



# RENO

	<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	2.4	--	--	--	--	--	--	--	16.9 %	31.3 %	--	--	--	1976
1977	2.8	16.7 %	--	--	--	--	--	--	15.1	35.3	12	--	--	1977
1978	3.5	NM	--	--	--	--	--	--	16.3	44.6	12	--	--	1978
1979	4.8	37.1	--	--	--	--	--	--	15.2	49.7	12	--	--	1979
1980	4.6	-4.2	--	--	--	--	--	--	15.8	42.7	12	--	--	1980
1981	5.6	21.7	.202	27.72	1.6	.0032	--	--	16.8	51.4	13	--	--	1981
1982	6.7	19.6	.207	32.37	1.7	.0035	--	--	17.7	54.1	13	--	--	1982
1983	7.8	16.4	.213	36.62	1.8	.0037	.072	--	17.4	55.3	14	12	--	1983
1984	9.1	16.7	.215	37.12	1.9	.0042	.096	KOZZ-F 1.4	18.0	58.8	16	14	--	1984
1985	9.9	8.8	.217	38.50	2.0	.0046	.110	KOZZ A/F 1.8	19.4	70.8	17	15	--	1985
1986	8.7	12.1	.221	36.25	2.3	.0038	.117	KOZZ A/F 2.0	17.6	66.2	17	15	--	1986
1987	9.2	5.7	.248	37.10	2.2	.0040	.102	KOZZ A/F 2.0	17.0	75.4	18	15	7.8	1987
1988	10.2	10.9	.253	40.32	2.3	.0043	.113	KOZZ A/F 2.0	16.4	80.7	18	14	10.1	1988
1989	10.0	-2.0	.255	39.22	2.4	.0041	.113	KOZZ A/F 2.0	18.1	80.7	17	15	11.7	1989
1990	9.6	-4.0	.260	36.92	2.6	.0037	.103	KOZZ A/F 2.0	17.6	78.9	18	15	7.6	1990
1991	8.7	-9.4	.265	32.83	2.8	.0031	.098	KWNZ-F 1.4	18.0	79.8	20	15	11.3	1991
1992	9.5	9.0	.270	35.19	2.7	.0035	.109	KWNZ-F 1.6	17.0	79.0	19	14	12.8	1992
1993	10.3	7.9	.270	38.15	3.1	.0033	.117	KBUL-F 1.7	17.4	76.8	19	15	11.2	1993
1994	11.4	10.6	.280	40.71	3.4	.0034	.131	KBUL-F 2.5	16.9	81.0	19	15	12.9	1994
1995	12.0	4.9	.299	40.14	3.5	.0034	.144	KBUL-F 2.3	16.5	81.9	18	15.5	13.4	1995
1996	14.0	16.6	.303	46.20	3.8	.0037	.158	KBUL-F 2.4	16.6	75.2	23	14	11.6	1996
1997	15.0	7.1	.312	48.08	4.0	.0038	.166	KBUL-F 2.6	15.9	76.3	21	15.5	9.0	1997
1998	17.8	18.6	.319	55.79	4.3	.0042	.193	KBUL-F 3.5	17.2	79.4	22	15	8.7	1998
1999	19.6	9.2	.318	61.64	4.5	.0044	.214	KBUL-F 3.3	16.5	83.9	21	15	8.5	1999
2000	22.1	12.8	.333	66.37	4.8	.0046	.242	KBUL-F 3.5	15.3	80.8	23	15.5	8.4	2000
2001	22.4	1.4	.346	64.74	5.0	.0045	.246	KKOH 2.4	15.6	85.0	25	15.5	9.1	2001
2002	23.6	5.4	.352	67.04	5.3	.0044	.263	KRNO-F 2.4	14.2	79.4	26	--	10.3	2002
2003	24.6	4.2	.363	67.77	5.5	.0045	.291	KKOH 2.6	14.5	77.1	26	18.5	10.6	2003

## MAJOR STATIONS - JANUARY 2004

<b>KBZZ</b>	1270	13KW/5KW (DA-N)	Talk	Americom	<b>KNHK-F</b>	92.9	45KW@2654	Classic Hits	Citadel
<b>KHIT</b>	1450	1KW	Country Old.	Lotus	<b>KODS-F</b>	103.7	6KW@2985	Oldies	Americom
<b>KKOH</b>	780	50KW (DA-2)	Talk	Citadel	<b>KOZZ-F</b>	105.7	25KW@2929	Classic AOR	Lotus
<b>KPLY</b>	1230	0.8KW	Sports	Americom	<b>KRNO-F</b>	106.9	35KW@2989	Soft AC	Americom
<b>KPTT</b>	630	5KW/1KW (DA-N)	Sports	Lotus	<b>KRNV-F</b>	101.7	11KW@492 (DA)	Hispanic	Entravision
<b>KXEQ</b>	1340	1KW	Hispanic		<b>KRZQ-F</b>	100.9	6KW@203	AOR	Next Media
<b>KBUL-F</b>	98.1	74KW@2293	Country	Citadel	<b>KSRN-F</b>	107.7	0.2KW@2867	Standards	Next Media
<b>KDOT-F</b>	104.5	25KW@2925	AOR	Lotus	<b>KTHX-F</b>	100.1	12KW@2162	AOR-Prog.	Next Media
<b>KHXR-F</b>	94.5	12KW@459	Country	Lotus	<b>KWNZ-F</b>	97.3	87KW@2112	CHR/Dance	Americom
<b>KJZS-F</b>	92.1	4KW@391	Jazz	Next Media	<b>KWYL-F</b>	102.9	39KW@2926	CHR	Citadel
<b>KNEV-F</b>	95.9	60KW@2280	CHR	Citadel	<b>KYWD-F</b>	93.7	3.6KW@423 (DA)	CHR/Dance	
					<b>KLCA-F</b>	96.5	6KW@2963	AOR-Prog.	Americom

**FORMAT SHARES (%)**

	77	80	82	84	87	90	92	95	98	2000		
<b>CHR/AOR</b>	39	43	31	CHR AOR/CL	17 13	19 20	14 21	10 30	8 27	7 23	8 22	
<b>MOR/AC</b>	32	21	22	MOR/FS AC/OLD	14 27	6 17	-- 26	17	AC OLDIES	9 9	11 13	9 9
<b>COUNTRY</b>	8	17	15		16	18	18	21				
<b>BTF/EZ/SAC</b>	--	16	22		6	13	6					
<b>NEWS/TALK</b>	12	--	10		6	7	8					
<b>SPORTS</b>												
<b>BLACK/URBAN</b>					--	--	--					
<b>SMOOTH JAZZ</b>												4
<b>STANDARDS</b>					--	--	2	6	9	7	3	
<b>HISPANIC</b>									1	2	7	
<b>RELIG/GOSPEL</b>												
<b>CLASSICAL</b>	--	3	--		--	--	4					

**STATION NOTES**

(Major call letter and format changes)

<b>KKOH</b>	KCRL until 82; KROW until 94; EZ/Classical until 82; AC until 84; Country until 94
<b>KPLY</b>	KRNO for a time in 89-90; KCBN until 00; CHR until 85; AC or Oldies until 91; News until 92; Standards until 00
<b>KODS-F</b>	KHTZ until 88; CHR until 88
<b>KBUL-F</b>	KNSS until 87
<b>KRZQ-F</b>	KROI until 90; KKMR until 93; KNDE until 95; AC until 88; Jazz until 90; Classic AOR until 93; AC until 95; KQNV until 97; Oldies-70's until 96; Country until 97
<b>KHIT</b>	Country until 94; Briefly Standards in 89-90; KONE until 94; KOZZ until mid-90's; AOR until mid-90's
<b>KTHX-F</b>	KLKT until 90; KZAK until 97
<b>KRNV-F</b>	KSXY until 90; KTHX until 93; AC until 90; AOR until 96; News until 00
<b>KDOT-F</b>	KSRN until 87; KIIQ until 90; KHIT until 96; EZ or Standards until 87; Country until 96
<b>KHXR-F</b>	94.7 until 97; KIZS until 94; KTHX until 01; AOR until 01
<b>KJZS-F</b>	KSRN until 00; Standards until 00
<b>KOZZ-F</b>	KGLR until 79
<b>KPTT</b>	KOH until 94; KHIT until 98; News/Talk until 94; Country until 98
<b>KWNZ-F</b>	KKBC until 84; CHR until 81; Country until 84
<b>KRNO-F</b>	CHR to AC by 82; Soft AC by 88; Became AC by mid-90's
<b>KIHM</b>	KOLO until 87; KQLO until ---; MOR until 84; Country until 90; Standards until about 98; Hispanic until ---
<b>KXEQ</b>	KBET until 87; KRCV until 95; Country until 82; MOR until 87; Religion until 95
<b>KBZZ</b>	KROI until 84; KORY until 85; KPLY until 01; Became Talk in 91
<b>KNEV-F</b>	EZ until early 90's; Soft AC until 96
<b>KLCA-F</b>	KRZQ until 97; AOR until about 97
<b>KSRN-F</b>	KBCH until 96; KHVG until 00; Country until 00
<b>KNHK-F</b>	KZSR until 96
<b>KWYD-F</b>	KATG until 00; KGVN until 01; Country until 00; Black Oldies until 01; KNVQ until 03

**RENO**

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

		\$	
1971 KCBN		149,000	
1975 KDZZ-F		160,000	
1980 KNEV-F	Sold to McClatchy	700,000	
1981 KROW		2,000,000	
1982 KCBN, KRNO-F	Sold to Roth	3,775,000	
1982 KPTL, KMNZ-F (Carson City)	Sold to Woodward	2,050,000	
1982 KOH, KNEV-F	From McClatchy to John Price	N/A	
1982 KOH	Sold by John Price	950,000	
1984 KPTL, KWNZ-F	From Woodward to Constant	2,100,000	
1985 KSRN A/F	Sold to Olympic	2,110,000	
1986 KNSS-F	Sold to TM	2,500,000	
1987 KOLO	From Donrey to Constant	800,000	
1987 KBET	Sold to Trenner	800,000 (E)	
1988 KBUL-F	From TM to Marathon	N/A	
1988 KIIQ, KHIT	Sold by Olympia to Kagan	2,500,000	
1989 KQLO, KWNZ-F	From Constant to Pacific Tele.	N/A	
1989 KNIS-F (Carson City)		1,500,000	
1990 KRNO A/F	Sold by Roth	2,300,000	
1990 KBUL-F (Carson City)	From Marathon to Johns	2,000,000 (cancelled)	
1990 KOH/KTHX-F		2,000,000	
1990 KZAK-F (Incline Village)		1,333,333	
1991 KHIT, KIIQ-F	From P. Kagan to Radio Assoc.	1,000,000	
1991 KBUL-F	Sold to Citadel	1,300,000	
1991 KROW, KNEV-F	From John Price to Citadel	1,300,000	
1992 KBUL-F	Sold to Citadel	1,300,000	
1992 KNEV	Sold by John Price	300,000	
1993 KHIT A/F	From Radio Assoc. to Lotus	750,000	
1993 KPLY, KKMR-F (Sparks)	Sold to owners of KZAK	750,000	
1993 KNEV-F	Sold to Citadel	500,000	
1993 KRZQ-F (Tahoe)	Sold by Texas Commerce Bank	850,000	
1994 KRNV-F	Sold to owner of KRNV-F	600,000	
1995 KWNZ-F	From PTI to KRNO owner	1,040,000	
1995 KQLO	Sold by Pacific Telecom	325,000	
1995 KRCV	Sold to Lotus	235,000	
1995 KCBN, KRNO-F, KWNZ-F	Sold to Patterson	4,100,000	
1995 KRZQ-F	Sold to Americom	1,225,000	
1995 KZSR-F (92.9)		350,000	
1996 KPLY, KQNV-F, KZAK-F	Sold to Americom	1,900,000	
1996 KSRN-F (Sparks)		480,000	
1996 KTHX-F (Carson City)	To Susquehanna for Sacramento move-in	15,000,000	
1996 KZSR-F (92.9)	Sold to Citadel	1,300,000	
1997 KCBN	From Patterson to Capstar	700,000	
1997 KRNO-F	From Patterson to Capstar	3,900,000	
1997 KWNZ-F	From Patterson to Capstar	4,800,000	
1998 KCBN, KRNO-F, KWNZ-F WWWX-FM	From Capstar to Americom	Americom's Fresno properties	
1998 KTHX-F/KRZQ-F	From Americom to Salt (Seidenstricker)	2,700,000	
1998 KSRN-F	Sold to Boyd	2,500,000	
1998 KHVG-F	Sold to Boyd	1,500,000	
1999 KRZQ-F, KTHX-F	From Salt to Next Media	7,000,000	
1999	All Capstar stations ended up with Clear Channel	---	
1999 KRNV-F	From Sunbelt to EXCL to Entravision	14,000,000	
2000 KHVG-F, KSRN-F	Sold to Nextmedia	4,500,000	
2000 KPTL, KZZF-F	Sold to Silverado	---	
2003 KNVQ-F (S. Lake Tahoe)	From Silverado to Citadel	5,500,000 (E)	
2003 KNKH-F		4,250,000	
2003 KSRN-F	Sold to Lazer	NA	

**RENO**

**HIGHEST BILLING STATIONS**

1984	1985	1986	1987	1988	1989
1 KOZZ-F 1.4	ONE/OZZ 1.8	ONE/OZZ 2.0	Not Available	Not Available	Not Available
2 KRNO-F 1.2	CBN/RNO 1.5	CBN/RNO 1.7			
3 KONE 0.7	ROW/NEV 0.9	KOH/SXY 1.0			
4 KOH 0.7	KHTX-F 0.8	ROW/NEV 0.9			
5 KOLO 0.7	KOLO 0.7	KWNZ-F 0.8			
6 KSRN-F 0.6		KHTZ-F 0.7			
7 KHTX-F 0.6					
8 KROW 0.5					
9					
10					
1990	1991	1992	1993	1994	1995
1 Not Available	KWNZ-F 1.4	KWNZ-F 1.6	KBUL-F 1.7	KBUL-F 2.5	KBUL-F 2.3
2	KOZZ-F 1.2	KOH 1.3	KOZZ-F 1.6	KOZZ-F 1.8	KOZZ AF 1.9
3	KOH 1.1	KOZZ-F 1.2	KRNO-F 1.3	KWNZ-F 1.5	KKOH 1.5
4	KRNO-F 1.05	KBUL-F 1.1	KWNZ-F 1.3	KKOH 1.4	KWNZ-F 1.3
5	KODS-F 1.0	KODS-F 1.0	KODS-F 1.1	KODS-F 1.1	KODS-F 1.2
6	KBUL-F 1.6	KRNO-F 1.0	KOH 1.0	KNEV-F 1.1	KRNO-F 0.9
7			KNEV-F 0.8		
8					
9					
10					
11					
1996	1997	1998	1999	2000	2001
1 KBUL-F 2.4	KBUL-F 2.6	KBUL-F 3.5	KBUL-F 3.3	KBUL-F 3.5	KKOH 2.4
2 KOZZ AF 2.0	KKOH 2.2	KKOH 2.2	KKOH 2.3	KKOH 3.0	KBUL-F 2.3
3 KKOH 1.6	KOZZ-F 1.6	KOZZ-F 1.8	KOZZ-F 2.3	KRNO-F 2.6	KRNO-F 2.2
4 KODS-F 1.3	KODS-F 1.4	KODS-F 1.5	KDOT-F 1.8	KOZZ-F 2.4	KOZZ-F 2.0
5 KWNZ-F 1.2	KRNO-F 1.1	KRNO-F 1.1	KRNO-F 1.4	KDOT-F 2.0	KDOT-F 1.8
6 KRNO-F 1.0	KNEV-F 1.0	KNEV-F 1.1	KODS-F 1.4	KODS-F 1.5	KODS-F 1.7
7 KNEV-F 0.8	KWNZ-F 0.9	KNHK-F 1.0	KNEV-F 1.1	KWNZ-F 1.3	KWNZ-F 1.6
8 KDOT-F 0.6	KDOT-F 0.8	KDOT-F 1.0	KRZQ-F 1.0	KNEV-F 1.2	KTHX-F 1.3
9 KRZQ-F 0.6	KRZQ-F 0.7	KTHX-F 1.0	KLCA-F 1.0	KRZQ-F 1.0	KHXR-F 1.2
10 KTHX-F 0.5	KTHX-F 0.6	KRZQ-F 0.9	KWNZ-F 0.9	KLCA-F 0.9	KRZQ-F 0.8
11					KNEV-F 0.8
					KRNV-F 0.8
2002	2003				
1 KRNO-F 2.4	KKOH 2.6				
2 KKOH 2.4	KOZZ-F 2.5				
3 KOZZ-F 2.4	KTHX-F 2.3				
4 KBUL-F 2.1	KRNO-F 2.1				
5 KTHX-F 1.9	KBUL-F 1.9				
6 KDOT-F 1.5	KDOT-F 1.6				
7 KDOT-F 1.3	KLCA-F 1.3				
8 KLCA-F 1.1	KODS-F 1.2				
9 KNEV-F 1.1	KRZQ-F 1.2				
10 KRVN-F 1.0	KNEV-F 1.1				
11 KHXR-F 1.0	KRVN-F 1.0				
	KHXR-F 1.0				

**HIGHEST BILLING RADIO ENTITIES**

1994	1995	1996
1 Citadel \$ 5.0 (43.9)	1 Citadel \$ 4.4 (35.2)	1 Citadel \$ 4.9 (35.0)
2 Lotus 2.6 (22.8)	2 Lotus 2.4 (19.4)	2 Lotus 2.9 (20.4)
	3 Patterson 2.2 (17.6)	3 Americom 2.8 (20.0)
	4 Americom 1.4 (11.2)	4 Patterson 2.4 (17.1)
	5 KZAK,KQNV 0.9 (7.2)	
1997	1998	1999
1 Citadel \$ 6.0 (39.8)	1 Citadel \$ 7.7 (43.1)	1 Citadel \$ 7.6 (38.5)
2 Americom 4.2 (28.0)	2 Americom 4.4 (24.7)	2 Americom 5.2 (26.3)
3 Lotus 2.4 (15.8)	3 Lotus 2.8 (15.6)	3 Lotus 4.4 (22.4)
4 KRZQ,KTHX 1.3 (8.7)	4 KRZQ,KTHX 1.9 (10.7)	4 Next Media 2.3 (11.5)
2000	2001	2002
1 Citadel \$ 8.4 (37.8)	1 Americom \$ 6.5 (29.1)	1 Citadel \$ 6.0
2 Americom 6.7 (30.4)	2 Citadel 6.0 (26.9)	2 Americom 6.0
3 Lotus 4.4 (19.9)	3 Lotus 5.3 (23.7)	3 Lotus 5.2
4 Next Media 2.3 (10.6)	4 Next Media 3.0 (13.3)	4 Next Media 4.0
		5 Entervision 1.0
2003		
1 Citadel \$ 6.2		
2 Americom 5.7		
3 Lotus 5.4		
4 Next Media 4.6		
5 Entervision 1.0		

All 2002 and 2003 financial data is provided by BIA Financial.

**DUNCAN'S COMMENTS:**

Reno is Las Vegas light...very light. Radio revenues have grown at an above average rate for small markets. However, the number of viable stations is now growing at such a fast clip that it will be many years before this market is able to assimilate all of the new stations. By the time you read this there will be over 20 viable stations in Reno. That is about the same number of viables as in Sacramento.

KKOH is not a heritage radio station as of yet. If the trend of the last decade continues it will become a heritage station. Other stations of note in Reno are KRNO and KBUL.