



TUCSON

	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	4.9	--	--	--	--	--	--	--	14.5 %	17.3 %	--	--	--	1976
1977	5.6	14.3 %	--	--	--	--	--	--	14.8	24.2	15	--	--	1977
1978	5.9	5.4	--	--	--	--	--	--	15.3	37.2	17	--	--	1978
1979	7.4	25.4	--	--	--	--	--	--	15.2	36.7	16	--	--	1979
1980	8.6	16.2	--	--	--	--	--	--	16.5	35.7	17	--	--	1980
1981	9.4	9.3	.544	17.28	2.3	.0041	--	--	15.1	44.3	17	--	--	1981
1982	10.1	7.4	.565	17.88	2.6	.0039	--	--	16.0	45.0	18	--	--	1982
1983	11.6	14.9	.590	19.66	2.8	.0041	.107	--	17.4	46.3	18	15	--	1983
1984	12.6	8.6	.602	20.93	3.1	.0041	.140	KCUB 1.7	16.4	50.7	17	15	--	1984
1985	14.0	11.1	.635	22.73	3.3	.0047	.156	KRQQ-F 1.8	17.3	57.8	19	15	--	1985
1986	16.0	14.3	.649	25.80	3.6	.0047	.180	KRQQ-F 1.9	17.0	59.7	22	15	--	1986
1987	16.0	0	.654	24.96	3.7	.0044	.196	KRQQ-F 2.0	18.4	65.5	25	16	9.2	1987
1988	17.1	6.9	.659	26.31	3.9	.0044	.202	KRQQ-F 2.9	16.2	71.9	22	12.5	11.1	1988
1989	16.6	-2.9	.663	25.04	4.1	.0040	.198	KRQQ-F 3.3	17.8	70.1	22	13	12.6	1989
1990	17.0	2.4	.678	25.53	4.6	.0037	.202	KRQQ-F 3.3	18.1	73.1	21	13	13.6	1990
1991	16.4	-3.5	.689	23.80	4.8	.0034	.202	KIIM A/F 3.2	16.6	72.9	23	13	14.4	1991
1992	17.5	6.7	.701	24.96	4.8	.0036	.210	KIIM A/F 4.0	17.8	71.4	24	13	13.1	1992
1993	19.3	10.1	.715	27.00	5.6	.0034	.232	KIIM A/F 4.8	16.6	67.8	24	14	14.1	1993
1994	24.5	24.5	.739	33.15	6.6	.0037	.304	KIIM A/F 6.0	16.0	71.4	25	17	15.2	1994
1995	23.7	-3.3	.758	31.27	7.0	.0034	.284	KIIM A/F 4.9	15.7	66.4	25	14	16.6	1995
1996	27.3	15.1	.785	34.77	7.3	.0037	.324	KIIM-F 5.1	15.7	72.3	25	15	13.2	1996
1997	30.9	13.1	.786	39.31	7.6	.0041	.368	KIIM-F 5.6	16.1	78.6	26	15	11.9	1997
1998	34.6	12.0	.811	42.66	7.6	.0046	.410	KIIM-F 6.4	16.6	74.5	28	16	11.6	1998
1999	39.8	13.1	.839	47.44	8.3	.0048	.456	KIIM-F 6.9	16.1	77.7	28	16.5	11.2	1999
2000	43.2	8.5	.867	49.83	10.1	.0043	.509	KIIM-F 7.2	14.9	75.5	28	18	13.3	2000
2001	42.5	-1.6	.857	49.59	10.9	.0039	.525	KIIM-F 6.9	15.0	78.2	29	18	16.5	2001
2002	41.8	-1.7	.869	48.10	10.7	.0039	.513	KMXZ-F 5.7	13.7	72.1	28	--	17.1	2002
2003	44.1	5.5	.884	49.89	11.4	.0039	.545	KMXZ-F 6.4	13.8	73.9	33	20	15.5	2003

MAJOR STATIONS - JANUARY 2004

KCUB	1290	5KW/1KW	Sports	Citadel	KCMT-F	102.1	100KW@66	Hispanic	Lotus
KFFN	1490	1KW	Sports	Journal	KFMA-F	92.1	50KW@492	AOR	Lotus
KGMS	940	1KW/250w (DA-2)	Religion		KGMG-F	106.3	0.4KW@4172 (DA)	Urban Oldies	Journal
KGYY	1080	1KW (DAYS)	Standards		KHYT-F	107.5	82KW@2034	Classic AOR	Citadel
KJLL	1330	2KW/5KW (DA-N)	Talk		KIIM-F	99.5	93KW@2036	Country	Citadel
KNST	790	5KW/500W (DA-1)	News/Talk	Clear Channel	KLPX-F	96.1	100KW@1952	Classic AOR	Lotus
KQTL	1210	10KW/1KW (DA-N)	Hispanic	Radio Unica	KMXZ-F	94.9	100KW@1952	AC	Journal
KSAZ	580	5KW/0.3KW (DA-N)	Standards		KOHT-F	98.3	6KW@184	Urban Oldies	Clear Channel
KTKT	990	10KW/1KW (DA-2)	Talk	Lotus	KRQQ-F	93.7	94KW@2032 (DA)	CHR	Clear Channel
KTUC	1400	1KW/530W	Standards	Citadel	KSZR-F	97.5	6KW@305	AC/CHR	Citadel
KTZR	1450	1KW	Hispanic	Clear Channel	KWFM-F	97.1	1.8KW@614	Urban Oldies	Clear Channel
KVOI	690	250W (DAYS, DA)	Talk		KWMT-F	92.9	93KW@2036	AOR	Clear Channel
KXEW	1600	2.5KW/1KW (DA-N)	Hispanic	Clear Channel	KZPT-F	104.1	3KW@328	AC/CHR	Journal

TUCSON

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	26	36	40	26	17	24	14	12	16	10
				CHR			12	19	11	16
				AOR/CL						
MOR/AC	14	4	12	5	--	--				See Talk
				MOR/FS			19	AC	10	15
				AC/OLD	4	17	17	OLDIES	7	11
									18	16
										9
COUNTRY	16	16	14	16	12	17	25			24
BTFLEZ/SAC	25	19	14	13	15	4				
							SOFT AC			2
NEWS/TALK	6	5	6	6	7	7	13		12	7
SPORTS										8
BLACK/URBAN				--	3	--				2
SMOOTH JAZZ				--	--	1			--	2
STANDARDS	--	--	5	4	4	10	7		9	8
HISPANIC	12	9	9	7	8	6	8		11	8
RELIG/GOSPEL				4	--	1	1		3	3
CLASSICAL										2

STATION NOTES

(Major call letter and format changes)

KMXZ	KAIR until 78; KJYK until 89; KKLD until 95; EZ until 89
KGMS	KHOS until 77; KMGX until 81; KNST until 93; Country until 77; AC until 82; News/Talk until 93; KCEE until 01; Standards until 00
KTZR	KFLT until 86; KFXX until 87; KKPW until 88; CHR until 83; Religion until 88; Black until 88
KNST	KCEE until 92; Evolved to Oldies by 88
KFMA-F	KEZG until 87; KFXX until 89; KQYT until 91; EZ until 87; CHR or Urban until 89; Soft AC until 93; KTZN until 93; KEKO until 95
KWFM-F	KGMS until 01; Religion until late 90's
KSZR-F	KRKN until 95; KCDI until 96; KSJM until 98; Country until 96; Hispanic 96-98; KOAZ until 03; Jazz until 00; Country until 03
KZPT-F	KKHG until 98; AOR until 98
KHYT-F	Oldies 70's until 98; Then Classic Hits to Classic AOR
KGMG-F	KIXD until 99; Country until 99
KFFN	KAIR until 89; KJYK until 93; EZ until 81; AC or Oldies until 89; CHR until 93; KMXZ until 95; KKND until 96
KSAZ	KIKX until 83; Off air from 83-93
KJLL	KHYT until 87; KMRR until late 90's; 75-79 format unknown; Urban or CHR until late 80's; Standards until late 90's
KLPX-F	KCEE until 79; KTKT until 81; EZ until 79
KWMT-F	KWFM until 02; KOYT until 03; AOR until 85; AC until 88; Oldies until 02; Country until 93
KIIM-F	KNDE until 84
KTKT	Soft AC until 89
KCUB	Country until 01
KTUC	Talk until about 97
KVOI	Religion until 01
KCMT-F	Classic AOR until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

	\$	
1972 KTKT		Sold to Lotus
1973 KNST	500,000	Sold to Western Cities
1972 KJYK-F	805,000	Sold to Number One
1976 KTUC, KIIM-F	108,000	Sold to Ray Kandel
1977 KRQQ-F	300,000	Sold to Western Cities
1977 KFLT	550,000	From Gene Autrey to Family Life
1978 KAIR, KJYK-F	500,000	
1979 KLPX-F	1,600,000	From Strauss to Lotus
1980 KCEE	1,600,000	From Strauss to Behan
1981 KWFM-F	1,400,000	From Korngold to Sandusky News.
1981 KEVT	2,000,000	Sold by Korngold
1981 KXEW	1,007,000	
1983 KVOI	1,325,000	
1983 KIIM-F	990,000	
1983 KWFM-F	893,000	From Kendal to Stone
1984 KAIR, KJYK-F	4,200,000	From Sandusky to Behan
1984 KNST, KRQQ-F	5,500,000	From Surrey to Citadel
1986 KCEE, KWFM-F	7,500,000	From West. Cities to Naionwide
1987 KJYK, KKLD-F	10,000,000	From Behan to American Media
1989 KJMM	10,120,000	From Citadel to Duchossois
1989 KQYT-F (Green Valley)	1,050,000	
1991 KTZR	2,000,000	Sold to Nova
1992 KJYK, KKLD-F	975,000	Sold by Bob Greenlee
1992 KNST, KRQQ-F	4,000,000	From Duchossois to Behan
1992 KWFM A/F	4,500,000	From Nationwide to Prism
1993 KTZN-F (Green Valley)	4,000,000	From American Media to Prism
1994 KJYK, KKLD-F	1,500,000	Sold to Lotus
1994 KCRZ-F	5,300,000	Sold to Apogee
1994 KZLZ-F	3,500,000	Sold to Stone
1995 KKHG-F	750,000	Sold to Z-Spanish
1995 KKND, KKHG-F, KMXZ-F	1,000,000	Sold to Apogee
1996 KXEW, KOHT-F	16,500,000	From Apogee to Journal Co.
1996 KCEE	2,725,000	
1996 KNST	500,000	From Prism to SFX
1996 KRQQ-F	3,400,000	From Prism to SFX
1996 KWFM-F	10,500,000	From Prism to SFX
1998 KTZR	10,700,000	From Prism to SFX
1997 KCEE	650,000	
1997 KNST	2,000,000	From SFX to Chancellor
1997 KROQ-F	6,000,000	From SFX to Chancellor
1997 KWFM-F	25,000,000	From SFX to Chancellor
1997 KTUC, KSJM-F	22,000,000	From SFX to Chancellor
1998 KLB-F	6,500,000	Sold to Stone
1998 KGVY	6,500,000	Sold to Journal
2000 KZLZ-F	375,000	
2000 KQTL	---	All Chancellor AM/FM stations sold to Clear Channel
2000 KCUB	---	From Z-Spanish to Entravision
2000 KHYT-F	3,300,000	Sold to Radio Unica
2000 KIIM-F	1,000,000	From Stone to Citadel
2000 KOAZ-F	14,000,000	From Stone to Citadel
2000 KTUC	39,000,000	From Stone to Citadel
2001 KXEW, KTZR, KOHT-F	7,000,000	From Stone to Citadel
2001 KCEE	800,000	Sold to Clear Channel
2001 KGMS-F	17,000,000	Sold by Clear Channel
2003 KXEW	---	Sold to Clear Channel
	2,900,000	
	525,000	

TUCSON

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KCUB	1.7	KRQQ-F	1.8	KRQQ-F	1.9	KRQQ-F	2.0	KRQQ-F	2.9	KRQQ-F	3.3
2 KRQQ-F	1.6	KCUB	1.8	KCUB	1.6	KIIM-F	1.4	KWFM-F	2.1	KIIM A/F	3.1
3 KJYK-F	1.3	KWFM-F	1.6	KWFM-F	1.6	KCUB	1.4	KIIM-F	1.6	CEE/WFM	2.3
4 KCEE	1.2	KJYK-F	1.4	KJYK-F	1.5	KWFM-F	1.3	KJYK-F	1.4	AIR/JYK	2.0
5 KWFM-F	1.1	KLPX-F	1.3	KIIM-F	1.3	KJYK-F	1.3	KCUB	1.3	KLPX-F	1.5
6		KIIM-F	1.1	KLPX-F	1.2	KLPX-F	1.1	KNST	1.2	KNST	1.3
7		KCEE	0.9	KNST	1.1	KNST	1.1	KLPX-F	1.0		
8		KNST	0.9	KCEE	0.9	KAIR	0.8				
9				KAIR	0.7						
10											
1990		1991		1992		1993		1994		1995	
1 KRQQ-F	3.3	KIIM/F	3.2	KIIM A/F	4.0	KIIM A/F	4.8	KIIM A/F/F	6.0	KIIM-F	4.9
2 CUB/KIIM	2.9	KRQQ-F	2.9	KWFM A/F	2.2	KWFM A/F	2.4	KKLD-F	3.5	KMXZ-F	3.8
3 CEE/WFM	2.6	CEE/WFM	2.2	KRQQ-F	2.1	KRQQ-F	2.3	KNST	2.7	KLPX-F	2.9
4 KLPX-F	2.0	KLPX-F	2.0	KLPX-F	2.1	KLPX-F	2.3	KLPX-F	2.6	KNST	2.2
5 JYK/KLD	1.8	KKLD-F	1.8	KKLD-F	1.8	KKLD-F	2.1	KWFM-F	2.5	KRQQ-F	2.2
6 KNST	1.4	KNST	1.0	KNST	1.6	KNST	2.0	KRQQ-F	2.3	KWFM-F	2.0
7										KKHG-F	1.6
8										KOHT A/F	1.2
9										KZLZ-F	1.1
10											
11											
1996		1997		1998		1999		2000		2001	
1 KIIM-F	5.1	KIIM-F	5.6	KIIM-F	6.4	KIIM-F	6.9	KIIM-F	7.2	KIIM-F	6.9
2 KMXZ-F	4.3	KMXZ-F	4.8	KMXZ-F	5.2	KMXZ-F	5.5	KRQQ-F	5.8	KMXZ-F	6.6
3 KRQQ-F	2.7	KRQQ-F	3.8	KRQQ-F	4.1	KRQQ-F	4.9	KMXZ-F	5.8	KRQQ-F	5.3
4 KLPX-F	2.6	KLPX-F	3.0	KLPX-F	3.3	KLPX-F	3.6	KLPX-F	3.9	KNST	4.0
5 KNST	2.0	KNST	2.7	KNST	2.7	KNST	3.2	KNST	3.8	KLPX-F	3.9
6 KWFM-F	2.0	KWFM-F	1.9	KHYT-F	2.1	KHYT-F	2.4	KZPT-F	2.5	KZPT-F	2.8
7 KKHG-F	1.8	KHYT-F	1.9	KWFM-F	2.0	KZPT-F	2.4	KHYT-F	2.5	KHYT-F	2.6
8 KHYT-F	1.6	KKHG-F	1.5	KZPT-F	1.8	KWFM-F	2.3	KWFM-F	2.2	KFMA-F	2.3
9 KOHT A/F	1.4	KFMA-F	1.1	KFMA-F	1.2	KFMA-F	1.5	KFMA-F	1.9	KOYT-F	1.6
10 KZLZ-F	0.8	KOHT-F	0.8	KOHT-F	0.9	KOHT-F	1.4	KOHT-F	1.5	KOHT-F	1.5
11								KOAZ-F	1.0	KGMG-F	1.1
								KGMG-F	1.0	KTZR	0.8

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Prism	\$ 7.7 (31.4)	1 Prism	\$ 6.8 (28.7)	1 SFX	\$ 7.1 (26.0)
2 KIIM,KCUB	6.0 (24.4)	2 Journal	5.4 (22.8)	2 KIIM,KCUB et.al	7.0 (25.6)
3 Apogee	4.0 (16.3)	3 KIIM,KCUB	5.3 (22.4)	3 Journal	6.2 (22.7)
4 Lotus	3.1 (12.7)	4 Lotus	3.5 (14.8)	4 Lotus	3.0 (11.0)
		5 KXEW,KOHT	1.2 (5.0)	5 KXEW,KOHT	1.4 (5.1)
		6 KZLZ-F	1.1 (4.6)		
1997		1998		1999	
1 Capstar	\$ 8.8 (28.5)	1 Capstar	\$ 9.2 (26.7)	1 Clear Channel	\$ 10.7 (26.9)
2 Stone (KIIM et.al.)	8.4 (27.1)	2 Stone	8.9 (25.8)	2 Stone	10.4 (26.1)
3 Journal	6.5 (21.1)	3 Journal	7.5 (21.6)	3 Journal	8.8 (22.0)
4 Lotus	4.5 (14.5)	4 Lotus	4.7 (13.7)	4 Lotus	5.6 (14.0)
5 KOHT et.al.	1.3 (4.3)	5 KOHT et.al.	1.2 (3.6)	5 KXEW,KOHT	1.8 (4.4)
				6 Z-Spanish	0.8 (2.1)
2000		2001		2002	
1 Clear Channel	\$ 12.4 (28.8)	1 Clear Channel	\$ 13.8 (32.3)	1 Clear Channel	\$ 11.8
2 Citadel	11.0 (25.5)	2 Citadel	10.2 (24.1)	2 Journal	9.5
3 Journal	9.7 (22.4)	3 Journal	9.8 (23.2)	3 Citadel	8.3
4 Lotus	6.3 (14.6)	4 Lotus	6.8 (16.0)	4 Lotus	8.3
5 KXEW,KOHT	1.9 (4.3)				
6 Entravision	0.6 (1.4)				
2003		All 2002 and 2003 financial data is provided by BIA Financial.			
1 Clear Channel	\$ 12.0				
2 Journal	9.9				
3 Citadel	9.6				
4 Lotus	8.9				
5					

DUNCAN'S COMMENTS:

Tucson is an average medium size radio market. Radio revenues grew by around 400% from 1980 to 2000. However, the number of viable stations has grown by over 50% since 1990. Most radio people thought that Tucson would be a "hot" market but to this point that has not happened.

The Stone family built a fine radio company in Tucson and I was sorry to see their sell off their stations. KIIM was the heart of that company and the most impressive station in Tucson over the last 30 years. KRQQ has also been a fine CHR station.

2002		2003	
1 KMXZ-F	5.7	KMXZ-F	6.4
2 KIIM-F	5.2	KIIM-F	5.5
3 KLPX-F	4.4	KLPX-F	4.9
4 KRQQ-F	4.2	KNST	3.9
5 KNST	3.4	KRQQ-F	3.7
6 KFMA-F	3.0	KFMA-F	2.9
7 KZPT-F	2.6	KHYT-F	2.6
8 KHYT-F	2.0	KZPT-F	2.5
9 KOHT-F	1.3	KOHT-F	1.4
10 KTZR-F	1.0	KTZR-F	1.0
11			