
KFUO-F	-	-	-	-	-	-	-	-	-	-	-	1.3	1.1	1.2	1.4	2.0	2.0	2.5	2.6	2.5	2.6	2.8	2.8	2.8	2.9	2.5	2.5	2.4	2.4	KFUO-F, 99.1 (CL)
KPNT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	1.5	1.1	0.8	1.2	0.9	2.6	2.6	4.5	4.9	4.8	3.8	3.1	3.2	3.9	4.2	4.4	KPNT-F, 105.7 (AOR)
KFNS-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.1	KFNS-F, 100.7 (S)
KMJM-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	1.2	1.0	1.3	1.3	1.8	6.4	5.7	5.0	4.4	4.3	4.6	KMJM-F, 104.9 (BJAC)
WFUN-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	-	2.8	3.2	2.9	3.2	WFUN-F, 95.5 (B)

**12+ CUME RATINGS**

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KMOX	45.9	43.2	40.5	38.6	41.6	39.8	38.3	41.8	40.9	43.9	39.9	37.1	35.9	33.2	30.9	32.3	30.4	31.6	25.8	26.5	23.7	28.2	25.4	23.5	21.7
KLOU-F	10.8	11.8	11.0	12.9	28.0	22.2	18.4	14.5	18.5	18.2	16.1	12.0	16.3	12.3	11.1	12.5	12.9	14.9	14.4	14.5	14.3	18.2	16.7	14.0	13.4
WRTH	11.5	10.4	9.5	7.1	4.4	6.4	4.1	2.9	2.7	3.5	3.4	3.3	4.2	4.1	6.2	6.3	5.0	5.3	5.1	5.2	4.9	5.5	5.4	3.6	4.0
WIL-F	11.4	13.6	13.6	16.6	14.2	15.0	14.0	10.7	9.9	12.9	12.9	13.7	13.5	19.2	19.8	18.6	19.6	17.8	18.4	16.8	16.1	15.9	16.2	14.1	15.5
KEZK-F	13.1	14.9	12.2	13.2	15.9	14.4	14.5	13.8	15.2	14.4	15.9	13.0	12.5	16.1	16.9	17.5	18.0	16.6	15.2	16.0	17.0	17.3	16.3	14.9	17.5
KTRS	15.6	15.0	12.6	13.3	11.2	10.9	9.8	8.2	8.6	4.7	5.6	5.8	3.6	4.2	2.8	5.2	7.0	7.8	9.4	11.5	10.6	9.7	10.7	10.5	10.4
KSD-F	-	-	11.3	14.1	14.9	14.5	13.1	10.4	11.9	14.5	15.0	14.6	16.5	16.4	14.8	12.8	13.6	12.2	11.7	10.2	13.0	9.0	12.4	11.8	12.1
KSLG	22.1	9.0	10.7	7.2	6.0	5.3	5.5	5.7	4.3	6.7	3.5	2.7	1.7	2.0	-	-	-	-	-	-	-	-	-	-	-
WSSM-F	-	18.7	13.4	17.3	15.8	16.7	16.9	12.6	14.3	11.6	17.9	18.9	17.8	15.0	7.5	9.3	10.7	10.3	13.0	11.0	11.5	8.2	7.7	8.3	8.0
KYKY-F	18.1	17.2	15.7	14.0	9.9	10.9	10.4	12.8	11.9	11.8	14.5	18.3	15.8	14.9	15.0	15.4	15.4	15.6	14.6	14.2	14.8	14.0	11.7	12.8	12.4
KSLZ-F	8.1	7.2	13.3	14.3	13.0	12.0	12.3	10.7	11.1	11.2	10.3	11.8	12.0	11.5	12.5	12.5	12.3	12.8	11.6	15.4	16.5	17.1	16.7	17.6	15.2
KJSL	17.1	16.0	13.8	12.7	9.0	5.4	4.9	6.1	4.4	2.9	4.4	3.1	3.1	4.6	2.0	1.3	-	-	-	-	-	-	-	-	-
KFNS	12.2	13.1	12.1	9.5	10.9	10.2	8.8	6.9	6.9	5.1	1.7	-	3.3	3.1	2.3	3.9	3.5	3.6	4.1	5.1	4.7	5.0	4.6	4.7	5.4
KATZ	8.4	5.2	5.9	7.3	5.9	5.7	5.1	5.4	4.8	4.9	4.6	4.4	4.8	4.7	4.0	3.1	3.2	1.7	4.5	4.3	4.9	4.3	5.4	4.1	4.9
KATZ-F	-	-	-	6.0	6.0	4.8	5.1	5.3	4.9	4.6	5.7	5.9	4.9	3.9	2.8	5.0	2.6	4.4	5.8	7.0	10.5	10.5	10.4	11.8	9.9
KSHE-F	14.7	15.0	15.6	13.5	14.2	15.6	22.6	22.9	22.8	19.7	21.3	19.9	19.2	17.6	17.9	17.5	16.3	12.7	13.4	11.5	9.5	10.9	11.4	12.1	11.4
KIHT-F	8.9	9.2	8.5	10.5	7.5	8.1	7.7	6.8	5.5	10.2	7.2	7.0	5.9	6.2	7.6	14.2	11.2	10.2	11.3	10.4	9.8	12.4	10.1	11.7	9.9
WVRV-F	-	-	-	2.3	3.0	3.8	7.3	6.2	6.4	6.4	4.4	6.5	7.9	6.5	5.0	5.6	6.6	11.2	11.5	10.9	11.1	13.3	13.8	13.4	12.9
KFTK-F	-	-	-	3.0																					

## ST. LOUIS

	<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	27.0	--	--	--	--	--	--	--	15.6 %	34.3 %	--	--	--	1976
1977	30.2	11.9 %	--	--	--	--	--	--	16.3	40.0	26	--	--	1977
1978	33.1	9.6	--	--	--	--	--	--	16.2	42.4	21	--	--	1978
1979	32.9	-0.6	--	--	--	--	--	--	16.3	40.6	25	--	--	1979
1980	36.2	10.0	--	--	--	--	--	--	16.5	47.7	25	--	--	1980
1981	40.0	10.5	2.36	16.95	12.1	.0038	--	--	17.2	50.0	25	--	--	1981
1982	42.5	6.3	2.38	17.86	12.6	.0039	--	--	18.4	53.2	28	--	--	1982
1983	44.1	3.8	2.39	18.45	13.7	.0037	.430	--	19.2	59.0	27	18	--	1983
1984	46.0	4.3	2.40	19.17	14.3	.0037	.500	KMOX 14.1	17.6	58.8	26	18	--	1984
1985	49.5	7.6	2.42	20.63	15.4	.0038	.527	KMOX 16.0	19.1	60.3	27	19	--	1985
1986	61.0	23.2	2.42	24.90	17.0	.0038	.562	KMOX 18.0	17.5	60.6	26	20	--	1986
1987	60.0	-1.6	2.46	24.39	16.4	.0037	.634	KMOX 18.4	18.2	61.1	28	21	5.4	1987
1988	65.4	9.0	2.48	26.37	17.0	.0038	.696	KMOX 20.5	17.9	61.3	26	18	6.1	1988
1989	69.0	5.5	2.48	27.82	17.4	.0040	.738	KMOX 21.7	18.4	65.2	30	18	6.5	1989
1990	71.8	4.1	2.46	26.19	18.2	.0039	.768	KMOX 22.0	18.6	68.2	30	17	7.6	1990
1991	65.3	-9.1	2.47	26.44	19.0	.0034	.695	KMOX 19.0	17.6	65.1	30	18	6.1	1991
1992	66.3	1.4	2.49	26.63	18.8	.0035	.706	KMOX 18.5	17.8	65.7	29	17	6.7	1992
1993	72.8	9.6	2.55	28.54	22.0	.0033	.792	KMOX 18.8	17.1	69.9	29	18	7.8	1993
1994	82.9	11.6	2.58	32.13	24.1	.0034	.905	KMOX 19.5	17.3	71.1	26	17.5	8.4	1994
1995	90.0	8.5	2.55	35.29	24.4	.0037	.977	KMOX 19.0	17.3	74.1	30	18	7.9	1995
1996	94.8	5.3	2.57	36.89	25.7	.0037	1.03	KMOX 20.5	16.8	71.5	29	19.5	8.0	1996
1997	107.9	13.9	2.56	42.15	25.3	.0043	1.19	KMOX 24.4	16.9	74.6	29	19	9.0	1997
1998	117.2	8.6	2.58	45.43	25.6	.0046	1.30	KMOX 23.7	16.8	72.6	26	20	10.0	1998
1999	128.5	8.8	2.58	49.81	27.2	.0047	1.47	KMOX 25.0	16.7	72.8	27	19.5	12.4	1999
2000	140.0	8.9	2.59	54.14	32.8	.0043	1.56	KMOX 30.0	16.0	72.6	28	20.5	10.1	2000
2001	131.5	-6.1	2.61	50.38	34.2	.0038	1.48	KMOX 24.6	16.0	72.6	28	20.5	10.9	2001
2002	133.5	1.5	2.62	50.95	35.2	.0038	1.517	KMOX 22.6	14.6	76.0	26	--	12.0	2002
2003	138.9	4.0	2.64	52.61	36.8	.0038	1.589	KMOX 22.5	14.5	76.0	29	21.5	12.6	2003

### MAJOR STATIONS - JANUARY 2004

KATZ	1600 5KW (DA-N)	Gospel	Clear Channel	KIHT-F	96.3 80KW@1027	Classic Hits	Emmis
KFNS	590 1KW (DA-2)	Sports		KLOU-F	103.3 100KW@920	Oldies	Clear Channel
KMOX	1120 50KW	News/Talk	CBS	KMJM-F	104.9 8KW@575	Black AC	Clear Channel
KTRS	550 5KW (DA-N)	Talk		KPNT-F	105.7 100KW@1376	AOR-Modern	Emmis
WEW	770 1KW (DAYS)	Standards		KSD-F	93.7 100KW@860	Country	Clear Channel
WRTH	1430 5KW (DA-2)	Standards	Bonneville				
KATZ-F	100.3 50KW@492 (DA)	Black	Clear Channel	KSHE-F	94.7 100KW@1026	AOR	Emmis
KEZK-F	102.5 100KW@1026	Soft AC	CBS	KSLZ-F	107.7 100KW@1019	CHR	Clear Channel
KFNS-F	100.7 6KW@328	Sports		KYKY-F	98.1 90KW@1027	AC/CHR	CBS
KFTK-F	97.1 100KW@561	Talk	Emmis	WFUN-F	95.5 25KW@325	Black	Radio One
KFUO-F	99.1 100KW@1026	Classical		WIL-F	92.3 100KW@984	Country	Bonneville
				WRDA-F	104.1 39KW@550	Standards	Emmis
				WSSM-F	106.5 90KW@1027	Jazz	Bonneville
				WVRV-F	101.1 44KW@518 (DA)	AC-Modern	Bonneville

ST. LOUIS

MAJOR STATION TRANSACTIONS: 1970 to 2003

FORMAT SHARES (%)										
CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	23	33	21	15	11	11	4	5	4	6
			CHR	8	15	15	17	17	15	13
			AOR/CL							
MOR/AC	13	5	14	MOR/FS	--	13	15	2	--	--
			AC/OLD	14	13	15	10	AC	8	12
								OLDIES	8	5
COUNTRY	13	10	15	14	10	11	16	13	16	10
BTFLEZ/SAC	14	14	7	6	7	6				
							SOFT AC	10	9	8
NEWS/TALK	26	26	22	23	25	22	18	16	20	21
SPORTS								1	1	2
BLACK/URBAN	10	11	14	12	13	12	15	13	12	
SMOOTH JAZZ								1	--	4
STANDARDS	--	--	5	6	4	2	3	5	3	4
HISPANIC										
RELIG/GOSPEL	1	1	2	3	2	3	3	4	3	2
CLASSICAL				1	1	2	3	3	3	3

STATION NOTES

(Major call letter and format changes)

KSD-F	KCFM until 80; EZ until 80; AC until 87; Classic AOR until 99; AC/CHR until 00
KSLZ-F	KKSS until 81; KMJM until 97; Black until 97
KLOU-F	KMOX-F until 83; KHTR until 88; AC or Soft Rock until 83; CHR until 88; Jazz until 89
KYKY-F	KSLQ until 82; CHR until 82
WSSM-F	WGNN until 78; WWWW until 81; KWK until 88; WKBQ until 93; WKKX until 00; AOR until 84; CHR until 93; Country until 00
KATZ-F	WZEN until 86; KATZ until 94; KNJZ until 96; Black until 94; Jazz until 96
KIHT-F	KADI until 87; KRJY until 94; Soft AC from late 80's to 94; Oldies-70's to Classic Hits
WVRV-F	WMRY until 89; WSNL until 91; WFXB until 94; Jazz until 86; AOR until 89
KPNT-F	KSTZ until 91; KFXB until 94; AC until 93
KMJM-F	WCBW until 97; Religion until 97
KTRS	KSD until 84; KUSA until 95; KSDU until 97; MOR until 79; News until 81; Country until 95; Standards until 97
KFNS	WRTH until 88; WKLL until 90; KEZK until 93; Formats prior to late 80's not certain (probably Standards and/or EZ); EZ until 93
KJSL	KXOK until 94; CHR to AC until 82; Talk until 90 (Briefly AC in 88); Black until 94
KSLG	KWK until 84; KGLD until 92, KASP until --; CHR until 84; Oldies until 92
WRTH	WIL until late 80's; Country until late 80's
KEZK-F	EZ evolving to Soft AC by early 90's
KATZ	Black evolving to Gospel by early 90's; KATZ until 97; KMJM until 98
KFTK-F	KHTK until 92; KXOX until 00; CHR until 92; Black AC until 98; Class AOR until 00
WRDA-F	WKKX until 93; WKBQ until 97; Country until 93; CHR until 97; AC until 98; WALC until 98; WXTM until 00; AOR until 00; WMLL until 04; AC until 02; Oldies 80's until 04

1970 KMJM-F		\$	207,000
1972 KYKY-F			650,000
1973 KEZK-F	Sold to Bartell		1,110,000
1977 WRTH	Sold to Heffel		N/A
1978 KEZK-F	Sold by AVCO to King		2,300,000
1979 KWK-F	From Heffel to Metroplex		2,000,000
1979 KSD-F	Sold to Doubleday	2,000,000 + KTAR, KKLT-F Phoenix	2,000,000
1979 KIRL (St. Charles)	Sold to Gannett		642,000
1981 KATZ, WZEN-F	Sold by Contemporary Media		2,654,000
1982 KSIV	Sold by Unity (NBN)		900,000
1982 WRTH	Sold to Bott		1,800,000
1982 KEZK-F	From King to Adams		5,000,000
1983 KSHE-F	From Metroplex to Adams		7,500,000
1983 KGLD, KWK-F	From Century to Emmis		4,500,000
1984 KYKY-F	From Doubleday to Robin.		4,000,000
1984 WESL	From Surrey to EZ		700,000
1985 KXOK	Sold to Willis		2,000,000
1986 KMJM-F	Sold to Starz		N/A
1986 KGLD, WKBQ-F	From Amarturo to Keymarket		6,900,000
1986 WIL A/F	Sold to Chase		9,400,000
1986 KLTH-F (Florissant)	From LIN to Heritage		3,500,000
1988 KMJM-F			16,000,000
1989 WKLL, WEZK-F	From Keymarket to Noble		14,700,000 (cancelled)
1989 KSTZ-F (St. Genevieve)			6,500,000 (cancelled)
1990 KSTZ-F (St. Genevieve)			4,000,000
1991 WKKX-F			1,856,000
1992 KASP, WKBQ-F			---
1992 KASP, WKBQ-F	From Chase to Evergreen		7,700,000 (cancelled)
1992 KATZ A/F	From Evergreen to Frischling		2,750,000
1993 KEZK A/F	From Interurban to Noble		8,000,000
1993 KASP, WKBQ-F	From Adams receivership to Compass		70,000,009
1993 KUSA, KSD-F	From Evergreen to Zimmer		14,400,000
1994 KSTL	From Gannett to EZ		525,000
1995 WESL	Sold to Crawford		800,000
1995 KMOX, KLOU-F	Sold by Willis		61,000,000
1995 KFNS, KEZK-F	From CBS TO Westinghouse		26,000,000
1996 KMJM-F	From Compass to Par		29,800,000
1996 KATZ A/F	From Noble to Jaccr		7,700,000
1996 WIBV	From Noble to Jacor		1,450,000
1996 WEW			435,000
1996 KFNS, KEZK-F	Sold to Gary Acker		48,000,000
1996 KPNT-F, WVRV-F	From Par to EZ		
1996 KEZK-F	From River City to Sinclair TV		57,000,000
1996 KFNS	From EZ to Amer. Radio		2,000,000
1996 KSD	From EZ to Amer. Radio		9,000,000
1996 KSD-F	From EZ to Amer. Radio		20,000,000
1996 KYKY-F	From EZ to Amer. Radio		61,000,000
1996 WKBQ AF, WKKX-F	From Zimmer to Emmis		42,500,000
1996 KSD	From EZ/ARS to WIBV owner		10,000,000
1997 KLOU-F	From CBS TO Entercom		Trade
1997 KLOU-F	From Entercom to Amer. Radio		Trade
1997 WCBW-F	Sold to Jacor		13,000,000
1997 WRTH	From Heritage to Sinclair TV		2,600,000
1997 KIHT-F	From Heritage to Sinclair TV		19,800,000
1997 WIL-F	From Heritage to Sinclair TV		42,000,000
1997 WKBQ-AM	Donated by Emmis		N/A
1997 KEZK-F	From Amer. Radio to CBS		58,000,000
1997 KFNS	From Amer. Radio to CBS		4,000,000
1997 KLOU-F	From Amer. Radio to CBS		32,000,000
1997 KSD-F	From Amer. Radio to CBS		22,000,000
1997 KYKY-F	From Amer. Radio to CBS		64,000,000
1998 WIBV (1260)	From KTRS TO ABC/Disney		2,500,000
1998 KSLQ-F (Washington, MO)			1,110,000

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ST. LOUIS

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 KMOX 14.1	KMOX 16.0	KMOX 18.0	KMOX 18.4	KMOX 20.5	KMOX 21.7
2 KHTR-F 4.1	KSHE-F 6.3	KSHE-F 6.7	KSHE-F 7.6	KSHE-F 7.7	KSHE-F 8.3
3 KSD-F 3.9	KSD/USA 5.5	KSD-F 4.7	KYKY-F 5.5	KYKY-F 5.6	KYKY-F 6.4
4 WIL-F 3.7	RTH/EZK 4.6	KYKY-F 4.7	KMJM-F 4.3	KSD-F 4.8	KSD-F 5.0
5 KSHE-F 3.5	WIL AF 3.5	KMJM-F 4.5	KSD-F 3.8	KMJM-F 4.5	KMJM-F 5.0
6 KEZK-F 3.0	KYKY-F 3.3	WIL AF 3.7	KEZK-F 3.7	WIL AF 3.6	WIL AF 4.4
7 KWK-F 2.9	KMJM-F 3.0	KEZK-F 3.4	KHTR-F 2.8	KEZK-F 3.6	KLOU-F 4.2
8	KHTR-F 2.6	KHTR-F 2.8	WIL AF 2.5	KHTR-F 2.8	KEZK-F 4.0
9	KWK-F 2.4	KUSA 2.4	KWK-F 2.1	WKBQ-F 2.8	WKBQ-F 3.5
10			KUSA 1.8	KRJV-F 1.9	KUSA 1.8

1990	1991	1992	1993	1994	1995
1 KMOX 22.0	KMOX 19.0	KMOX 18.5	KMOX 18.8	KMOX 19.5	KMOX 19.0
2 KSHE-F 7.4	KSHE-F 7.4	KSHE-F 8.0	KSHE-F 8.6	KSHE-F 8.7	KYKY-F 9.0
3 KYKY-F 7.0	KYKY-F 7.2	KYKY-F 7.3	KYKY-F 7.2	KYKY-F 8.5	KSHE-F 8.9
4 KSD-F 5.8	KSD-F 5.9	KMJM-F 5.0	WIL-F 7.1	WIL-F 7.3	KEZK-F 8.0
5 KMJM-F 5.2	KMJM-F 5.0	WIL-F 4.8	KMJM-F 5.3	KEZK-F 6.7	WIL-F 7.1
6 WIL AF 4.7	WIL AF 4.6	KSD-F 4.7	KSD-F 5.2	KSD-F 6.4	KMJM-F 6.7
7 KEZK-F 4.4	KLOU-F 3.4	KLOU-F 3.5	KEZK AF 5.1	KMJM AF 6.1	KSD-F 5.5
8 WKBQ-F 4.0	KEZK-F 3.3	KEZQ AF 3.1	KLOU-F 3.7	KLOU-F 3.4	KIHT-F 4.0
9 KLOU-F 3.7	WKBQ-F 2.9	WKBQ-F 2.6	WKBQ-F 2.5	WKBQ-F 3.0	KLOU-F 3.7
10 KRJV-F 1.7	WKIX-F 1.7	WKIX-F 1.8	WKIX-F 2.3	WKIX-F 2.8	KPNT-F 3.4
11		WFXB-F 1.4	KPNT-F 1.9	KIHT-F 2.1	WKXX-F 3.3
12		KATZ AF 1.4	KRJV-F 1.4	KPNT-F 1.8	WKBQ-F 3.1
13		KRJV-F 1.1	KFUO-F 1.1	KFUO-F 1.2	KSD-F 2.4
				WRTH 1.2	KVRV-F 1.6

1996	1997	1998	1999	2000	2001
1 KMOX 20.5	KMOX 24.4	KMOX 23.7	KMOX 25.0	KMOX 30.0	KMOX 24.6
2 KYKY-F 9.2	KYKY-F 10.0	WIL-F 11.1	KEZK-F 12.0	KEZK-F 13.4	KEZK-F 10.9
3 KEZK-F 8.5	WIL-F 9.9	KEZK-F 10.9	KYKY-F 11.6	WIL-F 12.4	KYKY-F 10.0
4 KSHE-F 7.9	KEZK-F 9.6	KYKY-F 10.8	WIL-F 11.5	KYKY-F 11.8	WIL-F 9.8
5 WIL-F 7.7	KSHE-F 8.0	KSHE-F 8.2	KSHE-F 8.0	KMJM-F 8.5	KSHE-F 9.0
6 KMJM AF 7.0	KMJM-F 7.4	KMJM-F 7.5	KMJM-F 7.7	KLOU-F 7.7	KIHT-F 7.7
7 KSD-F 4.7	KSD-F 6.5	WKIX-F 6.5	WKIX-F 7.3	KSHE-F 7.5	KLOU-F 7.7
8 KPNT-F 4.1	WKIX-F 4.7	KLOU-F 5.0	WVRV-F 6.0	WSSM-F 7.4	KMJM-F 7.0
9 KLOU-F 4.0	KPNT-F 4.5	KPNT-F 5.0	KPNT-F 5.5	KSLZ-F 5.4	WVRV-F 6.7
10 WKBQ-F 3.3	WVRV-F 4.4	WVRV-F 4.6	KLOU-F 5.2	KIHT-F 4.9	KSLZ-F 5.9
11 KIHT-F 3.2	KLOU-F 4.0	KSD-F 4.2	KSLZ-F 4.1	KPNT-F 4.7	KPNT-F 5.8
12 KSD-F 2.6	WALC-F 3.8	KIHT-F 3.1	KIHT-F 3.8	WVRV-F 4.1	KTRS 3.8
13 WKXX-F 2.4	KIHT-F 3.1	KTRS 3.0	KSD-F 3.7	KATZ-F 4.0	WMLL-F 3.0
14 WVRV-F 2.2	KXOK-F 2.7	WXTM-F 2.9	KXOK-F 3.4	KTRS 3.9	KSD-F 2.9
15				KFTK-F 3.0	KATZ-F 2.6
16				KSD-F 2.8	WSSM-F 2.3

2002	2003
1 KMOX 22.6	KMOX 22.5
2 KEZK-F 11.3	KEZK-F 11.5
3 WIL-F 9.2	KSHE-F 9.5
4 KSHE-F 9.0	KYKY-F 9.3
5 WVRV-F 8.7	WIL-F 8.9
6 KYKY-F 8.6	WVRV-F 8.7
7 KLOU-F 6.8	WPNT-F 8.5
8 KIHT-F 6.6	KMJM-F 6.8
9 KMJM-F 6.5	WSSM-F 6.1
10 KPNT-F 5.9	KLOU-F 5.9
11 WSSM-F 5.6	KSD-F 5.6
12 KTRS 5.4	KSLZ-F 5.4
13 KSLZ-F 5.2	KTRS 5.2
14 KSD-F	

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 CBS \$ 22.9 (27.6)	1 Westing/CBS \$ 22.7 (24.9)	1 Westing/CBS \$ 24.5 (25.8)
2 EZ 15.1 (18.2)	2 EZ 15.5 (17.0)	2 Amer. Radio 24.0 (25.3)
3 Emmis-KSHE 8.7 (10.5)	3 Par 9.6 (10.5)	3 Emmis 13.6 (14.3)
4 Heritage 8.5 (10.3)	4 Emmis 8.9 (9.8)	4 Heritage 12.1 (12.8)
5 Noble 6.9 (8.3)	5 Heritage 8.1 (8.9)	5 Jacor 7.5 (7.9)
6 Compass 6.9 (8.3)	6 Noble 8.0 (8.8)	6 Sinclair 6.3 (6.6)
7 Zimmer 5.8 (7.0)	7 Zimmer 6.3 (6.9)	7 WIBV,KSD 4.2 (4.4)
	8 River City 5.0 (5.5)	

1997	1998	1999
1 CBS \$ 44.0 (40.8)	1 CBS \$ 45.4 (38.7)	1 CBS \$ 48.6 (37.8)
2 Sinclair 22.3 (20.7)	2 Sinclair 26.3 (22.4)	2 Emmis 48.4 (37.7)
3 Emmis 16.5 (15.3)	3 Jacor 20.5 (17.5)	3 Clear Channel 24.2 (18.8)
4 Jacor 8.4 (7.8)	4 Emmis 17.6 (15.0)	4 KTRS 3.3 (2.6)
5 Frischling 2.7 (2.5)	5 KTRS 3.0 (2.6)	5 KFUF-F 1.9 (1.5)
6 KTRS,WIBV 2.6 (2.4)	6 KFUF-F 1.8 (1.5)	6 KFNS 1.9 (1.4)
	7 KFNS 1.7 (1.5)	

2000	2001	2002
1 CBS \$ 55.2 (39.4)	1 CBS \$ 45.5 (34.6)	1 CBS \$ 42.5
2 Clear Channel 29.1 (20.8)	2 Clear Channel 26.8 (20.4)	2 Clear Channel 25.5
3 Bonneville 24.5 (17.5)	3 Emmis 26.1 (19.9)	3 Emmis 25.4
4 Emmis 22.9 (16.3)	4 Bonneville 19.4 (14.8)	4 Bonneville 24.3
5 KTRS 3.9 (2.8)	5 KTRS 3.8 (2.9)	5 KTRS 5.4
6 KFNS 2.0 (1.4)	6 KFNS 1.8 (1.4)	
7 KFUF-F 1.9 (1.4)	7 KFUF-F 1.7 (1.3)	

2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1 CBS \$ 43.3		
2 Emmis 29.2		
3 Clear Channel 26.4		
4 Bonneville 24.4		
5 KTRS 5.2		

MAJOR STATION TRANSACTIONS: CONTINUED

1998 KLOU-F/KSD-F	From CBS to Jacor	Trade 6,700,000
1998 WFUN-F (95.5: Bethalto, IL)		
1998 KSD-F, KSLZ-F, KMJM-F	From Jacor to Clear Channel	
KATZ-F, KLOU-F, KATZ		
1998 WFUN-F (95.5: Bethalto, IL)	Sold to Radio One	13,600,000
1998 KLPW A/F	From Virginia to Marathon	6,000,000
1999 KIHT-F, KPNT-F, KXOK-F	From Sinclair to Emmis	---
WIL-F, WRTH, WVRV-F		
2000 WIL-F, WKIX-F, WRTH, WVRV-F	From Emmis to Bonneville	---
2004 KSLG		2,050,000
2004 KFNS A/F, KRFT		11,500,000

DUNCAN'S COMMENTS:

St. Louis is a below average major radio market. Population growth has been slight and this has helped keep radio revenue growth at a pace well below that of most other major markets. Viable stations have slowly grown and that number will probably be fixed for the foreseeable future. Listening to unlisted stations is very low.

KMOX is a superb station and probably always will be. I say this even though its audience shares grew nearly 60% since the mid 1970's. No station comes close to KMOX in revenue share.

Note how only two or three stations bill over \$10 million in St. Louis.